



This article originally appeared in CCoA's magazine *At The Sign Of The Cat*

The following article "The Cat's Litter - Statistics and Prices on the 1970 Models" was written in 1981, before the public availability of accurate information. This accurate information today comes from Marti Auto Works, [the Arizona company](#) which is licensed by Ford to provide it. The article is published below exactly as it originally appeared with no changes. The "statistics" listed in this article are not necessarily accurate and were based on the author's opinions and best information available at the time.

A more recent article based on Marti Auto Works statistics is [here](#). There is no substitute for accuracy and that being said, CCoA recommends that a search for accuracy lead you directly to [Marti Auto Works](#).

### THE CAT'S LITTER--STATISTICS AND PRICES ON THE 1970 MODELS

65A	47,279	Cougars with 428CJ	965
65B	18,565	Ram Air 428	None
65A	2,200	Eliminators Boss 429	See Art.
76A	2,322	Conv. with 428	74
76B	1,977	Conv. XR-7 Sunroof equipped	663

Total production of all Cougars was off dramatically for the 1970 model year. 72,343 units total being sold. Whereas 100,069 Cougars were produced in 1969. Convertible sales/ production dropped off better than one half from 1969. In Dearborn they were saying that surely the 71 models will mean a comeback for Cougar.

Average miles per gallon was 10-17, and common trouble spots were clutch, cooling system, suspension, and the electrical and ignition systems.

Of the options available, this is the percentage breakdown on how the Cougars were equipped: 92.2% had automatic transmissions, 5% had three speed transmissions, 2.8% had four speeds, 95.6% had power steering, 67.6% had power disc brakes, 12.1% came with tilt steering column, 5.9% had power windows, 63.9% used tinted glass, and 61.9% had air conditioning. Two door Hardtop--\$3114.00, Two door Convertible--\$3480.00, XR-7 Hardtop--\$3413.00 XR-7 Convertible--\$3692.00. Basic Specifications: Length--196.1", Width--74.1" Wheel base--111.1" Height--51.3", Weight 3431 lbs., Wheel tread F-60.5", R-601,

Engines: 351 CID 2V V-8(250HP)--Standard, except Eliminator. 351 CID 4V V-8(300HP) Standard on Eliminators, others \$53.20, Cobra Jet 428 CID 4V V-8(335HP) \$310.90, HO 302 CID (Boss) 4V V-8 (290HP) available only on Eliminators- \$388.60 Transmissions: 3 speed manual standard all models, Select Shift automatic- for 351 CID 2V engines, \$206.10, -for 351CID 4V and 428CJ 4V engines, \$227.00, four speed manual with Hurst shifter, \$204.70 Note; the 3 speed Man. N.A. on HO 302 & 428CJ.

#### Selected optional equipment

Air conditioner,Whisper-Air	\$375.70
Sports console	\$57.10
Decor Group (includes deluxe wheel covers, curb moldings, three spoke rim-blow steering wheel, custom-grade door and quarter trim, door courtesy lights, rear quarter arm rests, and comfort-weave vinyl high-back bucket seats)	\$90.70
Decor Group with Eliminator package (does not include wheel covers and curb moldings)	\$70.00
Eliminator Package (includes hub caps and trim rings, black grille, body tape stripes, front and rear spoilers, racing mirrors, black XR-7 type instrument panel)	\$129.60
Emission control (California only)	\$37.60
Glass, full tinted	\$32.40
Power Brakes, (front disc,rear drum)	\$64.80
Power steering	\$104.90
Power windows	\$104.90
Radio-AM	\$60.90
Radio-AM/FM/Stereo (includes two door mounted speakers)	\$212.50
Radio-AM Stereo tape (includes two door mounted speakers)	\$195.60
Vinyl Roof	\$89.40
Steering Wheel-Tilt	\$45.40
Steering Wheel-Rim blow (included in Decor Group)	\$35.00
Sun Roof (power operated)	\$375.70
Tires, white sidewall (E78x14)	\$29.80
Tires, white sidewall, fiberglass belted (F-70,over E-78 BSW)	\$63.50
Wheel covers, Deluxe (unique wheel covers standard on XR-7)	\$25.90

OK FINE, but how many of my car was made? Figures of percentages don't usually mean too much to some folks, but they should. So look through your drawers and find that electronic calculator you got awhile ago to do your income tax, and maybe we can figure out a rough figure on your particular model of Cougar. If you don't own a 70, dig out the previous Sign of the Cat which has figures on your year of Cougar. If you own a later than 1970 model, you'll have to wait for the next issue of At The Sign of the Cat which applies to your model.

Now lets figure this out. I'll use my own Cougar as an example. You'll have to substitute the production figures and percentages into the applicable slots.

My 1970 Eliminator- 2200 units. This is the starting point to get the best estimate for your car. This figure must be the smallest in the statistics which still describes your car best. If my car was sun roof equipped, I'd use 663. However, my car fits one statistic just a little better. It came with the optional 428CJ, so I'll use 965, as it is the smallest of the statistics which fits my car best. So, I know that my car is at least (or best) 1 car in 965. Of the 1970 total of 72,343 units, only 965 came with 428's, or less than one percent came so equipped.

Lets continue then to find a Wish'figure on my (or your) Cougar. As it came with some popular options, and without some popular options. Fourspeeds-- using the transmission figure of 2.8%, and multiplying it by the production figure of 965 we get 27.02 units, so equipped being built.

965 times .028 (this is 2.8%) equals 27.02

Decimal place are dropped, as who ever heard of 2/100ths of a Cougar being made (that excludes parts). So far my Cougar is one of 27 being "So Equipped" built.

Now the car did not come with power steering, so the percentage figure is wrong, but it can be adjusted. Did is the oposite of did not, so then 100% minus 95.6% equals 4.4%, or then 4.4% "did not come equipped" with power steering. Then--

(1 in 27) 27 times .044 equals 1.2 units.

This is as low as you can go obviously. The car could very well be unique, one of a kind. Right? WRONG! These percentages can be worked to your advantage, and are at best just a guess. You must consider "Required" equipment. If a certain option was required when ordering, often you can't take advantage of the figure. Such as power disc brakes. Now power disc brakes were required on 428's. Thus I couldn't multiply my original 965 figure by 67.6%, because all 965 had power disc brakes. You have to watch the figures and know your required options a little.

Lets figure a more normal Cougar. The basic 65A with and without some of the popular options.

47,279 units (65A), automatic transmission, power steering, power brakes, air conditioning and tinted glass.

So, 47,279 X .922 (AT) = 43,591 Then 43,591 X .676 (PDB) = 29,467  
Then 29,467 X .617 (Air) = 18,181 Then 18,181 X .639 (Glass) = 11,618  
Then 11,618 X .879 (No tilt wheel) = 10,212 Then 10,212 X .941 (No P. Wind.) = 9610

One car in 9610. Now there's an awfull lot of "Wish" in this figure, as it makes every car seem like a rare and valuable one, or so the owner WISHES. The true value of the car is determined by desirability, not always rareness, but rareness usually helps. You must use some common sence and the "Options" list. Most XR-Ps came fully equipped, the 65A's somewhat less, and the Eliminators less yet. You might want to take an average figure or use the smallest one only, as you're sure on at least one, the statistic.

[Cougar Club of America](#)