



Dear 1999 Mercury Cougar Owner,

Congratulations on your decision to upgrade a 1999 Ford Mercury Cougar with original SVT components, and welcome to the SVT family. We trust that your new Cougar SVT will provide you with many years of enjoyment, and create many wonderful memories.

Now your Cougar is updated with original parts from the Ford SVT Contour. SVT is a dedicated group of automobile enthusiasts who are responsible for the development and marketing of limited edition, high-performance Ford vehicles. Ford launched SVT in 1991, staffing it with a core group of dedicated enthusiasts. Its mission is simple, but very ambitious:

- Create a line of high performance vehicles that satisfy the most demanding driving enthusiasts
- Back those products up with a group of Ford dealers who understand the special requirements of performance customers.

Nine years later, SVT has grown to become a comprehensive high performance vehicle development and marketing organization. Our products have graced the covers of the leading automotive magazines, and are coveted by the most discriminating automobile enthusiasts. But SVT is about more than great cars and trucks; it's really about a philosophy. From design to engineering, manufacturing to marketing, all the way to the service departments at SVT dealerships, SVT strives to do things better. Because we are building cars and trucks for people who love to drive great automobiles just like us.

I'd like to share with you the SVT philosophy which I think is clearly expressed through the "hallmarks" which guide us in bringing SVT vehicles from concepts to reality:

**Performance** All SVT products comprise significant performance enhancement over mainstream production models, with more power from exclusive engines, upgraded brakes, and taut yet supple suspensions. All components are developed to work together in harmony, to achieve a balance of performance and real-world driveability that is world-class.

**Substance** SVT believes that form follows function. SVT products are tastefully styled, with subtle performance cues that speak to the sophisticated enthusiast.

**Exclusivity** SVT vehicles are limited-edition products available only at a select group of specially trained Ford SVT certified dealers. We believe a unique product requires a unique sales and service network to support it.

**Value** SVT delivers high standard feature content and excellent value.  
(In plain English, that's known as "a lot of bang for the buck").

As SVT continues to grow, we will not lose our "small business" orientation to our customers; in fact, it's just the opposite. We're redoubling our efforts to get to know our customers better by offering unique, personalized services that enhance the experience of owning an SVT product.

These unique services/programs include:

- **The SVT Info Center** Have a question or want information about your SVT vehicle, or any of our new products? Please call the SVT Info Center at 1-800-FORD-SVT. Our specially trained staff is here to help you.