

Mercury...The Better Idea Cars
with Better Ideas in Trailer Towing



Better Idea Cars Make Better Trailer Towing Cars

Mercurys have the features that most people look for in a towing vehicle—things like better ideas in riding comfort and handling ease—and better ideas in quality, safety, power and performance.

The rigid body construction and durability built into every Lincoln-Mercury car eliminates the need for extra-cost underbody reinforcements for light weight trailering.

Mercurys are fashionably tailored and beautifully appointed with roomy interiors to give passengers the most comfortable all-around motoring pleasure. And to even further enhance traveling comfort, all Mercurys have sound deadening body insulation, to hush wind and road noises. To add to your security, every Mercury comes with a complete line of Ford Motor Life-guard Design Safety Features. And all full-size Mercurys and Cougars are built with the additional protection of steel guard rails in the doors.

You'll save in the long haul by ordering your Mercury Model to match your trailering needs.

Match Your Mercury to the Trailer Classification. Trailer classification is determined by the gross weight of the trailer including its cargo. There are three trailer classifications: Class I Light Weight (up to 2000 lbs.); Class II Medium Weight (2000 to 3500 lbs.); Class III Heavy Weight (3500 to 5000 lbs.).

Match the Trailer Hitch to Your Mercury. The non-equalizing trailer hitch is designed specifically for towing Class I trailers. The load equalizing hitch is recommended for towing Class II and Class III trailers.

Lincoln-Mercury Automobiles . . . a Match for Most Any Trailering Job. All 1971 models are built to tow Light Weight Class I trailers with very little extra equipment. Lincoln-Mercury recommends that Class II trailer towing be performed by full-size Mercurys and Montegos. Class III towing is reserved for the larger wheelbase Mercurys: Monterey, Monterey Custom, Marquis, Marquis Brougham, full-size wagons and the Continental models.

Full-Size Mercurys: The Best of the Better Ideas

Beauty. Luxury. Every inch a Mercury. Better ideas for Trailer Towing

Mercurys are built with the best ride ideas from the world's finest cars. Springs and tires are computer selected; all power

train components are computer-matched for smoother operation. Mercurys are big cars with big car dimensions: sedans and hardtops have an overall length of 224.7 inches and a track wider than many competitors; (63.3 inches in front and 64.3 inches in the rear).

Mercurys have the kind of better ideas that are important for trailer towing. Better ideas for better traction in transmissions like our 3-speed Select-Shift automatic transmission which allows for second gear starts . . . the control of a manual—the convenience of an automatic. Select-Shift is standard on all full-size Mercurys except Monterey. Better ideas for a smoother, more comfortable ride with long 124-inch wheelbase (121-inch on station wagons). Better ideas for carrying more luggage with large 20.4 cubic-feet of usable trunk space.

Light Weight Trailer Towing

SAE CLASS I (Fully Loaded Trailer Weight Limit—Up to 2000 lbs.)

Maximum Tongue Load 200 lbs.

RECOMMENDED EQUIPMENT*

- Non-Equalizing Trailer Hitch
- Extra Engine Cooling Package
- H78 x 15 Tires (d)
- 3.25:1 Axle Ratio
- Select-Shift Automatic Transmission (std., except Monterey passenger cars)
- Power Steering (std., except Monterey passenger cars)
- Power Disc Brakes (std., except Monterey and Monterey Custom passenger cars)

Medium and Heavy Weight Trailer Towing

SAE CLASS II and CLASS III (Fully Loaded Trailer Weight 2000-5000 lbs.)

Maximum Tongue Load up to 700 lbs.

RECOMMENDED EQUIPMENT*

- TRAILER TOWING PACKAGE INCLUDES:**
- **Trailer Towing Radiator with built-in Heavy-duty Transmission Cooler (a)
 - Trailer Towing Frame (sedans and hardtops only)
 - Wheels (15 x 6.5)
 - **55-Amp. Alternator (b)
 - **80-Ampere Hour Heavy-duty Battery (Standard on Marquis and Marquis Brougham)
 - 3.25:1 Axle Ratio (c)
 - Special Trailer Wiring Harness
 - Heavy-duty Suspension (heavy-duty springs and shock absorbers)

The following equipment is *required* with the Trailer Towing Package and is available as separate options:

- 400-2V engine or larger (This or larger engine standard on all models, except Monterey)

- H78 x 15 Tires (d)
- Power Disc Brakes (std., except Monterey and Monterey Custom passenger cars)
- Power Steering (std., except Monterey passenger cars)
- Load Equalizing Trailer Hitch (e)

Also available, but not required is the optional . . .

*Includes all Marquis, Monterey and Station Wagon models.

**Also available as separate options.

(a) Includes 2.27" heavy-duty radiator. An external transmission oil cooler is recommended with optional Select-Shift transmission when towing in hilly terrain or high ambient temperatures and when trailer's frontal area is 25 sq. ft. or more. (Dealer installed.)

(b) Available for all engines. Standard with air conditioning and included in Trailer Towing Package.

(c) Optional only with 400-2V, 429-2V or 429-4V engine with Select-Shift Automatic Transmission.

(d) H78 x 15" tires recommended for Monterey and Monterey Custom. Standard on other models including Station Wagons.

(e) Not available from Lincoln-Mercury. Reliable hitch installers are qualified to fabricate and install them.

Mercury Power Teams

	351-2V (240 hp)	*400-2V (260 hp)	**429-2V (320 hp)	429-4V (360 hp)
Monterey	std	opt	opt	opt
Monterey Custom	na	std	opt	opt
Marquis	na	na	std	opt
Marquis Brougham	na	na	std	opt
Monterey/Marquis Station Wagons	na	std	opt	opt

*Minimum engine required for Class II or III trailer towing.

**Recommended engine for Class III trailer towing.

Here are some suggestions to make your trailering more satisfying and more fun . . .

- Handling Suspension Package
- Extra Cooling Package
- Automatic Load Leveler—optional for Class I trailer towing. (Note: Not recommended with load-equalizing trailer hitches.)
- Higher Ratio Rear Axles
- Traction-Lok Differential
- Whisper-Aire Conditioner with Automatic Temperature Control
- Cornering Lamps • Fender Skirts
- Vinyl Roof • Automatic Speed Control
- Carpeted Load Floor—station wagons only.

In addition to these suggestions, your Lincoln-Mercury dealer has many more options available to make your motoring even more enjoyable.





MONTEGO: The Better Intermediate Trailer Towing Car

The 1971 Mercury Montegos have all of the better ideas you want in an intermediate. Better ideas in suspension design for an exceptionally smooth, quiet ride. Better ideas in traveling comfort and size with full six passenger seating. Seats a family of six adults. Montego's 210-inch overall length is the longest in its class. Montegos have better ideas in trailer towing with a long 117-inch wheelbase (up to 5 inches longer than competitors) for greater stability. The trunk is big with 16.2 cubic feet of usable luggage space.

FOOTNOTE: Dimensions are for all Montego and Cyclone models except station wagons.

Light Weight Trailer Towing

SAE CLASS I (Fully Loaded Weight Limit—Up to 2000 lbs.) Max. Tongue Load 200 lbs.

RECOMMENDED EQUIPMENT*

- Non-Equalizing Trailer Hitch (Dealer-installed)
- Heavy-duty transmission oil cooler (a)
- Cross Country Ride Package (b)
- 302-2V Engine (All Cyclones have larger std. engines)
- Select-Shift Automatic Transmission (std. on Cyclone GT)
- Power Steering and Power Disc Brakes
- 3.00:1 Axle Ratio

Medium Weight Trailer Towing

SAE CLASS II (Fully Loaded Weight 2000-3500 lbs.) Maximum Tongue Load 500 lbs.

RECOMMENDED EQUIPMENT*

TRAILER TOWING PACKAGE INCLUDES:

- **351-2V (except Cyclone/Cyclone Spoiler)
- Extra Cooling Package
- Cross Country Ride Suspension (b)
- **Power Disc Brakes
- 55-Amp. Alternator, Heavy-duty
- 55-Ampere Hour Battery, Heavy-duty (c) (std. on Cyclone Spoiler)

The following equipment is required with the Trailer Towing Package or is available as separate options:

- Select-Shift Auto. Trans. (std., Cyclone GT)
- 3.25:1 or 3.50:1 Axle Ratio (3.25:1 std. on Cyclone and Cyclone Spoiler)
- Built-in heavy-duty transmission oil cooler in radiator (a)
- Power Steering • F78 x 14 or larger tires
- Also recommended, but not required:
- Adjustable Air Springs (Dealer-installed)
- Load Equalizing Trailer Hitch (d)

*Includes all Montego, Cyclone and Station Wagon models.

**Available as separate options.

(a) An external transmission oil cooler is recommended with optional Select-Shift transmission when towing in hilly terrain or high ambient temperatures and when trailer's frontal area is 25 sq. ft. or more. (Dealer installed)

(b) Includes heavy-duty front and rear shock absorbers and heavy-duty stabilizer bar. Ooptional on Montego, Montego MX and Montego MX Brougham. Standard on Cyclone and Cyclone Spoiler models, no extra cost option on Cyclone GT, except those models with 429 engines—not available with 429 engine.

(c) A 70 ampere-hour battery is also available at extra cost on all Montego and Cyclone models.

(d) Not available from Lincoln-Mercury. Reliable hitch installers are qualified to fabricate and install them.

Montego Power Teams

The extra load trailer towing imposes makes the money spent for more powerful engines a sound investment:

	250-1V (145 hp)	*302-2V (210 hp)	**351-2V (240 hp)	351-4V (285 hp)	429 CJ (370 hp)
Montego Models	std	opt	opt	opt	na
Cyclone	na	na	na	std	opt
Cyclone GT	na	na	std	opt	opt
Cyclone Spoiler	na	na	na	std	opt

*Minimum engine recommended for light trailering Class I.

**Smallest engine recommended for Class II trailer towing.

Suggestions to make your trailering more satisfying and more fun . . .

- Handling Suspension Package — includes heavy-duty front and rear springs, shock absorbers and heavy-duty stabilizer bar.
- Extra Cooling Package (Limited Production Option)—standard with Trailer Towing Package.
- Traction-Lok Differential
- AM/FM Stereo Radio
- Power Steering and Power Disc Brakes
- Whisper-Aire Conditioner

Your Lincoln-Mercury dealer offers many more options that will add to your motor-ing pleasure.



1971 COUGAR: The Better Personal Car with Better Ideas in Trailer Towing

Cougar is dramatically new with all of the flair of the finest European sports machines. Cougar has better ideas in ride and road gripping stability with its increased tread width. Cougar is longer (almost 197 inches). It's lower (less than 51 inches high). It's wider than ever (up to 75.1 inches).

Cougar has better ideas for trailer towing with its 351 cubic inch engine, belted tires and 112 inch wheelbase (longest wheelbase in its class). And although Cougar comes with a console-mounted 3-speed manual transmission, the Select-Shift automatic is optionally available. Select-Shift is a three-speed automatic that offers the unique advantage of better traction with its second gear start feature. And Cougar's 45 ampere-hour battery and a 42 amp. alternator will help supply the additional electrical loads required for trailering.

For greater traveling comfort and convenience, Cougar is available with a host of power features . . . power steering, power brakes (disc front-drum rear), power windows and even power seats.

Light Weight Towing

SAE CLASS I (Fully Loaded Gross Trailer Weight Limit—Up to 2000 lbs.)

Maximum Tongue Load 200 lbs.

RECOMMENDED EQUIPMENT

- Non-Equalizing Trailer Hitch (Dealer-installed)
- Adjustable Air Springs (Dealer-installed)
- External Mounted Transmission Oil Cooler (Dealer-installed) (a)
- 3.00:1 Higher Ratio Rear Axle
- Select-Shift Automatic Transmission
- Power Steering
- Power Brakes

(a) An external transmission oil cooler is recommended with optional Select-Shift transmission when towing in hilly terrain or high ambient temperature and when trailer's frontal area is 25 sq. ft. or more. (Dealer installed.)

Cougar Power Teams

The extra load trailer towing imposes makes the money spent for more powerful engines a sound investment:

	351-2V (240 hp)	351-4V (285 hp)	429 CJ (370 hp)
Cougar	Std	Opt	Opt
Cougar GT	Std	Opt	Opt
Cougar XR-7	Std	Opt	Opt

Here are some suggestions to make your trailering more satisfying and more fun . . .

- Competition Handling Package
- 3.00:1 Higher Ratio Rear Axle
- Traction-Lok Differential — maintains driving power in spite of slippage by either wheel or wet or icy surfaces or when traveling through mud and sand.
- Sun Roof with Vinyl Roof—a flick of the switch and this power operated roof slides back automatically. Available on all Cougar hardtops. A full vinyl roof is also available at no extra cost on the Cougar XR-7.
- AM/FM Stereo Radio
- Power Seats
- Power Steering
- Power Disc Brakes—(mandatory with 429 CJ engine)
- Power Windows
- Styled Steel Wheels (14 inch)
- Whisper-Aire Conditioner

In addition to these suggestions, your Lincoln-Mercury dealer has many more options available to make your motoring even more enjoyable.



COMET: The Better Small Car with Big Car Advantages

Mercury Comet has the best of the small car ideas, like easy handling, simplified maintenance, low price and great gas mileage (more than 22 miles per gallon). Comet's remarkably smooth, quiet riding characteristics and excellent handling can partially be attributed to its unit-built body, dual ball-joint front suspension, deep coil front springs and long 55 inch leaf rear springs.

Comet has better ideas for traveling with big car interior dimensions. Front head and leg room are within a fraction of an inch of Cadillac Coupe DeVille. The 2-door sedan is built on a 103 inch wheelbase and seats four adults comfortably. The 4-door sedan with a 109.9 inch wheelbase is slightly larger and will seat five without difficulty. There's loads of luggage room, too. Comet is available with those extra-value features that make trailering easier and more fun: Select-Shift automatic transmission, power steering and V-8 engine power.

Comet has big car styling without skimping on extras: Wheel lip molding, armrests, cigar lighter, ashtrays in rear compartment, wall-to-wall carpeting and color-keyed vinyl headlining are all standard.

Lightweight-Trailer Towing

SAE CLASS I (Fully Loaded Weight Limit —Up to 2000 lbs.)

Maximum Tongue Load 200 lbs.

RECOMMENDED EQUIPMENT

- Non-Equalizing Trailer Hitch (Dealer-installed)
- Handling Suspension Package (a)
- 250-1V Engine or above
- 3.00:1 Higher Ratio Rear Axle (b)
- Select-Shift Automatic Transmission
- 55 Amp. Battery
- Power Steering

(a) Includes heavy-duty springs, heavy-duty shock absorbers and larger diameter front stabilizer bar.
(b) 3.00:1 axle ratio, except when ordering 302-2V where only 2.79:1 is available.

Comet Power Teams

The extra load trailer towing imposes makes the money spent for more powerful engines a sound investment:

	170-1V (100 hp)	*200-1V (115 hp)	250-1V (145 hp)	**302-2V (210 hp)
Comet	Std	Opt	Opt	Opt
Comet GT	Std	Opt	Opt	Opt

*200-1V engine is the minimum engine required when the trailer's frontal area is under 25 sq. ft.

**302-2V is required for all trailers with over 25 sq. ft. frontal area.

Here are some suggestions to make your trailering more satisfying and more fun . . .

- Handling Suspension Package — includes heavy-duty front and rear springs and heavy-duty shock absorbers and larger stabilizer bar.
 - Select-Shift automatic transmission.
 - AM Push-Button Radio with Antenna— A distinct fine quality transistorized AM receiver. The touch of a push button brings in listening pleasure from any one of your favorite pre-set stations. Precise tuning over the entire AM band is provided by the manual control knob.
 - Whisper-Aire Conditioner—provides all-season, all-weather comfort. It dehumidifies, reduces dust and pollen and helps keep you fresh and alert while traveling.
 - Rear Window Defogger—is an excellent aid to better vision, this unit is controlled from the instrument panel and is entirely separate from the defroster.
 - Power Steering
 - Oversized Tires—B78 x 14 Belted White Sidewalls/D70 x 14 Belted White Sidewalls
 - Deluxe Upbeat Upholstery
- In addition to these suggestions, your Lincoln-Mercury dealer has many more options available to make your motoring even more enjoyable.

Accessories For The Most Comfort and Efficient Trailering

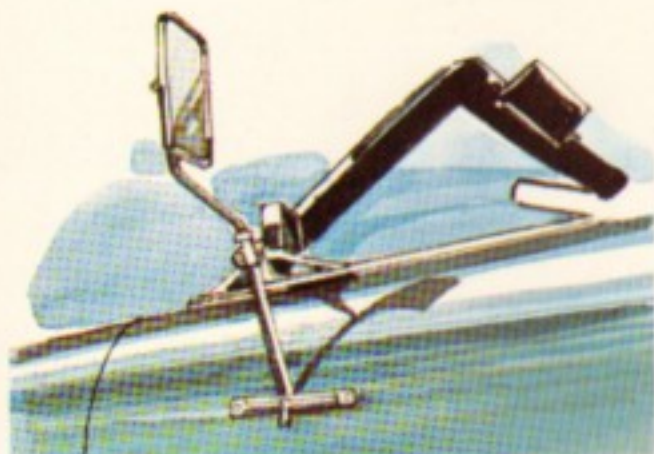
Accessories are specifically designed to help make Lincoln-Mercury vehicles the most comfortable and efficient recreational travel cars on the road.

Some of the accessories on this page could prove to be invaluable in certain trailer-towing situations. All accessories are dealer installed.



Adjustable Air Springs

—provide an efficient means of obtaining variable support for improved riding and handling when carrying heavy rear-end loads. They are recommended for Cougars, Montegos and Cyclones towing light weight loads (control illustrated).



Trailer Towing Mirror

—a safety must for seeing the road behind your trailer.



Fire Extinguisher

—a safety item for car, boat or home. Filled with dry chemical. Simple to operate. (Recharge kit also available.)



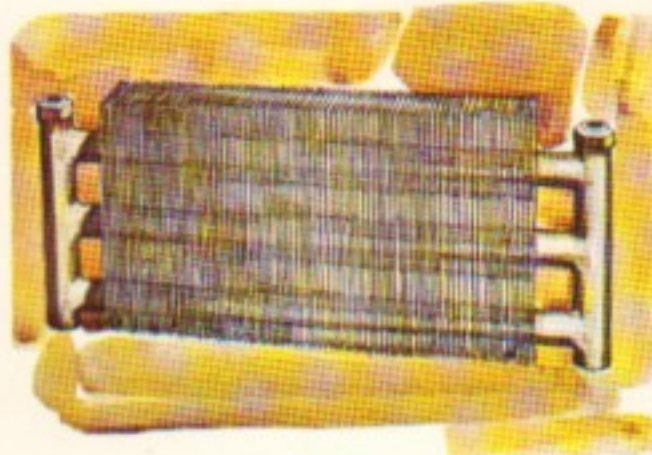
Luggage Rack Cover

—in durable vinyl protects your travel gear. Folds up easily. STATION WAGONS ONLY.



Two Way Radio

—a 12 channel transceiver that can be converted to Base Station with the addition of power supply (not illustrated). Also available for 12 channel unit is a power supply recharge battery and a tone alert (not illustrated).

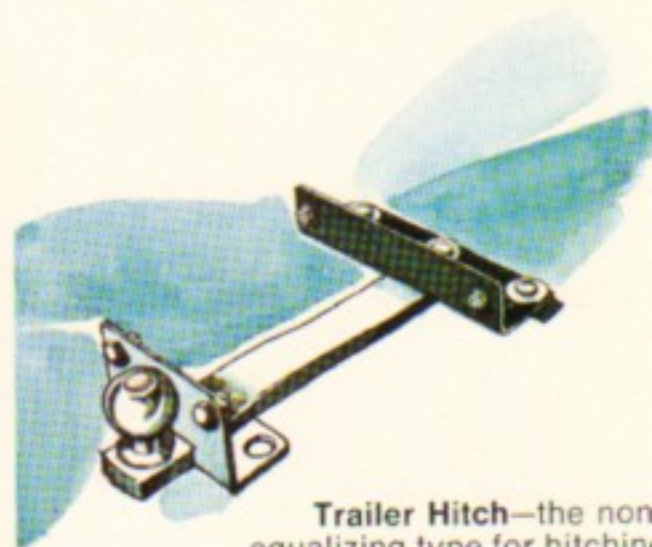


Transmission Oil Cooler

—only for V-8 engines with automatic transmissions. Helps keep transmission functioning at peak performance under stress of high speed operation, pulling trailers or heavy loads.

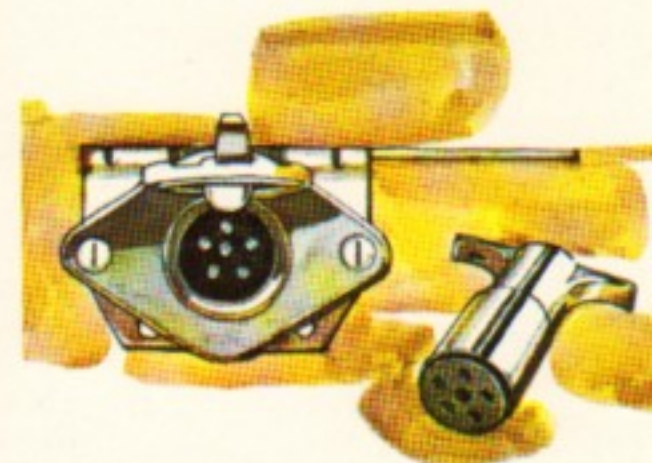
Coolant Recovery System

—assures maximum cooling. Saves overflow and returns it to the radiator after pressure subsides. Easy hook-up to cooling system.



Trailer Hitch

—the non-equalizing type for hitching camper, light trailer or small boat (S.A.E. Class I—2000 lbs.) (NOTE: Use with proper Trailer Hitch Ball).



Trailer Wiring Connector Kit.

Trailer Wiring Harness—convenient hook up for all trailers with tail and brake light Relays prevent circuit overloading in towing vehicle.



Child's Tot Guard Safety Seat

—protects little people up to fifty pounds, in emergency stops. Guards upper body with thick padding. Body-fitting shape holds tots in place. Fastens with regular car safety belt. Easy to install. Washable. ALL MODELS.



CONTINENTALS: The Best Equipped Motorcars in America

Lincoln Continental for 1971 is more than a graceful blending of contemporary and classic styling. It's the smoothest riding, quietest and roomiest Lincoln ever made. Its long 127 inch wheelbase and extra-wide 64.3 inch front and rear tread contribute greatly to its superior ride and stability.

Lincoln Continental has a host of important trailering features as standard equipment: 460 cubic inch V-8 engine with reserve power to tow the heaviest Class III trailers. Select-Shift automatic 3-speed transmission with the unique second gear start feature. Power steering. Power disc front brakes. Cornering lights. And for greater comfort and traveling pleasure, power windows, power seats, tinted glass and Automatic Temperature Control air conditioning are all standard.

The Continental Mark III is the single most distinctive car in America. In performance, ride, appointments and flair, it is everything a luxury car promises to be. And more.

Continental Mark III has many of the important trailering features standard: Michelin steel-belted radial-ply tires. Sure-Track Brake System. Select-Shift automatic transmission. Power steering. 460 cubic-inch V-8 engine. Rigidized body

with computer-designed box rail frame. 85 ampere-hour battery. Mark III has more comfort and luxury features standard, too: Power windows (with lock). Power operated Twin Comfort Lounge Seats. Automatic Temperature Control air conditioning. Tinted glass.

Lightweight Trailer Towing

SAE CLASS I (Fully Loaded Weight Limit —Up to 2000 lbs.)

Maximum Tongue Load—200 lbs.

RECOMMENDED EQUIPMENT*

- Non-Equalizing Trailer Hitch (Dealer-installed)

Medium and Heavy Weight Trailer Towing

SAE CLASS II and SAE CLASS III (Fully Loaded Trailer Weight 2000-5000 lbs.)

Maximum Tongue Load 700 lbs.

RECOMMENDED EQUIPMENT*

- Load-Equalizing Trailer Hitch (a)
- External Transmission Oil Cooler (Dealer-installed) (b)
- Cross Country Ride Package (c)
- 3.00:1 Axle Ratio (d)

*Includes Lincoln Continental and Continental Mark III.
 (a) Not available from Lincoln-Mercury. Reliable hitch installers are qualified to fabricate and install them.
 (b) An external transmission oil cooler is mandatory with Select-Shift transmission when towing in hilly terrain or high ambient temperatures and when trailer's frontal area is 25 sq. ft. or more. (Dealer installed)
 (c) Cross Country Ride Package L.P.O. includes heavy duty springs and larger diameter shock absorbers. Not necessary with Class II medium weight towing. Recommended for Class III heavy weight towing.
 (d) The optional high torque rear axle with the 3.00:1 ratio is standard with the optional Sure-Track Brake System on the Lincoln Continental and is a no extra cost option on the Mark III when factory-installed.

Here are some suggestions to make your trailering more satisfying and more fun . . .

- Cross Country Ride Package Limited Production Option — includes heavy duty springs and larger diameter shock absorbers. Especially recommended for Class III heavy weight towing.
- Tilt Steering Wheel
- Sure-Track Brake System (Standard on Mark III)
- Rear Window Defroster
- AM/FM Stereo Radio
- Traction-Lok Differential
- Speed Control

In addition to these suggestions, your Lincoln-Mercury dealer has many more options available to make your motoring even more enjoyable.

While the information herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. Some illustrations show cars with sidewall tires, deuce wheel covers and other styling, convenience or performance items that are optional at reasonable extra cost. Many are described herein. Many options shown herein are available on most models, not on others. Some are required in combination with other options. A full listing of options and accessories is available at your local authorized dealer.

LINCOLN-MERCURY DIVISION



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