

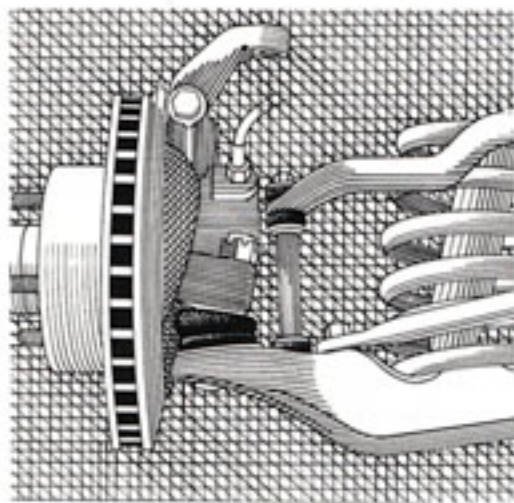
# MERCURY FOR 1973

...built better to ride better

MARQUIS · MONTEREY · MONTEGO · COUGAR · COMET



It's simple: the 1973 Mercurys are built to have a smooth, quiet ride. To accomplish this we've refined the suspension system from the wheels on up, in some cases. For instance, steel-belted radial ply tires which are standard on every full-size Mercury. Together with new front spring rates and improved shock absorbers, new body mounts and higher positioned track bar, they are designed to give precise steering and control on the road, great stability for a smooth, steady ride. Our personal-size Mercury Montego, too, has the same type of finely tuned suspension design as in our most expensive luxury cars—giving Montego the ride of a big car—and helping to lessen vibration and fatigue every mile you drive. With every Mercury for 1973, you'll not only enjoy extra comfort and quiet over



most roads you drive, but a sense of added luxury and elegance as well. The richly appointed Cougar XR-7 cockpit is a beautiful example with body-hugging bucket seats sheathed in rich, supple vinyl with leather seating surfaces as soft as kid leather. And in every Mercury, you stretch out with ample room for hips, legs and shoulders—nicely evidenced in our better "small" car, the enduring Mercury Comet. So when we say every 1973 Mercury was built to give you a smooth and comfortable ride, we're prepared to show you out on the road where it counts. And remember, we couldn't say it if we couldn't back it up!



# 1973 MERCURY

built better to ride better

Mercury Marquis Brougham 4-Door Pillared Hardtop with optional Twin Comfort Lounge Seats, WSW tires and cornering lights.

Mercury Marquis Brougham... built better to ride better



# Mercury Marquis Brougham

So smoothly and steadily does this car ride that you might pay several times its price and still not surpass it for its smoothness, quietness and steadiness of ride. Yet Marquis, despite its look of luxury and richness, is still a *medium-price* car.

**Mercury Marquis Brougham features as standard equipment:**

429-4V V-8 engine · Select-Shift automatic transmission · Power front disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · Power windows\* · Energy absorbing bumpers · Power ventilation · Automatic parking

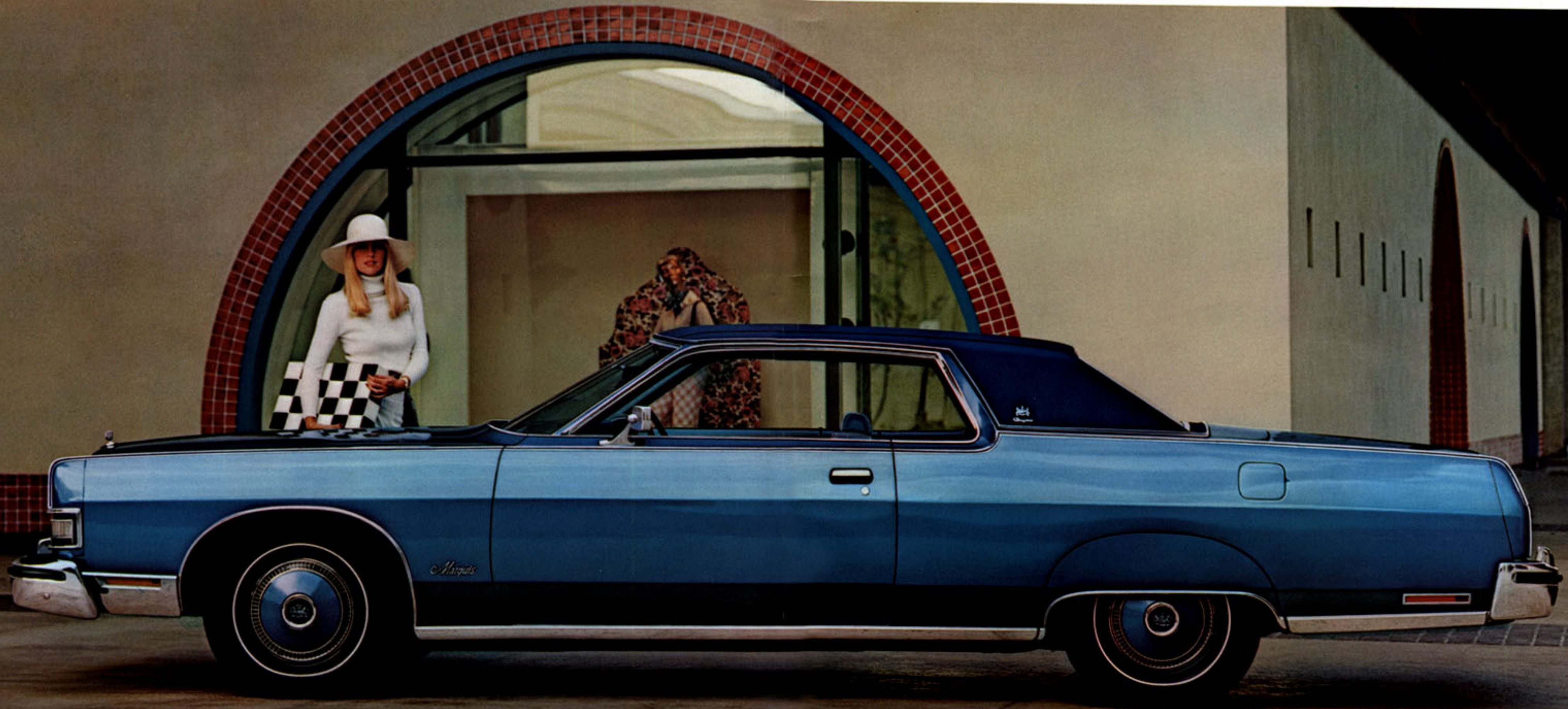
\*Brougham exclusive features over Marquis

brake release · Halo vinyl roof\* · Concealed headlamps · Fender skirts · Deluxe wheel covers with inserts\* · Deluxe sound insulation package · Front bumper guards · Electric clock · Left-hand remote control mirror · Shag cut-pile carpeting\* · Vanity mirror on right-hand sun visor\* · Special lighting for luggage compartment, under instrument panel\*, front\* and rear doors, and rear pillars\* · Door pull straps\* · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.

Mercury Marquis Brougham 4-Door Hardtop with optional glamour paint



Mercury Marquis Brougham 2-Door Hardtop with optional glamour paint



Mercury Marquis 4-Door Hardtop with optional WSW tires, vinyl roof, optional glamour paint, cornering lights, rear bumper guards and rub strips.

Mercury Marquis...a smooth ride on most any road





Mercury Marquis 2-Door Hardtop

## Mercury Marquis

In a blindfold test last year, Mercury's ride rated better than a limousine costing several times as much. For '73 it was hard to improve on. But we've done it. New radial ply tires, for example, steady the ride and give more precise steering and directional control. You enjoy a sense of comfort and luxury every mile you drive.

**Mercury Marquis features as standard equipment:**  
429-4V V-8 engine · Select-Shift automatic transmission

- Power front disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · Energy absorbing bumpers
- Automatic parking brake release · Front bumper guards
- Concealed headlamps · Fender skirts · Deluxe sound insulation package · Electric clock · Inside hood latch release
- Dome and pillar lights · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional. A full list of options is on page 49.







Marquis Brougham interior with optional luxury trim, power windows and steering wheel



Marquis interior with optional power windows

## Mercury Marquis Interiors

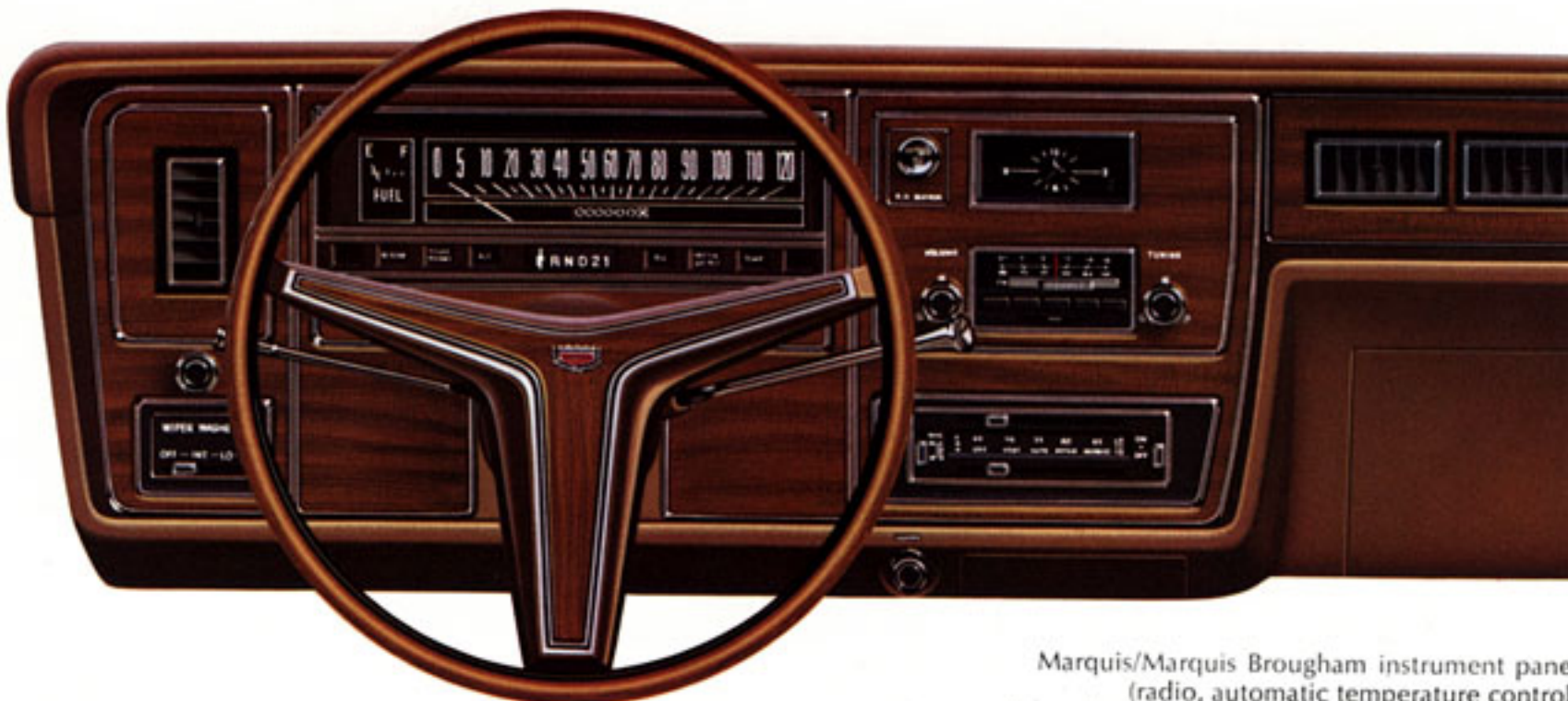
Shown opposite is the luxurious Marquis Brougham interior with optional Twin Comfort Lounge Seats in cloth-and-vinyl. Seats, each with its own armrest, can be adjusted individually. You can also choose this interior in all-vinyl. Marquis Brougham interiors are available in black, medium blue, medium green, dark tobacco, or light beige.

The smaller illustration at top shows the Marquis Brougham interior with bench seat in cloth-and-vinyl, available in the same range of colors as above.

Shown left is the Marquis interior. Bench seat is standard, Twin Comfort Lounge Seats optional. Colors include black, medium blue, medium green, light beige and dark tobacco.

### ADDITIONAL MARQUIS FACTS:

Wheelbase.....	124.0"
Overall Length.....	222.5"
Overall Width.....	79.6"
Tread: front/rear.....	64.1"/64.3"
Luggage Capacity (cu. ft.).....	18.2
Fuel Tank Capacity (gals.).....	22 approx.
Marquis Optional Engine.....	460-4V V-8



Marquis/Marquis Brougham instrument panel (radio, automatic temperature control, luxury steering wheel, remote control mirror and interval windshield wipers are optional).



Mercury Monterey Custom 4-Door Pillared Hardtop with optional WSW tires, fender skirts, wheel covers, cornering lights, glamour paint and rub strips.

Mercury Monterey...easy handling every mile you drive



Mercury Monterey Custom 2-Door Hardtop



## Mercury Monterey Custom

With its extra power, more elegant interior and distinctive ornamentation, Monterey Custom offers great value in a full-size car. Steel-belted radial ply tires, standard on every full-size Mercury for '73, help dramatically improve the ride, make most roads seem newly paved.

**Mercury Monterey Custom features as standard equipment:**  
400-2V V-8 engine · Select-Shift automatic transmission

- Power front disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · Energy absorbing bumpers
- Deluxe steering wheel · Automatic parking brake release
- Deluxe wheel covers · Body side and rocker panel moldings
- Inside hood latch release · Dome light · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.

Mercury Monterey Custom 4-Door Pillared Hardtop



# Mercury Monterey

Incomparable comfort as you drive—and you arrive relaxed and refreshed. The secret is in Mercury's steel-belted radial ply tires and highly refined suspension system, in the way it tunes out most harshness and vibration. Yours in Mercury's lowest priced, high value full-size car!

**Mercury Monterey features as standard equipment:** 351-2V V-8 engine · Select-Shift automatic transmission · Power front

disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · Automatic parking brake release · Energy absorbing bumpers · Front bumper guards · 100% nylon loop carpeting · Inside hood latch release · Power ventilation · Ford Motor Company Lifeguard Design Safety Features.

Note: Other equipment shown is optional. See pages 48-49 for a complete listing.

Mercury Monterey 4-Door Pillared Hardtop



Mercury Monterey 2-Door Hardtop







Monterey interior with optional power windows

## Mercury Monterey Interiors

On the opposite page is shown the handsome Monterey Custom standard interior in cloth-and-vinyl. You may also select all-vinyl, at no extra cost. On this page is shown the standard interior for Monterey models, in cloth-and-vinyl. It too may be ordered in all-vinyl at slight extra cost. Interior decors for Monterey and Monterey Custom are available in black, medium blue, medium green and light beige.

### ADDITIONAL MERCURY MONTEREY FACTS:

Wheelbase.....	124.0"
Overall Length.....	222.5"
Overall Width.....	79.6"
Tread: front/rear.....	64.1"/64.3"
Luggage Capacity (cu. ft.).....	18.2
Fuel Tank Capacity (gals.).....	22 approx.
Monterey Optional Engines.....	429-4V V-8 400-2V V-8 460-4V V-8



Monterey/Monterey Custom instrument panel. Radio, automatic speed control, electric clock, remote control mirror and interval windshield wipers and automatic temperature control shown are optional.

Mercury Montego MX Brougham...the  
personal-size car with the ride of a big car



## Mercury Montego MX Brougham

Montego is trimmer by as much as a foot overall compared to some "full-size" cars. And that helps make this luxurious personal-size Mercury a breeze to handle in city traffic or open country. It is tailored in two wheelbase lengths and gives you smoothness and steadiness of ride on almost any type of road. Actually, Montego boasts the same type of finely honed suspension design as our most expensive luxury cars. And that's pretty fine!

**Mercury Montego MX Brougham features as standard**

**equipment:** 250-1V 6-cylinder engine · 3-speed manual transmission · Front disc brakes · E78-14 BSW tires · Energy absorbing bumpers · Deluxe sound insulation · Concealed windshield wipers · Deluxe wheel covers · Deluxe 2-spoke steering wheel with woodgrain insert · Color-keyed deep loop carpeting · Locking steering column · Dual headlamps · Dual note horn · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown in model illustrations is optional.

Mercury Montego MX Brougham 4-Door Pillared Hardtop







## Mercury Montego MX Brougham Interior

The Montego MX Brougham interior, illustrated at left, features newly designed Flight Bench seats with fold-down center armrest. It is standard in either cloth-and-vinyl as shown, or in super-soft all-vinyl. Interior color schemes available are black, medium blue, white, medium ginger, medium green, dark tobacco and light beige.

### ADDITIONAL MERCURY MONTEGO FACTS:

	4-Door	2-Door
Wheelbase.....	118.0"	114.0"
Overall Length.....	215.3"	211.3"
Overall Width.....	78.6"	78.6"
Tread: front/rear.....	62.8"/62.9"	62.8"/62.9"
Luggage Capacity (cu. ft.).....	14.8	14.8
Fuel Tank Capacity (gals.) . . .	22.5 approx.	22.5 approx.
Montego Optional Engines.....	302-2V V-8	351-2V V-8
	400-2V V-8	429-4V V-8



Montego MX Brougham instrument panel.  
(Radio, electric clock and steering wheel are optional.)

## Mercury Montego MX

A drive in the 1973 Montego is uniquely pleasing—the ride smooth and stable. You'll never be concerned again about what kind of roads you travel. You've no idea how Montego's wide tread and high-stability suspension can add to your driving pleasure—until you try this *better idea* personal-size car with the big-car ride!

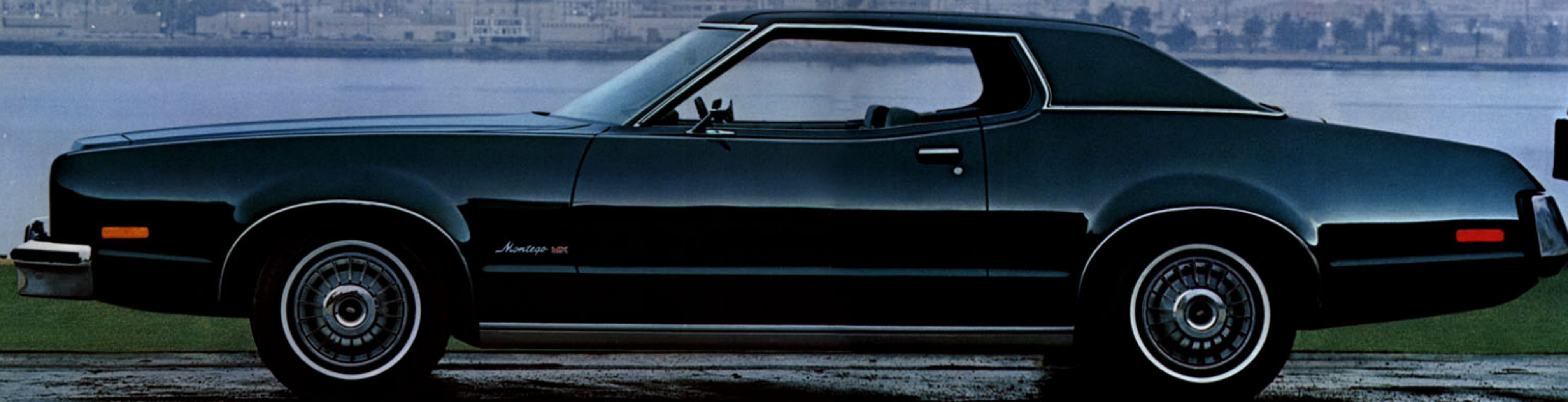
**Mercury Montego MX features as standard equipment:**  
250-1V 6-cylinder engine · 3-speed manual transmission

· Front disc brakes · E78-14 BSW tires · Dual headlamps  
· Energy absorbing bumpers · Deluxe sound insulation  
· Concealed windshield wipers · Color-keyed deep loop carpeting  
· Locking steering column · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional. As in all Mercurys for 1973, a wide range of options and accessories is available. See pages 48-49 for a complete listing.

Mercury Montego MX 4-Door Pillared Hardtop



Mercury Montego MX 2-Door Hardtop





Mercury Montego 4-Door Pillared Hardtop

## Mercury Montego

Montego's road-smoothing front suspension design and special butyl rubber bushings help isolate your car's frame, reducing road noise and harsh vibrations. The system takes the punishment—not you! It's the ride of a big car with personal-size handling ease and an unusual level of luxury in a car so modestly priced.

**Mercury Montego features as standard equipment:** 250-1V 6-cylinder engine · 3-speed manual transmission · Front disc brakes · E78-14 BSW tires · Dual headlamps · Energy absorbing bumpers · Locking steering column · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



# Mercury Montego GT

This fastback dares to be different—and does it beautifully! A special performance flair, from hood scoops (non-functional) to dual racing mirrors. Start with the 302-2V V-8 and go from there. Full instrumentation including tachometer. Montego GT—for the go generation!

**Mercury Montego GT features as standard equipment:**  
 302-2V V-8 engine · 3-speed manual transmission · Front disc brakes · F78-14 WSW tires · Deluxe sound insulation

- Performance hood/dual scoops · Dual racing mirrors
- Energy absorbing bumpers · Dual headlamps · Concealed wipers
- Deluxe wheel covers or hubcaps and wheel rings
- Full complement of performance instruments, including tachometer
- Sports-type 3-spoke steering wheel · Color-keyed deep loop carpeting
- Locking steering column · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown in illustration is optional.

Mercury Montego GT 2-Door Fastback







Montego interior (automatic transmission optional)

## Mercury Montego Interiors

On the opposite page is shown the Montego MX standard bench seat interior in cloth-and-vinyl. This interior, available in both 2-Door and 4-Door Pillared Hardtops, may also be selected in all-vinyl and is also available with all-vinyl bucket seats in 2-Door Hardtop only. Colors available are black, medium blue, medium green and light beige. Dark tobacco is also available in cloth-and-vinyl only, and medium ginger in all-vinyl only.

On this page, top, is shown the standard Montego interior in cloth-and-vinyl; also available in all-vinyl. Bucket seats, all-vinyl only, are available as an option for the 2-Door Hardtop only. Colors are black, medium blue and medium green.

Bottom picture, this page, shows the interior available in Montego GT. It is available either with Flight Bench seat in super-soft vinyl or with all-vinyl bucket seats (shown). Choose from black, medium blue, medium ginger, medium green and light beige.



GT interior (console and automatic transmission optional)

### ADDITIONAL MERCURY MONTEGO FACTS:

	4-Door	2-Door
Wheelbase . . . . .	118.0"	114.0"
Overall Length . . . . .	215.3"	211.3"
Overall Width . . . . .	78.6"	78.6"
Tread: front/rear . . . . .	62.8"/62.9"	62.8"/62.9"
Luggage Capacity (cu. ft.) . . . . .	14.8	14.8
Fuel Tank Capacity (gals.) . . . . .	22 approx.	22 approx.
Montego Optional Engines . . . . .	302-2V V-8	351-2V V-8
*2-dr. Models only	400-2V V-8	429-4V V-8
		351-CJ V-8*



Montego MX instrument panel. (Radio, air conditioning and electric clock shown are optional.)

Mercury Cougar XR-7 2-Door Hardtop with optional WSW tires.

Mercury Cougar...it's not like anybody else's car



# Mercury Cougar

When you want a luxury car that's also a sporty car, you want Mercury Cougar. No car lives two lives so beautifully. Better than just a sports car, better than just a luxury car. It's a car not like anybody else's car!

**Mercury Cougar features as standard equipment:** 351-2V V-8 engine · Select-Shift automatic transmission · Power front disc brakes · E78-14 BSW tires · Flow-Thru Ventilation · Locking steering column · Energy absorbing bumpers · Sequential turn signals · Hi-Back bucket seats · Console with ashtray · Two-spoke oval color-keyed steering wheel · Ford Motor Company Lifeguard Design Safety Features.

**Added features exclusive on XR-7 models:** Rocker panel molding (also on base Convertible) · Special XR-7 wheel covers · Vinyl roof · Remote control racing mirror, left-hand · Bucket seats with leather seating surfaces · Three-spoke Rim-Blow steering wheel, cherry woodgrain insert · Cherry woodgrain instrument panel finish · Door assist strap · Instrument panel assist handle · Map light · Warning lights for low fuel, door ajar · Headlamp-on warning signal · Tachometer, alternator and oil pressure gauges · Deluxe seat belts (also on base Convertible) · Toggle switch panel · Bright pedal trim. Note: Other equipment shown is optional.

Mercury Cougar Convertible



Mercury Cougar 2-Door Hardtop









Cougar Decor Group interior



Cougar standard interior

## Mercury Cougar Interiors

On the opposite page: the Cougar XR-7 standard interior with Hi-Back bucket seats. Vinyl with leather seating surfaces, in black, medium blue, medium ginger, avocado, tan, white with black, white with medium blue, white with medium ginger and white with avocado. In XR-7 only, Upbeat Stripe cloth-and-vinyl may be ordered as a credit option, in black, medium blue, medium ginger, avocado and tan.

Top left, this page, is shown the Decor Group interior, standard in the Cougar Convertible and optional at additional cost in the Cougar Hardtop. You can select this interior either in Tu-Tone woven vinyl or Upbeat Stripe cloth-and-vinyl. Colors are black, medium blue, medium ginger, white with black and, at slight additional cost, in avocado and tan. In Tu-Tone woven vinyl only, at extra cost, you may also select from white with medium blue, white with medium ginger and white with avocado.

Lower left shows the Cougar standard all-vinyl interior with Hi-Back bucket seats. Available in black, medium blue, medium ginger, avocado, and white with black; and, at extra cost, in white with medium blue, white with medium ginger and white with avocado.

### ADDITIONAL MERCURY COUGAR FACTS:

Wheelbase.....	112.1"
Overall Length.....	199.5"
Overall Width.....	75.0"
Tread: front/rear.....	61.5"/61.0"
Luggage Capacity (cu. ft.).....	10.4
Fuel Tank Capacity (gals.).....	19.5 approx.
Cougar Optional Engine.....	351-CJ V-8



Cougar XR-7 instrument panel with optional radio and air conditioning.

Mercury Comet...built better to last longer





Mercury Comet 4-Door Sedan with Custom exterior and interior option

## Mercury Comet and Comet GT

Comet—Mercury's better small car. Priced right down with the small imports, but built tough with the same gauge steel as our full-size Mercurys. For '73 more powerful, quiet and smooth riding. A tradition for durability that goes back for millions of miles. One tough little car.

**Mercury Comet features as standard equipment:** 200-1V 6-cylinder engine · Fully synchronized 3-speed manual transmission · Dual hydraulic brakes with warning light system · 6.45-14 BSW tires · Blend-Air heater with 3-speed blower · windshield washers · 2-speed wipers · Energy

absorbing bumpers · Locking steering column · Outside rearview mirror · Color-keyed carpeting · Front and rear ashtrays, front lighted · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.

**Added features exclusive on Mercury Comet GT model:** Dual racing mirrors · Simulated hood scoop · Hub caps with bright trim rings · Blackout front end · Body tape stripes · Blackout lower back panel · Hi-Back bucket seats · Deluxe Sound Package · Blackout instrument panel with bright molding.







Comet Deluxe interior



Comet GT interior

Comet interior



## Mercury Comet Interiors

On the opposite page is the Comet Custom interior option—with touches of European luxury. The reclining bucket seats are upholstered in super-soft expanded vinyl. In tan only, with color-keyed deluxe seat belts and cut-pile carpeting.

Top left, this page, shows the Comet Deluxe Trim interior option, available in 2- and 4-door models in either cloth-and-vinyl or super-soft all-vinyl. Color choices are black, medium blue, medium ginger and avocado. Orange all-vinyl is available in the 2-Door Sedan only. Carpeting is cut pile.

Top right shows the Comet GT interior with standard bucket seats in super-soft all-vinyl. Colors are black, medium blue, orange, medium ginger, and avocado.

The third illustration shows the standard Comet bench seat interior available in Upbeat Stripe cloth-and-vinyl or, at extra cost, tooled vinyl. Black, medium blue, medium ginger, and avocado for 2- and 4-Door Sedans; orange tooled vinyl on 2-Door Sedan only.

### ADDITIONAL MERCURY COMET FACTS:

	4-Dr. Sed.	2-Dr. Sed.
Wheelbase.....	109.9"	103.0"
Overall Length.....	192.4"	185.5"
Overall Width.....	70.5"	70.5"
Tread: front/rear.....	56.5"	56.5"
Luggage Capacity (cu. ft.).....	10.1	9.5
Fuel Tank Capacity (gals.).....	15 approx.	
Comet Optional Engines.....	250-1V Six 302-2V V-8	



Comet Custom interior option instrument panel with optional radio

# Mercurys ride better. We couldn't say it if we couldn't prove it.

Most cars promise you a smooth ride. Mercurys go out and prove it in test after test.

First against some of the world's most expensive luxury cars. Then in some even tougher tests.

And each time we've come up a winner.

Why do Mercurys ride better? Because we make them that way.

Our theory is: To get a better ride, you've got to build a better car.

It's that simple.

Mercurys are built better to ride better.



June, 1970. Mr. and Mrs. Dabney Coleman of Beverly Hills have a tea party in a Mercury Marquis—without spilling a drop.



Jan., 1971. Marquis' ride is rated better than a \$16,000 limousine and a \$26,000 European touring car in official blindfold test.



June, 1971. Even at 60 m.p.h. a phonograph needle stays in the groove while a Mercury Montego travels over 7 miles of typical roadway.



June, 1971. 36 out of 50 blindfolded professional chauffeurs rate the Marquis' ride superior to a \$34,000 European limousine.



July, 1971. Joseph Briffel splits a Cartier diamond now worth \$125,000, while riding in a Marquis over cobblestone streets at 35 m.p.h.



Dec., 1971. Personal size Mercury Montego's overall ride is rated superior to our competitor's best selling full-size car almost 2 to 1.



Jan., 1972. Sixth grade penmanship champion matches her prize-winning style while riding in the back of a Montego station wagon.



Feb., 1972. A Mercury Monterey carries high explosive nitro carbol connected to a sensitive detonator, over rough Texas terrain.



## Mercurys are built better for easier care

Every thought has been given to designing your 1973 Mercury to be more durable, reliable and easier to service. You'll see this even in the smallest details. Sealed beam headlights, for example, are easily replaced from in front. So are front grilles in the event they are damaged. Front disc brakes and instrument panel clusters are easier to service. These in addition to Mercury's traditional low-maintenance features: self-adjusting brakes, sealed chassis joints, operating fluids that last the life of the car, 3-year or 36,000-mile major lubrication intervals—many more. All of them are *better ideas*—to make owning a 1973 Mercury the best idea of all!

### FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

- Dual Hydraulic Brake System with warning light
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars
- Energy-absorbing steering wheel and column
- Energy-absorbing armrests and safety-designed door handles
- Front and rear lap belts with mini buckles for all seating positions and retractors for front and rear outboard occupants
- Shoulder belts for front outboard occupants (except convertibles)
- Positive reminder warning light and buzzer for front outboard seat belts
- Turn indicators with lane-changing signal feature
- Inside yield-away rearview mirror
- Energy-absorbing instrument panel with padding for center and outboard passengers
- Padded sun visors
- Locking steering column with warning buzzer
- Two speed or variable speed windshield wipers
- Windshield washers
- Improved impact absorbing laminated safety glass windshield
- Double-yoke safety door latches and safety hinges
- Hazard warning flasher
- Steel guard rails in side doors
- Backup lights
- Side marker lights
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on 2-door vehicles
- Safety-designed coat hooks (except convertibles)
- Safety-designed radio control knobs and push buttons (on all cars equipped with radios)
- Outside rearview mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant (on all cars equipped with automatic transmission)
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety-design front end structure
- Improved front and rear bumpers
- Head restraints or high back seats for front outboard occupants
- Safety glove box latch (on all cars equipped with glove boxes)

All 1973 Mercurys have substantially improved impact resistant front and rear bumpers. Specifically, the bumpers meet the 1973 Federal safety standards.

## A Better Idea for Safety: Buckle Up.

Availability of cars shown is subject to federal emissions certification. Information shown here was correct when approved for printing. Lincoln-Mercury Division reserves the right to discontinue or change at any time, specifications or designs without incurring any obligations. Some features shown or described previously are optional equipment items which are available at extra charge. Some options are required in combination with other options.

1. Optional power vent windows available on all full size Mercury 4-Doors.
2. Optional Sunroof available on all full-size Mercurys and Cougars.
3. Optional Montego luxury wheel cover.
4. Optional Cougar styled wire wheel cover.
5. Color-keyed Comet wheel cover available with Custom Exterior option only.



1.



2.



3.



4.



5.

# Options for 1973 Mercurys

	Marquis Brougham	Marquis	Monterey Custom	Monterey	Montego MX Brougham	Montego MX	Montego	Montego GT	Cougar XR-7	Cougar	Comet GT	Comet
<b>PERFORMANCE:</b>												
Select-Shift Automatic Transmission	Std	Std	Std	Std	X	X	X	X	Std	Std	X	X
4-Speed Manual Transmission with Hurst Shifter* (16)	NA	NA	NA	NA	NA	X	X	X	X	X	NA	NA
Traction-Lok Differential	X	X	X	X	X	X	X	X	X	X	NA	NA
Cross Country Ride Package	X	X	X	X	X	X	X	X	NA	NA	NA	NA
Handling Suspension Package	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	X	X
Trailer Towing Package	X	X	X	X	X	X	X	X	NA	NA	NA	NA
Automatic Load Adjuster	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Power Brakes (Disc front and drum rear)	Std	Std	Std	Std	X(27)	X(27)	X	X	Std	Std	NA	NA
Power Steering	Std	Std	Std	Std	X	X	X	X	X	X	X	X
Heavy-Duty Battery	Std	Std	X	X	X	X	X	X	X	X	X	X
Brakes, Sure-Track (12)	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Montego Instrumentation Group	NA	NA	NA	NA	X	X	X	Std	NA	NA	NA	NA
<b>COMFORT AND CONVENIENCE:</b>												
Anti-Theft Alarm System	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Power Vent Windows (4-Door only)	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Power Side Windows	Std	X	X	X	X	X	X	X	X	X	NA	NA
Lock Convenience Group	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Tilt Steering Wheel	X	X	X	X	NA	NA	NA	NA	X(24)	X(24)	NA	NA
Speed Control	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
AM Radio	X	X	X	X	X	X	X	X	X	X	X	X
AM/FM/MPX Radio (1)	X	X	X	X	X	X	X	X	X	X	X	X
AM/FM/MPX with Stereo Tape (1)	X	X	X	X	NA	NA	NA	NA	X	X	NA	NA
Dual Rear Seat Speakers	X	X	X	X	X	X	X	X	NA	NA	NA	NA
Whisper-Aire Conditioning with Manual Temperature Control	X	X	X	X	X	X	X	X	X	X	X	X
Air Conditioning with Automatic Temperature Control	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Tinted Glass—Complete	X	X	X	X	X	X	X	X	X	X	X	X
Electric Rear Window Defroster (V-8 only)	X	X	X	X	X	X	X	X	X	X	NA	NA
Electric Clock	Std	Std	X	X	X	X	X	Std	X(2)	X(2)	X(2)	X(2)
Cornering Lamps	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Remote Control Left-Hand Mirror	Std	X	X	X	X	X	X	Std	Std	X	Std	X(3)
Interval Windshield Wipers	X	X	X	X	X	X	X	X	X	X	NA	NA
Deluxe Seat Belts & Front Shoulder Belts	X	X	X	X	X(3)	X(3)	X(3)	X(3)	X(4)	X(4)	X(3)	X(3)
Convenience Group	NA	NA	NA	NA	X	X	X	X	X	X	X	X
Custom Interior Option	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	X
Visibility Light Group	X	X	X	X	X	X	X	X	NA	NA	NA	NA
Luxury 3-Spoke Rim-Blow Steering Wheel	X(13)	X(13)	X(13)	X(13)	NA	NA	NA	Std	Std	NA	NA	NA
Floor Mats (Front and rear)	X(11)	X(11)	X(11)	X(11)	X(20)	X(20)	X(20)	X(20)	X(20)	X(20)	NA	NA
Power Seat, Six-way (Non-Recliner)	X	X	X	X	X	X(15)	X(15)	X(15)	X(7)	X(7)	NA	NA
Bucket Seats	NA	NA	NA	NA	NA	X(17)	X(17)	X(18)	Std	Std	Std	X(19)
Vanity Mirror	Std	X(26)	X(26)	X(26)	NA	NA	NA	NA	NA	NA	NA	NA
Racing Mirrors	NA	NA	NA	NA	NA	NA	NA	Std	Std	X	Std	X
Console	NA	NA	NA	NA	NA	X	X	X	X(23)	X(23)	X(21, 5)	X(21, 5)
<b>EXTERIOR:</b>												
Sunroof (N.A. on convertible)	X	X(22)	X(22)	X(22)	NA	NA	NA	NA	X(22)	X(22)	NA	NA
Vinyl Roof	Std(6)	X(6)	X	X	X	X	X	X	Std(14)	X	X	X(25)
Deluxe Wheel Covers	NA	Std	Std	X	Std	X	X	Std	NA	X	X	X
Custom Exterior Option	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	X
Luxury Wheel Covers	X	X	X	X	X	X	X	X	NA	NA	NA	NA
Wire Wheel Covers	NA	NA	NA	NA	NA	NA	NA	NA	X	X	NA	NA
Styld Steel Wheels	NA	NA	NA	NA	NA	NA	NA	NA	X	X	NA	NA
Forged Aluminum Wheels	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	X	X
Hub Caps with Trim Rings	NA	NA	NA	NA	X	X	X	X	NA	NA	Std	NA
Vinyl-Inserted Protective Bodyside Molding	X	X	X	X	X	X	X	NA	X	X	X	X
Decor Group	NA	NA	NA	X(8)	NA	NA	NA	NA	NA	X	NA	NA
Appearance Protection Group	X(9)	X(9)	X(9)	X(9)	X(10)	X(10)	X(10)	X(10)	X(10)	X(10)	X(10)	X(10)
Bumper Guards (Rear)	X	X	X	X	NA(27)	NA(27)	NA	NA	Std	Std	X	X
Fender Skirts, Rear	Std	Std	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Paint, Glamour Metallic (Includes color-keyed wheel covers)	X	X	X	X	X	X	X	X	X	X	X	X

X=Optional Std=Standard NA=Not Available

- Includes two front compartment speakers. Also two rear speakers on Marquis, Monterey and Montego.
- Included as part of Console Option.
- Only with Convenience Group.
- Standard on convertible, available only with Convenience Group.
- Not available with floor shift.
- "Halo" vinyl roof only.
- 4-way driver's seat only.
- Includes deluxe wheel covers, deluxe steering wheel, rocker panel and wheel lip molding.
- Includes front and rear floor mats, with carpet inserts, door edge guards, license plate frames and spare tire lock.
- Includes front floor mats, with inserts, door edge guards and spare tire lock.
- Also available in Appearance Protection Group.
- Available only with 460 and 429 engines.
- Not available with Automatic Speed Control.
- ¾ standard; full optional.
- Not available on bucket seats.
- Available with 351-CJ only.
- Available on 2-door hardtops only.
- Optional at no extra cost.
- Available on 2-door sedan only.
- Available in the Appearance Protection Group. Front only on Montego and Cougar.
- Console with electric clock.
- Requires optional vinyl roof.
- Includes clock.
- Requires power steering.
- New "Halo" design on 2-doors.
- Available as part of visibility light group only.
- Standard on Montego MX and Villager Wagons.



# MERCURY

LINCOLN-MERCURY DIVISION

