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1978 Zephyr from Lincoln-Mercury

Energy Engineered  
for Mileage and Space

## Introducing the All-New 1978 Mercury Zephyr

Meet the 1978 Mercury Zephyr, one of the most efficiently designed domestic cars ever offered by Lincoln-Mercury. Efficiency was an important keynote in all aspects of the design and construction of a car breezy in style and with innovative features to suit the new generation of owners who prefer a compact car. The result is the 1978 Mercury Zephyr—Energy Engineered for mileage and space.\*

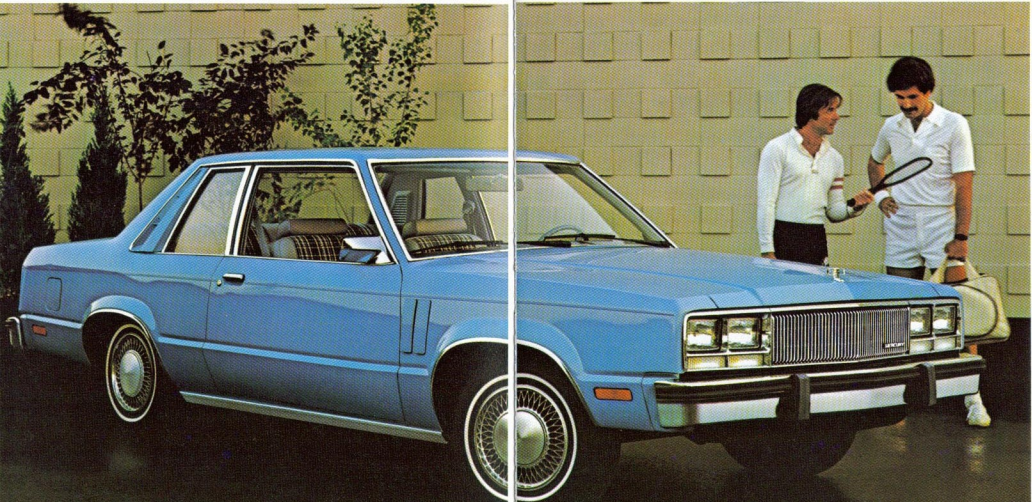
Zephyr is spacious for a car with a compact 105.5 inch wheelbase. Contributing to its roominess are innovative design ideas such

as Zephyr's new thin-line doors . . . weight-and-space saving seats . . . and even new rear suspension geometry that permits an efficient interior arrangement. Zephyr, signaling Lincoln-Mercury's entry in the era of Energy Engineering. Zephyr must be driven to fully appreciate its quality, and roominess. You'll experience a ride that's due, in part, to Zephyr's advanced suspension system. And we think you'll be impressed with Zephyr's design. Zephyr is tough. It passed the same durability tests as our big Lincolns and Mercurys.

## Ride and Handling

Zephyr's advanced strut front suspension is a totally new unit that combines with its front stabilizer bar and responsive rack-and-pinion steering. Zephyr's rear suspension is a four-bar link system with coil rear springs—mounted away from the shock absorbers outside its underbody rails.

\*EPA ratings not available at time of printing. Data may now be available. See your local dealer.



Mercury Zephyr 2-Dr. Sedan with the Accent Group bucket seats

## Mercury Zephyr with ES option

If your desire in a car extends to an exciting "different" look—to the eye-catching flair of an expensive foreign road sedan—give serious thought to the Zephyr ES option. Its special styling touches include smart black exterior accents on grille, cowl, mirrors and window frames.

We believe you'll find the ES option an exceptional value in sporty fun. Available on both the two-door and four-door sedans, the ES option adds an intriguing touch to your Zephyr. The ES option makes your Zephyr a

visual expression of your appreciation for the unusual in automotive good looks.

Pictured is the intriguing black/chamois combination interior for the ES option. Steering column and sports steering wheel are in black. So, too, the instrument panel. Carpeting and armrests are black. Black accents are on the doors. Functional features include a rear stabilizer bar and special suspension tuning. Mercury Zephyr is all the more exciting when you equip yours with the ES option.



Mercury Zephyr 2-Dr. Sedan with ES option and bucket seat in chamois and black vinyl



## 1978 Mercury Zephyr—Energy Engineered for Mileage and Space

Travel in Zephyr and travel in style. It's a "now" size car for people on the move. Its exterior styling is clean, contemporary and all-new. As functionally efficient as it is pleasing to the eye. But Zephyr's crisp styling and trim dimensions only hint at the comfort and room inside. The 1978 Zephyr caters to your personal tastes with three exciting models available in a variety of color-coordinated interiors finished in handsome new sew styles. Low-back front bucket seats are standard with the standard

2.3L OHC 4-cylinder engine; bench type front seats with the others.

An optional Flight Bench seat with fold-down center armrest is also available. Zephyr also offers individually adjustable optional rear window ventilation louvers for draft-free ventilation.

Mercury Zephyr. Test drive the Zephyr. With contemporary styling and surprising roominess for a car this size.



Mercury Zephyr 4-Dr. with Luxury Exterior Decor Option



Flight bench seats are included with the Luxury Interior Option.

## 1978 Mercury Zephyr 4-Door Station Wagon

Mercury Zephyr is ideal for family fun and togetherness, especially when the choice is a 1978 Zephyr wagon. It's ride-engineered like all Mercury Zephyrs. This family-oriented wagon comes with Zephyr's advanced strut front and coil spring rear suspension . . . popular 2.3 litre overhead cam 4-cylinder engine . . . rack-and-pinion steering . . . and more than 6½ feet of load length with the second seat folded down. Convenience features, too, such as the "Liftgate Open" warning light and cargo area light.

For an added touch of luxury in a Zephyr station wagon, choose the Zephyr with Villager Option. It's a family dream, ideal for those trips into the great outdoors. So much room for stretch-out comfort, and with the second seat folded down there's 79.5 cubic feet of cargo space to carry picnic baskets, sports equipment, whatever. Zephyr also offers additional space with its optional lockable storage compartment. The Zephyr Villager is fitted with special features that include exterior beauty from woodtone bodyside and

tailgate appliques in a medium cherry color. Bright moldings, too, with woodtone inserts surrounding bodyside and liftgate appliques. And bright door frame and rear window moldings. These and more, in addition to the extensive list of standard Zephyr features.

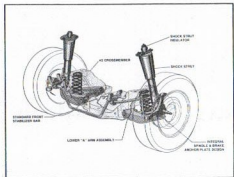
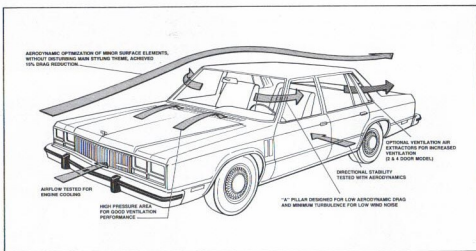
Mercury Zephyr Station Wagon with Villager Option, below, and Mercury Zephyr Wagon at right



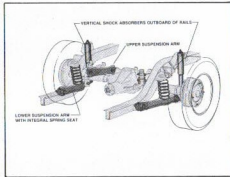
## 1978 Mercury Zephyr— Ride-Engineered

Zephyr bodies were developed with the aid of computerized structural analysis and underwent more aerodynamic testing than any Ford Motor Company vehicle ever manufactured. The shape of Zephyr is classic, clean and aerodynamically sound. Its low hood and fender line, thin rear pillar design

and expansive glass area mean excellent driver and passenger visibility. And Zephyr offers diversified engine availability—four-, six- and eight-cylinder engines. Zephyr's ride can be attributed to its integrated suspension components.



**Front Suspension.** Zephyr's advanced strut-type suspension features coil springs that are mounted away from the shock absorbers to help minimize road noise and harshness. The single ball joint on each side, features a rubber "doughnut" to help dampen noise and vibration. A front stabilizer bar is standard. The entire front suspension system is isolated from metal contact with special rubber mountings and bushings.



**Rear Suspension.** Zephyr utilizes a new four-bar link rear suspension which incorporates coil springs mounted outside the frame rails. This system minimizes internal friction and allows for improved package design. The positioning of the links minimizes axle rotation when accelerating.

## ZEPHYR POPULAR OPTIONS AVAILABILITY

PERFORMANCE RELATED	Zephyr	Zephyr
	Sedans	Wagon
3.3 litre (200 CID) 1V 6-cylinder Engine	X	X
5.0 litre (302 CID) 2V V-8 Engine	X	X
California Emissions System (Req. in California)	X	X
Select-Shift Auto. Trans.	X	X
Floor-Mounted Trans. Selector	X	NA
Battery, Heavy-Duty	X	X
<b>COMFORT &amp; CONVENIENCE</b>		
Air Conditioning, Manual control	X	X
Clock, Electric	X	X
Convenience Group	X	X
Defogger, Rear Window	X	X
Defroster, Electric Rear Window	X	X
ES option	X	NA
Interior Accent Group	X	X
Light Group	X	X
Luggage Rack, Roof-Mounted	NA	X
Luxury Exterior Decor Group	X	X
Luxury Interior Option	X	X
Louvers, Rear Window Ventilation	X	NA
Mirrors, Dual	X	X
Molding, Protective Bodyside	X	X
Molding, Bright Window Frame	X	X
Paint, Glamour	X	X
Power Disc Brakes	X	X
Power Steering	X	X
Radio, AM	X	X
Radio, AM w/Stereo Tape	X	X
Radio, AM/FM Monaural or AM/FM Stereo	X	X
Radio, AM/FM Stereo w/Tape	X	X
Radio, AM/FM Stereo w/Cassette Tape	X	X
Roof, Vinyl	X	NA
Steering Wheel, Sport	X	X
Stowage Compartment, Lockable	NA	X
Suspension, Handling	X	NA
Tinted Glass, Complete	X	X
Villager Option	NA	X
Wheel Covers, Styled Steel	X	X
Wheel Covers, Wire	X	X
Wheels (4) Aluminum	X	X
Wiper/Washer on Liftgate Window	NA	X
Windows, Front Vent	X	X

## Mercury Zephyr standard features include:

□ 2.3 litre OHC 4-cylinder engine □ 4-speed manual transmission □ High/low ram air ventilation □ Wiper mounted windshield washer jets □ Inside hood release □ Front disc brakes □ Foot operated parking brake □ Rack-and-pinion steering □ Advanced strut-type front suspension □ 4-bar link-design rear suspension with coil springs □ Front stabilizer bar □ DuraSpark Ignition □ Electronic voltage regulator □ Coolant Recovery System □ Bright anodized extruded aluminum bumpers □ 45 AMP battery □ Continuous loop front seat and shoulder belts □ Two stalk-mounted controls on steering column □ Inertia seat back release (2-dr. models) □ Low-back bucket seats with 2.3 litre engine □ Woodtone cluster appliques □ Header mounted dome lamp □ Movable quarter window (4-dr./S/W) □ Cut-pile carpeting □ Outside rear view mirror □ Bright wheel-opening/rocker panel moldings □ Upper body-side dual accent paint stripes □ Dual front fender louvers □ Deluxe wheel covers

Zephyr Dimensions	2-Door	4-Door	Wagons
Wheelbase	105.5"	105.5"	105.5"
Head Room, front	38.5"	38.5"	39.2"
Head Room, rear	37.7"	37.7"	39.2"
Leg Room, front (max.)	41.8"	41.8"	41.8"
Leg Room, rear (min.)	35.4"	35.4"	35.4"
Shoulder Room, front	56.7"	56.7"	56.7"
Shoulder Room, rear	55.8"	55.8"	56.7"
Hip Room, front	56.2"	56.2"	56.2"
Hip Room, rear	53.7"	53.7"	48.7"
Luggage or cargo capacity (cu. ft.)	16.8	16.8	79.5
Fuel capacity (gal.)	16.0	16.0	16.0
Curb weight (lbs.)	2725	2767	2837*

\*with 2.3L engine and manual transmission

X—Available Std.—Standard NEC—No Extra Charge NA—Not Available  
The above is only a partial list of options. See your dealer for a complete list. Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.