

1972 MERCURY MONTEGO



Mercury Montego MX Brougham hardtop

Mercury Montego MX Brougham 2-Door Hardtop

It was bound to happen—and by design—Mercury Montego. A totally new car with a ride that challenges those of heftier, larger cars. We gave it a wider track, a new suspension—the same type design as on our most expensive luxury cars. Gave it uncanny smoothness, a surefootedness that grooves you through curves and lets you make lane changes without excess swerve. Montego MX Brougham: luxury in a size that fits today's lifestyle.

Mercury Montego MX Brougham standard equipment includes: 250-1V 6-cylinder engine • 3-speed manual

transmission, column-mounted • Locking steering column • Concealed windshield wipers • Front manual disc brakes • Belted bsw tires • Reversible key and keyless locking system • Rocker panel molding • Deluxe wheel covers • Left-hand sideview mirror • Two-spoke steering wheel with woodgrain appliqué • Bright pedal trim • Deluxe sound insulation package • Ventless side windows • 100% nylon loop carpeting • Flight Bench seat with folding center armrest • Full complement of Ford Motor Company Safety Design Features. Note: Other equipment shown optional.



Mercury Montego MX Brougham pillared hardtop

Mercury Montego MX Brougham 4-Door Pillared Hardtop

Here is the forward look for '72—the wider stanced, lower lined Montego MX Brougham. It's all new, all over. Trim, smooth, with recessed door handles. A clean, uncluttered sweep from front grille to smart taillight housings. A new suspension that will make old roads seem newly paved. New elegance inside and out and an exciting list of options. Montego, we've made it the way you want it.

Mercury Montego MX Brougham standard equipment includes: 250-1V 6-cylinder engine • 3-speed manual transmission, column-mounted • Locking steering

column • Concealed windshield wipers • Front manual disc brakes • Belted bsw tires • Reversible key and keyless locking system • Rocker panel molding • Deluxe wheel covers • Left-hand sideview mirror • Two-spoke steering wheel with woodgrain appliqué • Deluxe sound insulation package • Ventless side windows • 100% nylon loop carpeting • Flight Bench seat with folding center armrest • Full complement of Ford Motor Company Safety Design Features. Note: Other equipment shown optional.

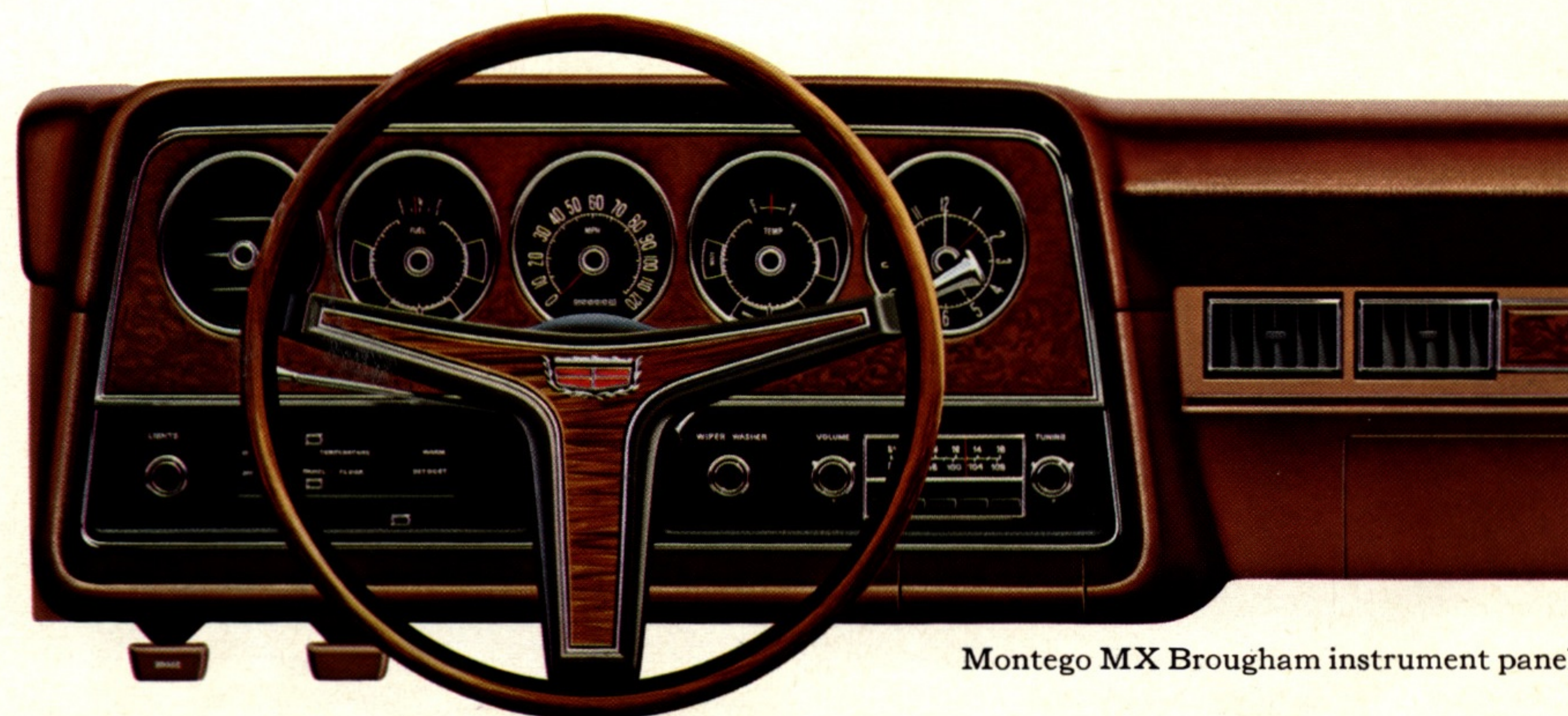


Mercury Montego MX Brougham interior

The Brougham interior is designed to pamper passengers with an abundance of creature comforts—rich, sensuous fabrics or Valino vinyl, carpeting that extends up the door panels, foam padding that contours you in elegant softness.

1) On the right-hand page is shown the MX Brougham interior with standard Flight Bench seat and center folding armrest. Cloth-and-vinyl is illustrated but you may also choose this interior in all-vinyl upholstery. Colors include black, medium blue, medium green. Medium ginger is available in all-vinyl only; light gray gold and dark tobacco (shown) in cloth-and-vinyl only. A white interior may be ordered only in the 2-door hardtop, with all-vinyl upholstery.

2) The Montego MX Brougham instrument panel is shown below. A smartly designed cluster of five circular instrument pods dominates the driver's side and the entire panel is thickly padded and color-keyed to harmonize with the interior decor. Luxury steering wheel, radio & electric clock shown are optional.



Montego MX Brougham instrument panel



Montego MX Brougham interior with optional three-spoke steering wheel

Mercury Montego MX hardtop and pillared hardtop

Mercury Montego 2-door hardtops ride on a trim 114-inch wheelbase and this, combined with a great new suspension system and new wider tread, makes this one of the most maneuverable, easy-to-handle cars you've ever had your hands on. We've made it to fit today's lifestyle and it's a better idea from Mercury for 1972.

Mercury Montego MX standard equipment includes: 250-1V 6-cylinder engine • 3-speed manual transmission,

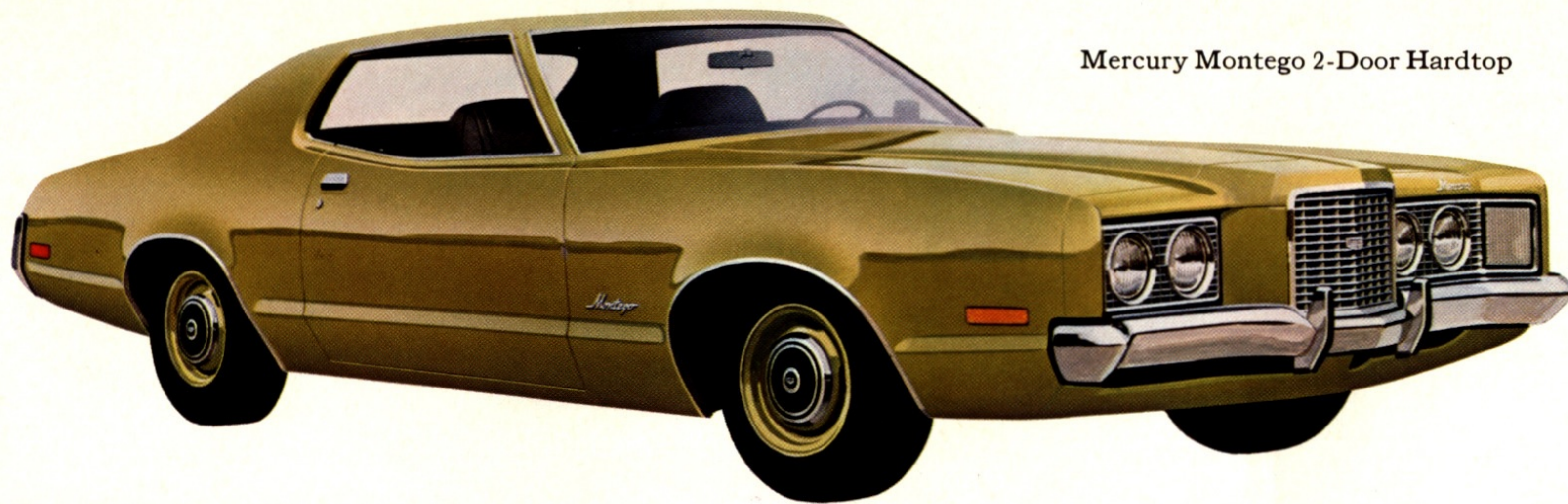
column-mounted • Locking steering column • Concealed windshield wipers • Front manual disc brakes • Belted bsw tires • Reversible key and keyless locking system • Rocker panel molding • Left-hand sideview mirror • Two-spoke steering wheel • Ventless side windows • Deluxe sound insulation package • 100% nylon loop carpeting • Upper body paint stripes • Full complement of Ford Motor Company Safety Design Features. Note: Other equipment shown optional.



Mercury Montego MX
4-Door Pillared Hardtop

Mercury Montego MX 2-Door Hardtop





Mercury Montego 2-Door Hardtop

Mercury Montego 4-Door Pillared Hardtop

Mercury Montego hardtop and pillared hardtop

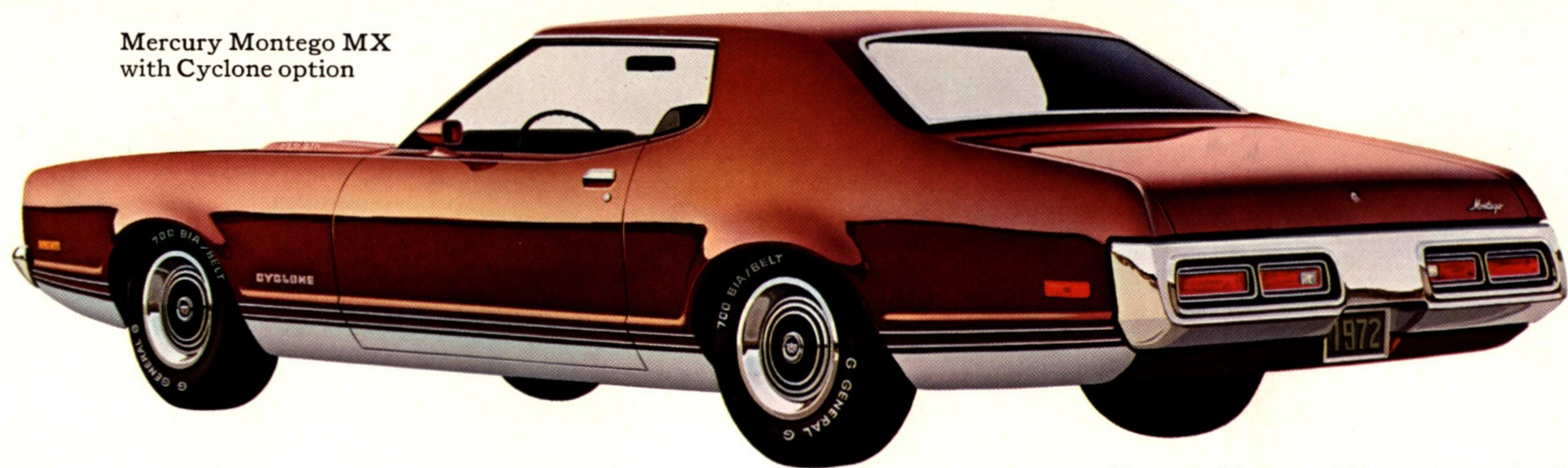
This trim beauty starts with the same high-stability suspension system that smooths out the roads for our most expensive luxury cars, and this is our least expensive Montego. And as for value, we'll match it to any big car on the road. It's really one of the few cars you can call completely new for '72.

Mercury Montego standard equipment includes:
250-1V 6-cylinder engine • 3-speed manual

transmission, column-mounted • Locking steering column • Front manual disc brakes • Belted bsw tires • Reversible key and keyless locking system • Ventless side windows • Left-hand sideview mirror • Two-spoke steering wheel • Sound insulation package • Full complement of Ford Motor Company Safety Design Features. Note: Other equipment shown optional.



Mercury Montego MX
with Cyclone option



Mercury Montego GT 2-Door Fastback

Mercury Montego GT and MX hardtop with Cyclone Option

Mercury Montego GT is a one-of-a-kind Mercury with sports car flair and fastback styling—with power options from the 351-2V V-8 to the 429-4V V-8 (302-2V V-8 is standard).

If you want extra performance in your GT (or in a formal 2-door hardtop), you can choose the Cyclone performance option: functional dual hood scoop, 4-speed gearbox with Hurst Shifter® or Select-Shift automatic, Traction-Lok differential, wide-oval tires, hub caps and trim rings, special striping, dual racing mirrors, sporty three-spoke steering wheel and Cyclone identification decal.

Available on all 2-door models except Brougham with 351-CJ V-8 or 429-4V V-8.

Mercury Montego GT standard equipment includes:

- 302-2V V-8 engine • 3-speed manual transmission
- F78 x 14 white sidewall tires • Performance hood with dual hood scoops • Dual racing mirrors; driver's side remote control • Deluxe wheel covers • Deluxe sound package • Tachometer, trip odometer, fuel, temperature, oil and ammeter gauges and electric clock • Color-keyed deep-loop carpeting • Flight Bench or Hi-back bucket seats with tu-tone woven vinyl
- 3-spoke sport steering wheel • Special black instrument panel appliques • Concealed windshield wipers • Parking brake warning light • Full complement of Ford Motor Company Safety Design Features.

Note: Other equipment shown optional.





Montego interior



Montego GT interior

Mercury Montego interiors

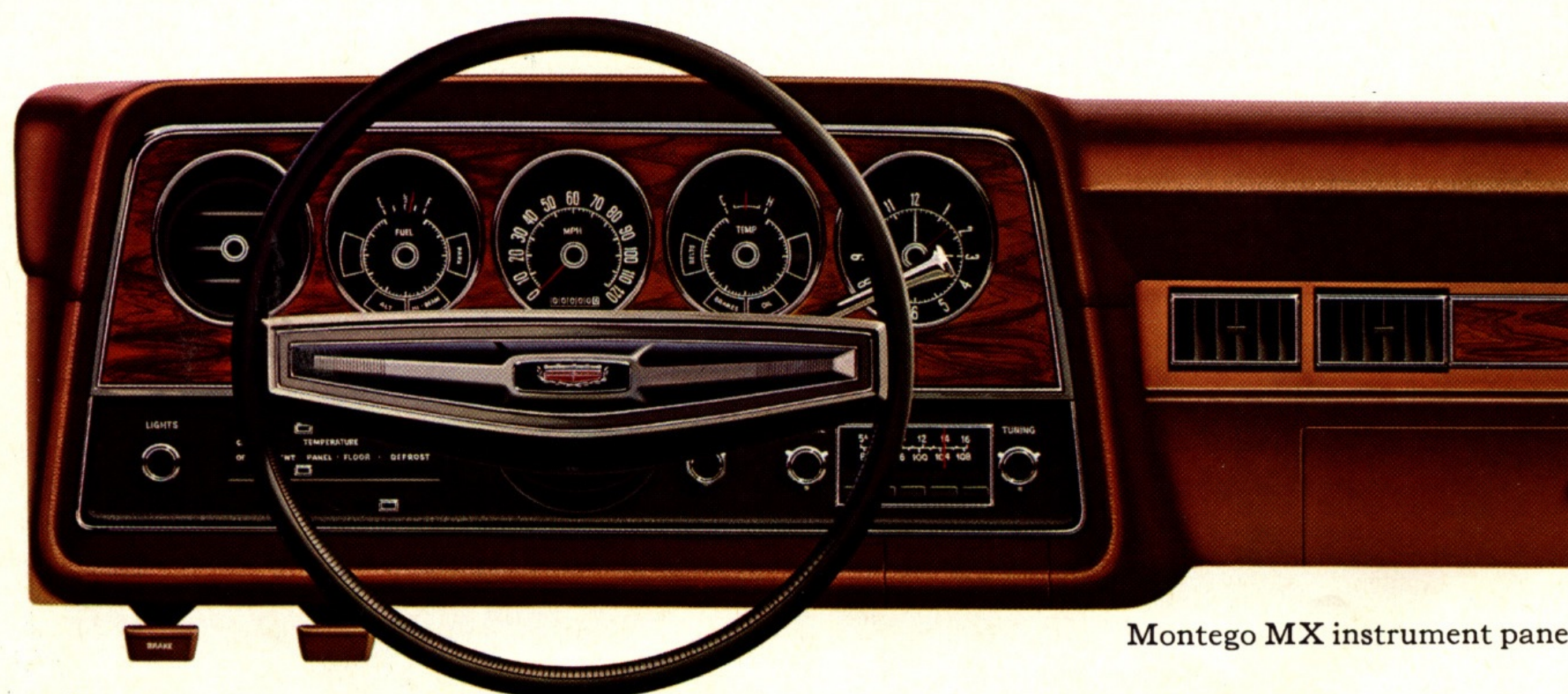
Montego is all-new for '72—and that goes for smartly tailored interiors, too. Luxury is the keynote and you'll find it surrounds you on all sides as you experience Montego's big-car ride—smooth and quiet every mile you drive.

1) On the page at right is shown the Montego MX bench seat interior in dark tobacco cloth-and-vinyl. Seats are of notch-back design and deeply foam padded for soft comfort. Colors include black, medium blue and medium green in either cloth-and vinyl or all-vinyl. Light gray gold also available in cloth-and-vinyl; medium ginger is available in all-vinyl only. White all-vinyl available on 2-door hardtop only.

2) On this page, top, is shown the standard Montego interior, notch-back bench seat design, in medium blue cloth-and-vinyl. All-vinyl is also available. Other colors are black and medium green.

3) The Montego GT interior is shown on this page, bottom, with optional-at-no-extra cost Hi-back bucket seats. Flight Bench seat is also available in the GT fastback model. Either seat may be chosen with Tu-Tone Comfort Knit vinyl in black, medium blue, medium ginger, medium green (shown) or white. White interiors are matched to your choice of black, medium blue, dark tobacco or medium green for carpeting, package tray, seat belts and on instrument panel.

4) The Montego MX instrument panel shown below design is entirely in keeping with the contemporary character of this personal-size car. Instruments are set off by panel facings of simulated cherrywood. (Radio and electric clock shown are optional.)



Montego MX instrument panel



Montego MX interior