

THE NEW 1977 MERCURY COUGAR XR-7 AND ITS RUNNING MATES



Cougar XR-7 with Decor Option

1977 MERCURY COUGAR XR-7

Here for '77, is a bold new symbol of driving excitement: Mercury Cougar XR-7. Bold. Aggressive. New. With stunning looks, sporty lines and a sweeping list of exciting standard appointments. A car so unique that it has inspired the Cat Set—that loyal group of Cougar owners who will settle for nothing less than the superb craftsmanship and styling inherent in the Cougar XR-7 and its six new running mates. And they are all "Ride-Engineered by Lincoln-Mercury."



Mercury Cougar Brougham 4-door

1977 MERCURY COUGAR BROUGHAM

It doesn't take a purist to recognize the kinship of this excitingly styled car to its running mate, the Cougar XR-7. If its youthful looks and bold stance don't tell you, its ride most certainly will. You'll find both the 4-door (shown above) and 2-door offer generous room for relaxing as you drive. Quiet. Smooth. Responsive to your bidding. A few moments behind the wheel and you, too, will become a member of the Cat Set.

This is the Brougham Decor option with Twin



Mercury Cougar Brougham



Mercury Cougar Villager

"RIDE-ENGINEERED" by LINCOLN-MERCURY



Optional Twin Comfort Lounge Seats

Consideration for your comfort and convenience is everywhere. Shown above is the optional XR-7 Decor Group with Twin Comfort Lounge Seats in chamois colored leather with vinyl, also available in dove grey, dark red, medium blue, jade, saddle or saddle/white, and white with your choice of color coordinated components.

Options shown are decor group, bumper protection group, white sidewall tires, cornering lamps.



Optional Twin Comfort Lounge Seats

Comfort Lounge Seats in medium blue cloth-and-vinyl (optional all-vinyl also available) with reclining passenger seat, luxury steering wheel, deluxe carpeting and other added luxury touches. Also available in dove grey, dark red, medium blue, jade, chamois or saddle.

Options shown are decor group, wide-band white sidewall tires, bumper protection group, cornering lamps, convenience group.



Twin Comfort Lounge Seats

"Ride-Engineered by Lincoln-Mercury." The instrument panel plaque bearing this inscription tells you every inch is dedicated to Marquis' famous ride. You feel it in Marquis' uncompromised six-passenger comfort. You see it in the new '77 Marquis' luxury. You experience it in Marquis' road manners. Once you've taken it for a test-drive, you may find it difficult to think of Marquis as still the medium-price car it is.

Marquis is artfully designed to delight the senses



Flight Bench Seat Interior

The precision size Mercury Monarch is the car of tomorrow. Here today. The styling is trim, the car is roomy, with comfort for up to five passengers. And it's "Ride-Engineered by Lincoln-Mercury." The instrument panel plaque proves it. Mercury Monarch: enviable interior comfort, quietness and convenience, precise handling and control on the road. The original precision size car—with a touch of class. At a moderate price.

Note the simple elegance of Monarch Ghia's

THE 1977 MERCURY MARQUIS. "RIDE-ENGINEERED BY LINCOLN-MERCURY"



Mercury Grand Marquis

1977 MERCURY GRAND MARQUIS

as you drive. Shown in dove grey is the sumptuously appointed Grand Marquis interior. The Twin Comfort Lounge Seats each have their own personally adjustable center armrests. Digital clock, door assist straps, Dome/Dual map light, vanity mirror are all standard.

Options shown are bumper protection group, rocker molding, visibility light group, forged aluminum wheels, white sidewall tires.

PRECISION SIZE WITH A TOUCH OF CLASS



Mercury Monarch Ghia

1977 MERCURY MONARCH GHIA

standard Flight Bench Seat interior, shown in optional luxury cloth and vinyl and also available in all-vinyl, either in dove grey, dark red, medium blue, jade or tan or cream in all vinyl.

Options shown are white sidewall tires, cornering lamps, vinyl roof, bumper protection group, illuminated entry system.

TWO SMALL CARS FROM LINCOLN-MERCURY



Comet 2-door and Comet 4-door with Custom Option

1977 MERCURY COMET CUSTOM

Mercury Comet enjoys a tradition for toughness that stretches back untold millions of miles. It's classified as a compact, but surprisingly roomy on the inside, whether you choose the 2-door or 4-door. And its price is right in there with the imports. When you elect the Custom Option, you get the vinyl roof, white sidewall tires with custom wheel covers, paint stripes and molding, deluxe carpeting, reclining front seats, tinted glass, and sports steering wheel. Quite a car.

Options shown on two door are bumper protection group, radio, white sidewall tires, styled steel wheels and trim rings, sports vinyl roof.

Option shown on the Comet 4-door is the Custom Option group.

1977 MERCURY BOBCAT

You get a lot to love in little Mercury Bobcat including the kind of ride and comfort you expect from Lincoln-Mercury. It gives you improved handling and new quicker shifting. Bobcat '77 is pounds trimmer too with new aluminum bumpers. It's available with the Sports Accent Group, the "S" Option Group or Villager and Bobcat wagons. Try it. You'll love that Bobcat for 1977.

Options shown on Bobcat on left of illustration are forged aluminum wheels, white sidewall tires, bumper protection group, bright blue metallic glamour paint.

Options shown on car on right are all-glass third door, styled steel wheels and trim rings, bumper protection group, white sidewall tires.



Bobcat 3-door and Bobcat 3-door with optional Glass Third Door.

1977 MERCURY COUGAR

Mercury Cougar is a beautiful idea for families who would like to enter the exciting world of the Cat Set without a set back in their budget. It's our Cougar XR-7's most affordable running mate, a real show winner on its own. If your family is ready for the fun that this new kind of Cougar has in store, maybe it's the year of your cat. Choose the 2-door hardtop or the 4-door sedan. Like all other Cougar models, it can be made personally yours with a long list of options ranging from the sports instrumentation group to a new AM/FM/MPX radio with Quadrasonic-8 tape player.

The Cat Set will find exciting new wagon action in the two new Cougar Wagons for 1977: The Cougar Villager (shown) and the Cougar Wagon. It's the bold new look in wagons. They feature a long list of standard equipment including 351-2V V-8 engine, power front disc brakes, power steering, Select-Shift automatic transmission and much, much more. Like all Cougar models for 1977, they are "Ride-Engineered by Lincoln-Mercury." These five words on a plaque mounted on the instrument panel serve as a reminder of the detailed and attentive concern for engineered excellence in the Cougar ride. It is the sum total of many engineering attributes that go to make up the total ride environment. A personal test drive at your Mercury dealer will go a long way toward making you a believer.

Cougar Brougham 2-door shown with forward half vinyl roof, wire wheel covers, white sidewall tires, bumper protection group, convenience group. Options shown on the Cougar Villager are roof luggage rack, white sidewall tires, bumper protection group, radio.



The Capri interior features comfortable vinyl upholstered reclining bucket seats. All-vinyl rear bench seat, cut pile carpeting and interior courtesy light are also standard. The rear seat folds neatly forward to provide a flat, carpeted cargo deck whenever the need for it arises.

Settle in behind the wheel. And live a little. Capri is the sexy European built for driving...



CAPRI II

and fun. Capri's standard equipment includes just about everything you'll need, or want. Rack-and-pinion steering. Full instrumentation, including tach. Power front disc brakes. Reclining front bucket seats. A third door and fold-down rear seat. Steel-belted radial tires. An overhead cam 2.3 litre engine with standard 4-speed manual transmission. And the list goes on. Capri.

DIMENSIONS FOR ALL CAR LINES

	BOBCAT		COMET		CAPRI	MONARCH		COUGAR			MARQUIS			LINCOLN CON- TINENTAL	CON- TINENTAL MARK V
	3-Dr.	3-Dr. Wagon	2-Dr.	4-Dr.		2-Dr.	4-Dr.	2-Dr.	4-Dr.	Wagon	2-Dr.	4-Dr.	Wagon	4-Dr.	
Wheelbase	94.5"	94.8"	103.0"	109.9"	100.9"	109.9"	109.9"	114.0"	118.0"	118.0"	124.0"	124.0"	121.0"	127.2"	120.4"
Length	169.3"	179.1"	189.4"	196.3"	174.8"	197.7"	197.7"	215.5"	219.5"	223.1"	229.0"	229.0"	227.1"	233.0"	230.3"
Height	50.6"	52.1"	52.9"	52.9"	51.0"	53.2"	53.3"	52.6"	53.3"	54.9"	53.7"	54.7"	56.9"	55.2" [†]	53.0"
Width	69.4"	69.7"	70.5"	70.5"	66.9"	74.0"	74.0"	78.8"	78.8"	79.6"	79.6"	79.6"	79.7"	80.0" [‡]	79.7"
Luggage Capacity/Cargo Volume Index (cu. ft.)	29.0*	57.2	11.3	12.8	22.6*	14.8	14.8	14.7	14.7	93.0 [◇]	22.7	22.7	103.7*	20.2	15.8
Fuel Capacity (gal.)	13.0	14.0	19.2	19.2	12.7	19.2	19.2	26.0	26.0	21.3	24.2	24.2	21.0	24.2	26.0
Passenger Capacity	4	4	4	5	4	5	5	6 [▲]	6 [▲]	6 [■]	6	6	6 [●]	6	6

*rear seat down ▲5 with bucket seats ■8 with optional 3rd seat ●8 with dual facing rear seats †Coupé 55.0" ‡Coupé 79.7"
[◇]Includes 8.1 cu. ft. of hidden space in 2-seat wagon *Includes 9.1 cu. ft. of hidden space in 2-seat wagon

Lincoln-Mercury Division reserves the right to discontinue or change specifications or designs at any time, without incurring any obligations. Some features shown

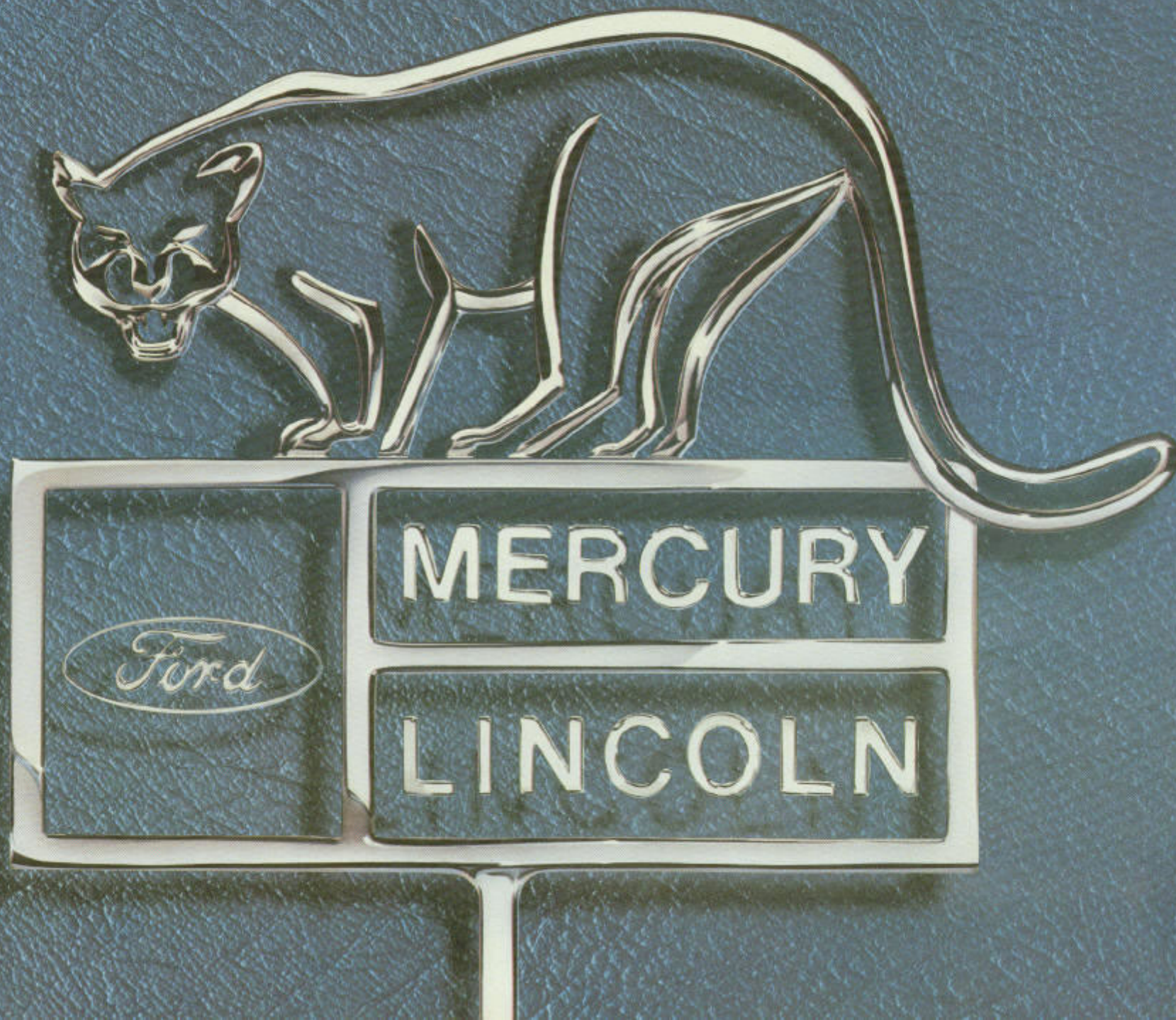
or described previously are optional equipment items which are available at extra charge. Some options are required in combination with other options.



Lincoln-Mercury Division



1977 CONTINENTAL MARK V • LINCOLN CONTINENTAL
MERCURY MARQUIS • MERCURY COUGAR • MERCURY MONARCH
MERCURY COMET • MERCURY BOBCAT



THE NEW 1977 LINCOLN CONTINENTAL

**A standard by which
luxury cars are judged.**

You've got your standards...and everything you do has to meet them. You won't compromise. For 1977, the Lincoln Continental hasn't compromised either.

Here's the big car ride you've come to know. All the room you need. And the distinctiveness you expect. In handsome lines and a new redesigned grille. A classic in every meaning of the word. Truly a remarkable automobile.

Behind the wheel, you have the assurance of knowing that a Lincoln Continental is an individualist's car. Boldly styled. Luxuriously upholstered. And perhaps most of all, a luxury automobile to be driven. Long runs on the open road...or short trips in urban traffic. You and your Lincoln Continental move with confidence. Confidence derived from the quiet, even ride. Responsive handling. And firm control.

Here, too, is the quality you seek. Consider the character of the Lincoln Continental Town Coupé shown above right. Leather seating surfaces with the "loose pillow" look are standard. As are a full vinyl roof and carpeted luggage compartment with spare tire cover. The commitment to quality is even evident in the optional heated remote control left-hand outside mirror.

The Town Car shown in the lower illustration to the right also offers a full measure of comforts you've come to rely on. Thoughtful features such as a six-way power assist seat. There's an AM/FM monaural radio with four speakers and power antenna to keep you company. Plus an Automatic Temperature Control system for your comfort all year long. The Lincoln Continental Town Car also features a full vinyl roof complete with coach lamps. As in all Continentals for 1977, you'll feel right at home. Wide, deeply padded seats. Ample headroom. Accommodatingly wide doors. The interior shown to the right is the optional leather/vinyl Twin Comfort Lounge Seats. This luxurious interior provides both you and your passenger with the convenience of illuminated visor vanity



Continental Town Coupé

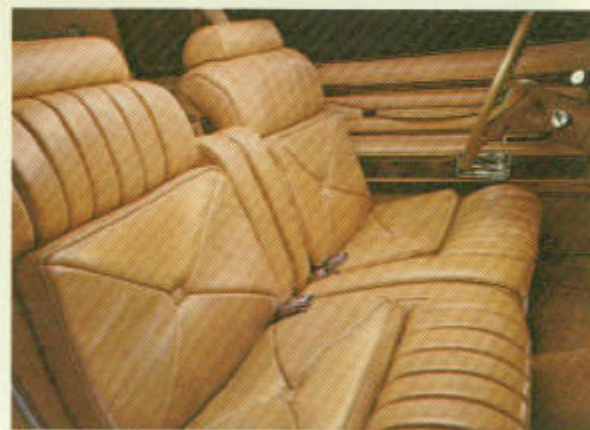


Continental Town Car

mirrors and six-way power seats. There's a recliner on the passenger side for extra comfort on long trips.

Town Coupé options shown are cinnamon gold moondust paint, coach roof, custom paint stripes, premium bodyside moldings, dual wide-band whitewall tires, remote control right-hand mirror, illuminated entry system, defroster group, forged aluminum wheels, and twin comfort lounge seats.

Town Car options shown are opera windows, forged aluminum wheels, custom paint stripes, remote control right-hand mirror, defroster group, premium bodyside moldings, and twin comfort lounge seats.



Twin Comfort Lounge Seats

THE NEW 1977 CONTINENTAL MARK V

In the tradition of the first Continentals.

Mark V. The new Mark. Boldly contemporary... yet reassuringly compatible with traditions evolving from the first Continental, the only American luxury car ever honored for design excellence at New York's Museum of Modern Art. This is, quite possibly, everything a great luxury car should be. Styling is classic, from the distinctive grille to the familiar simulated spare tire cover. The finish is hand-buffed. Performance in traffic and on the open road is confident, smooth, quiet. There are power disc brakes on all four wheels. Automatic temperature control regulates the luxuriously upholstered passenger compartment. Functional fender louvers help dissipate engine heat. A Cartier quartz-crystal clock reports time, day/date.

One tradition of the Mark is the Luxury Group. An invitation to make your Mark by creatively mixing and matching colors and fabrics. Luxury Groups are available in gold/cream, cordovan, midnight blue/cream, red/rosé, and light jade/dark jade. Each Luxury Group has 6-way power passenger seat, cut-pile carpeting in the luggage compartment, plus your choice of exterior color finish, premium bodyside molding and optional vinyl roof.

Again for 1977, some of the most significant designers in the world coordinated the colors and put their names on limited editions of the new Mark V. There's the Givenchy Edition Mark V... the Bill Blass Edition Mark V... the Pucci Edition Mark V... and the Cartier Edition Mark V. Each an expression of its creator's individuality and creativity. Each outstanding in its dramatic concept of personal luxury. And worthy of note, all Designer Series Marks feature turbine-styled cast aluminum wheels, six-way power seat for driver and passenger, and an owner personalized 22-karat gold finish instrument panel plaque.



Continental Mark V

And, of course, there is an impressive array of luxury options available with all Marks to extend the potential for design to your individual specifications. An exotic power moonroof, tilt steering wheel, power vent windows, custom paint stripes, and AM/FM/MPX radio with Quadrasonic-8 tape system suggest interesting possibilities.

Continental Mark V. New styling, new status for 1977. A Mark of tradition.

This is the optional Majestic Velour Luxury Group, deserving of careful consideration by those who seek the unusual. Available in blue, red, jade, or dove grey, the crushed velour creates a soft, down-filled look. Paint stripes, interior light group, and six-way power passenger seat are included.

Perhaps nowhere is the true character of a luxury car better defined than inside. And more specifically, behind the wheel. We invite you to test drive a great automobile... a great Continental. Mark V. It's a Mark of tradition.

Options shown are dual wide-band white sidewalls, remote control right-hand mirror, illuminated entry system, turbine-styled cast aluminum wheels and custom paint stripes.



Optional Majestic Velour Luxury Group