

THE 1979 MERCURY
ZEPHYR



Mercury Zephyr Z-7 w/optional vinyl roof in chamois

NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.



At right, top to bottom, Mercury Zephyr models: 4-dr. w/Ghia Option, ES Type 2-dr. and Station Wagon w/Villager Option



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1979 MERCURY ZEPHYR.
RIDE-ENGINEERED. SIZED FOR TODAY.

Mercury Zephyr is conceived and built to answer the needs of today's American on the move, energy-engineered for mileage and space at a very good price. Zephyr has EPA mileage ratings of 31 highway, 20 city (27 highway, 17 city in California). These are estimates with 2.3 litre engine and manual transmission. Your actual mileage may vary depending on your car's condition, optional equipment, how and where you drive.

It offers five-passenger comfort with surprising roominess for a car its size.

Its aerodynamically-designed exterior styling is complemented by a smart, sporty interior. And, in its engineering, Zephyr offers compatibly designed drive train components tailored to its size for efficiency.

Efficiency and reduced scheduled maintenance costs were vital considerations in the creation of Mercury Zephyr. Under normal driving conditions, oil changes for its standard 2.3 litre engine are at 10,000 mile intervals; spark plug replacement at 30,000 miles; engine

coolant at 50,000 miles. Mercury Zephyr is also equipped with a maintenance-free fuel filter system and disc brake wear indicators.

ZEPHYR DIMENSIONS	Z-7	2-Dr./4-Dr.	Station Wagons
Wheelbase	105.5"	105.5"	105.5"
Head Room—front	37.1"	38.3"	39.0"
—rear	36.1"	37.5"	39.0"
Leg Room—front (max.)	41.8"	41.8"	41.8"
—rear (min.)	32.7"	35.4"	35.4"
Shoulder Room—front	56.7"	56.7"	56.7"
—rear	57.3"	55.7"/56.7"	56.7"
Hip Room—front	56.2"	56.2"	56.2"
—rear	55.1"	53.7"	48.7"
Luggage/Cargo capacity (cu. ft.)	16.1	16.8	79.7
Fuel capacity (gals.)	16.0	16.0	16.0
Curb weight (lbs.)*	2720	2694/2722	2836

*With 2.3L engine and manual transmission.

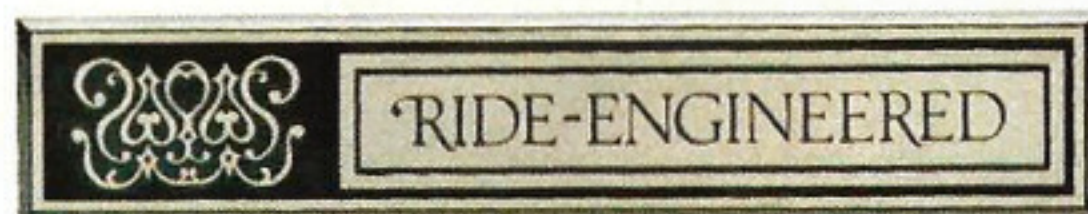
You have many ways to go when you choose Zephyr for 1979. One exciting choice is the Zephyr Z-7 Sports Coupe, shown above left in dark pine metallic with optional chamois vinyl roof. Another is Mercury Zephyr with Ghia Option, pictured top right as a 4-door in optional Tu-Tone blue. Ghia Option interior and exterior luxury groups are available for all 2-door and 4-door Zephyrs, with the interior group available for Zephyr Z-7 and Villager Wagon. And, if the European look appeals to you, consider the Zephyr ES Type, above center in silver metallic with black accents. A challenge to the imports, the ES Type is also available as a 4-door.

Zephyr also offers you a choice in roomy 4-door station wagons including the Zephyr Wagon with Villager Option, shown above with its woodtone bodyside and liftgate appliques. Each converts easily to a spacious cargo carrier. Of course, there's also the most affordable Zephyr in two- and four-door models.

Whatever your model choice in Mercury Zephyr, we believe you'll find that the standard equipment on the model you select makes Zephyr a good value at its price.

MERCURY ZEPHYR Z-7 PUTS A CHARGE IN YOUR LIFE WITH INTERIOR BEAUTY.

High-voltage, sexy styling. A lively attitude in car design. That's Mercury Zephyr Z-7 for 1979. A personal-size sports coupe with styling designed to fit the image of today's "with-it" American.



The exciting and sporty Zephyr Z-7 is shown below in a warm, Tu-Tone chamois color. To give Z-7 a personal touch, there's a total of eleven standard colors, three optional Glamour Paints, and five Tu-Tone combinations to choose from. (See page 14 for a detailed list.)

Zephyr Z-7's exterior appointments were created to add glamour to an already skillfully sculptured design package. Note the aura of sports luxury in Z-7's smart cross-over roof and its elegant wraparound taillamps enhanced with bright bezels. Z-7's front view is equally impressive, featuring a bright vertical grille with dual rectangular headlamps and parking lamps, and a bold hood crowned with a tastefully crafted Zephyr ornament. The total Z-7 picture is an overall look of sporty elegance that could make its owner the object of admiring attention.



Mercury Zephyr Z-7 Sports Coupe in Tu-Tone chamois

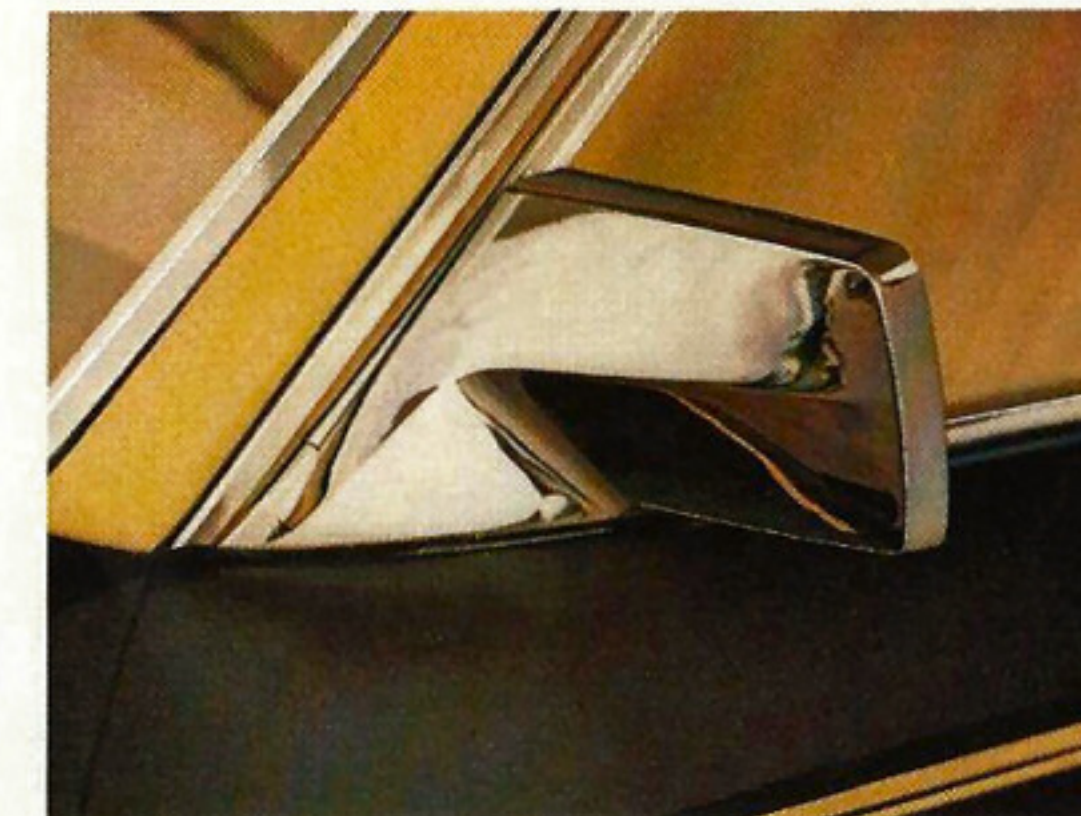
NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.

Z-7 standard features in addition to Zephyr standard equipment on page 11:

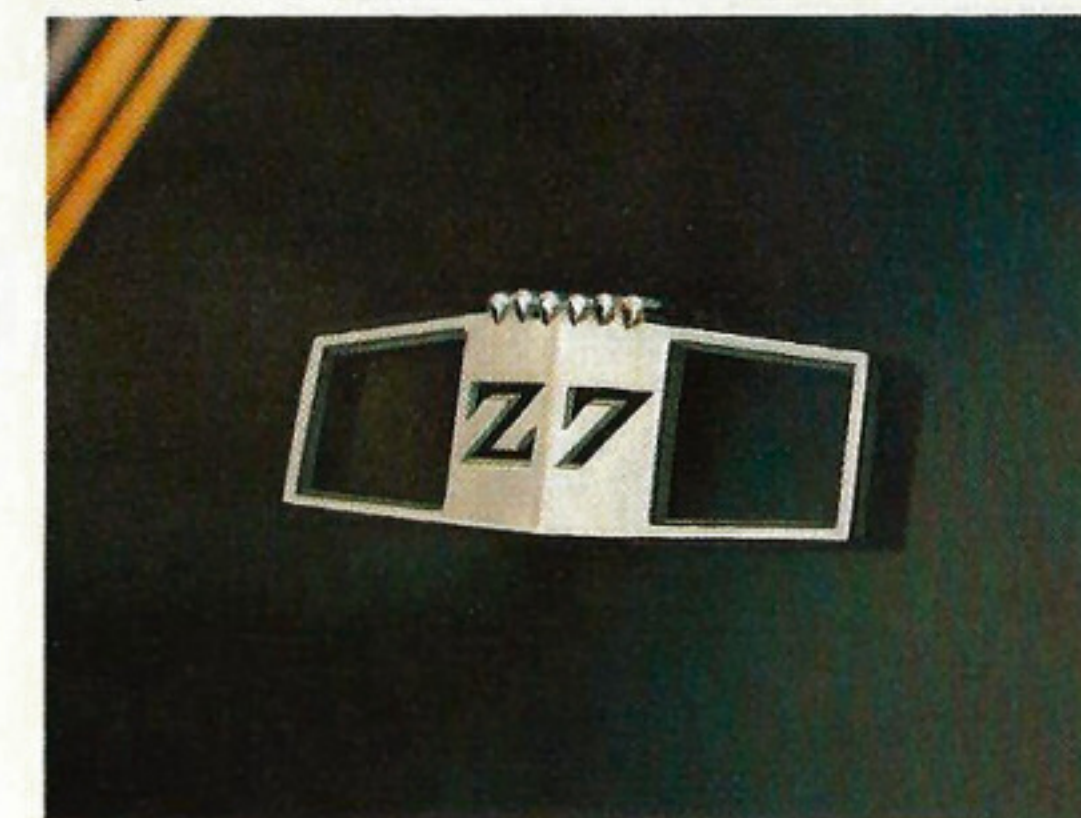
- Unique wraparound taillamps
- Bodyside tape stripe treatment
- Full-length bodyside molding
- Bright full wheelip molding
- Bright window frames
- Pleated vinyl seat trim
- Luxury level door trim w/woodtone appliques and bright accents
- Deluxe steering wheel
- Instrument panel with high gloss woodtone appliques
- Deluxe seat and shoulder belts
- Deluxe sound package

Get behind the wheel and you're surrounded by beauty that complements Z-7's stylish exterior. You experience firm comfort as you relax in the contoured bucket seats, with a pleated sew-style vinyl trim, (shown below in chamois vinyl). An equally tasteful pleated design enhances the luxury-level door trim with woodtone appliques and bright accents. In back, the bench seat which comfortably seats three, continues the pleat-design styling of the front buckets.

There are five interior colors from which to select: cream and gold, Wedgewood blue, medium red, chamois and black. And you can give your Z-7 a further look of elegance by choosing the Ghia Option for your Z-7. However you choose to equip this exciting Zephyr, whether you look it over from the outside or the *inside*, you'll find Z-7 very easy on the eyes.



Sculptured sail-mounted rear view mirror



Zephyr Z-7 body plaque



Optional AM radio



Zephyr Z-7 interior in chamois vinyl

Mercury Zephyr 4-door sedan w/Ghia Option



1979 MERCURY ZEPHYR WITH GHIA OPTION. ZEPHYR EXCITEMENT WITH GHIA ELEGANCE.

When you start with the crisp, good looks of basic Zephyr design, then add distinctive accents at hood, bodyside and windows, something special happens. That something special is Zephyr with Ghia Option as pictured above. It's a way to personalize your new Zephyr, not only outside, but inside as well. Available on Zephyr 2-door and 4-door sedans, and as an interior for the Zephyr Z-7 and Zephyr Villager Wagon. Check the lists at right for specific features included in the Ghia Option.

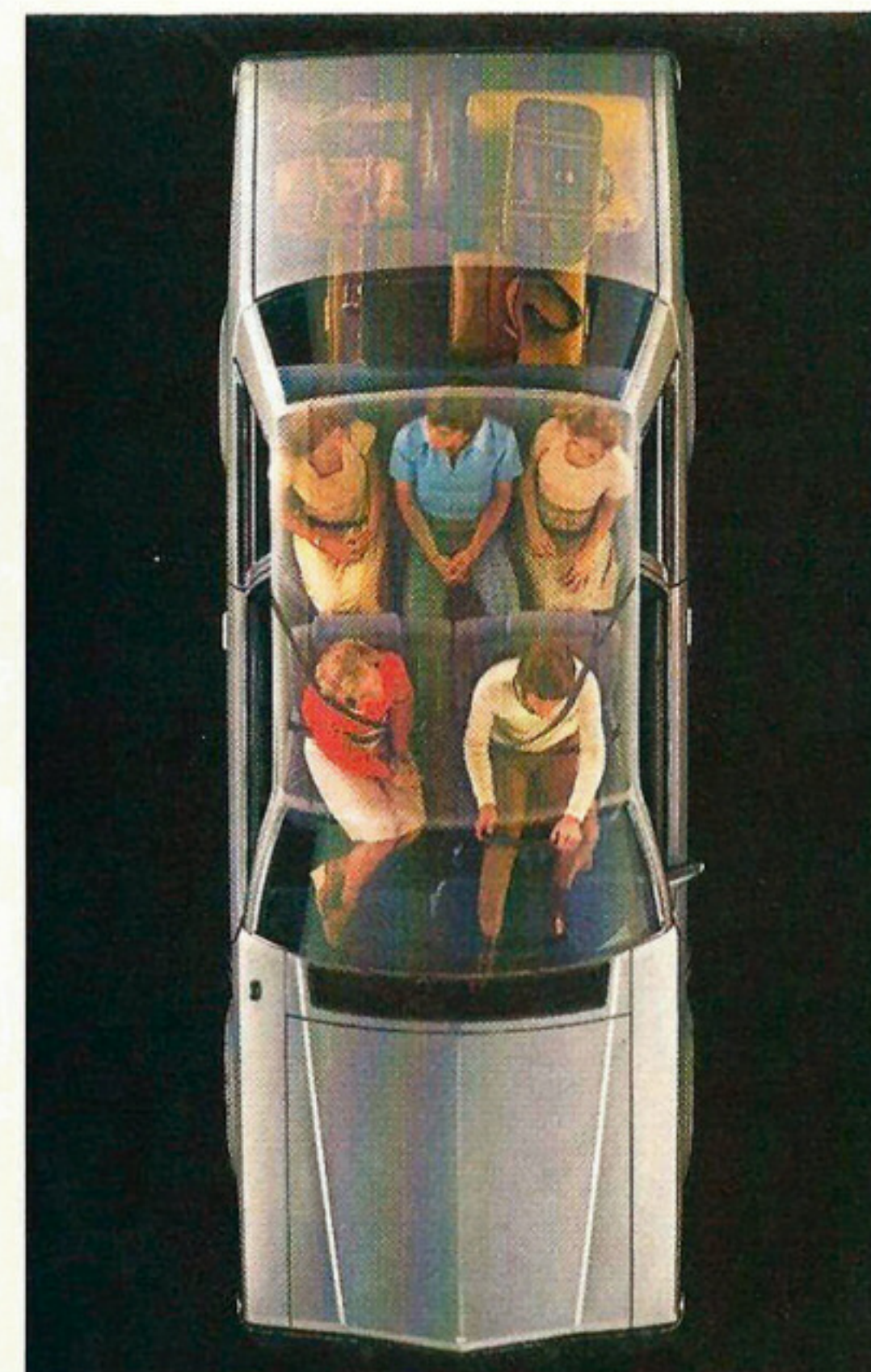
Exterior

- Bright left-hand remote control and fixed right-hand rear view mirrors
- Deluxe bodyside protection molding
- Hood accent paint stripe
- Bright window frames
- Quarter window moldings

Interior

- Luxury level Flight Bench seat with deluxe trim
- Full door trim panel with woodtone inserts upper areas, carpet on lower portions
- Luxury steering wheel
- High-gloss instrument panel with woodtone appliques
- Cloth headlining
- 18 ounce cut-pile carpeting in passenger compartment
- Visor vanity mirror
- Cigar lighter
- Day/night inside mirror
- Glove box lock

NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.



AM/FM Stereo radio Option



Luxury steering wheel w/Speed Control Option

Above top is an x-ray of the Mercury Zephyr showing luggage compartment and five-passenger seating spaciousness.

Zephyr w/Ghia Option Flight Bench seat



The Ghia Option luxury steering wheel (left) is shown with optional Speed Control featuring a "resume" button which, when engaged, enables the driver to accelerate automatically to the speed set prior to braking. The Ghia Option luxury level Flight Bench seat with center armrest is

shown above in Wedgewood blue Shannon cloth, standard upholstery for any Zephyr with Ghia Option except Villager Wagon. Standard upholstery for Villager is Corinthian Vinyl. Shannon cloth and Corinthian vinyl are both also available in medium red, black and chamois.

GHIA OPTION MODEL AVAILABILITY

	2-Dr. Sedans	4-Dr. Sedans	Z-7 Sports Coupe	Villager Wagon
Exterior	X	X		
Interior	X	X	X	X

NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.



THINK GERMAN. THINK ITALIAN. THINK BRITISH. THEN... THINK AMERICAN! MERCURY ZEPHYR ES TYPE!

If you've been thinking of buying an imported and probably expensive road machine, think again. The Zephyr ES Type from Lincoln-Mercury offers styling features found on some of the raciest imports, and offers them at a very affordable price.

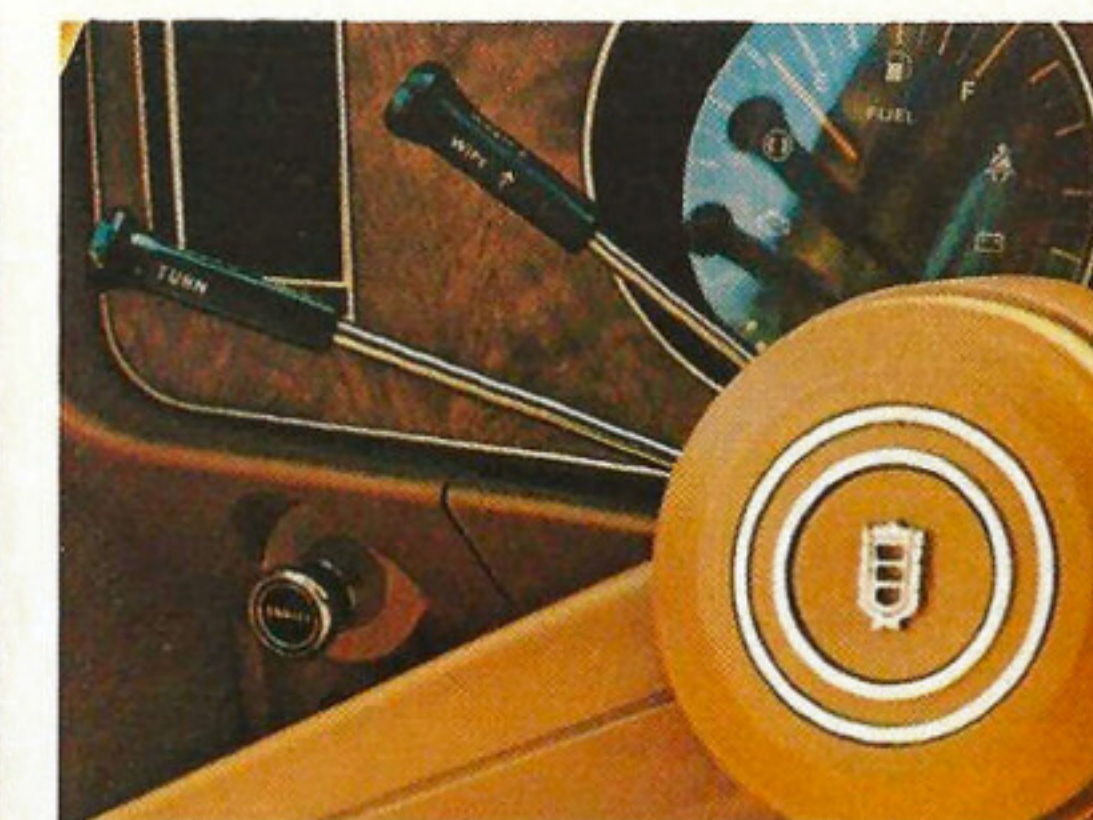
Black accents give the Zephyr ES Type a smart European look. Note the appeal in the ES Type 2-door and 4-door models pictured above. The

2-door is in silver, while the 4-door exterior is in chamois, both with blackout trim accents and optional black Tu-Tone.

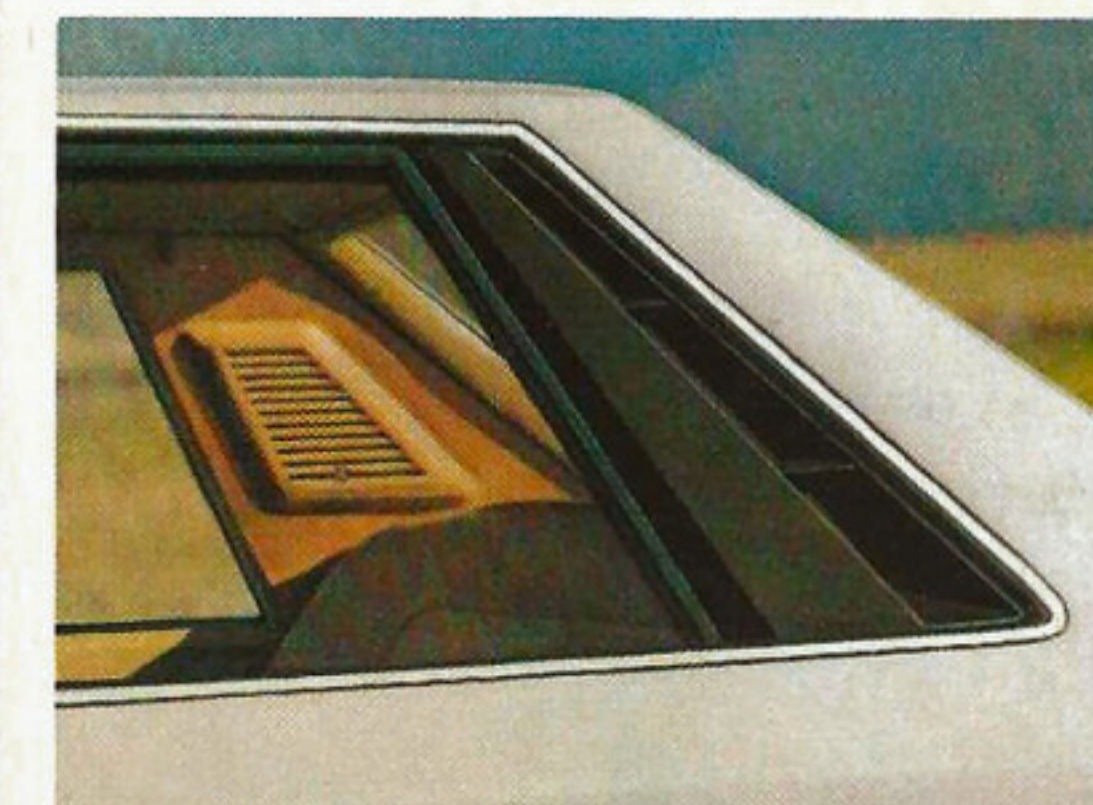
Note the grille treatment, black window frames, black lower back panel and outside dual black mirrors. And note how these black accents contrast with the bright lower bodyside molding and styled steel wheel covers.

ES Type option features in addition to Zephyr standard equipment on page 11:

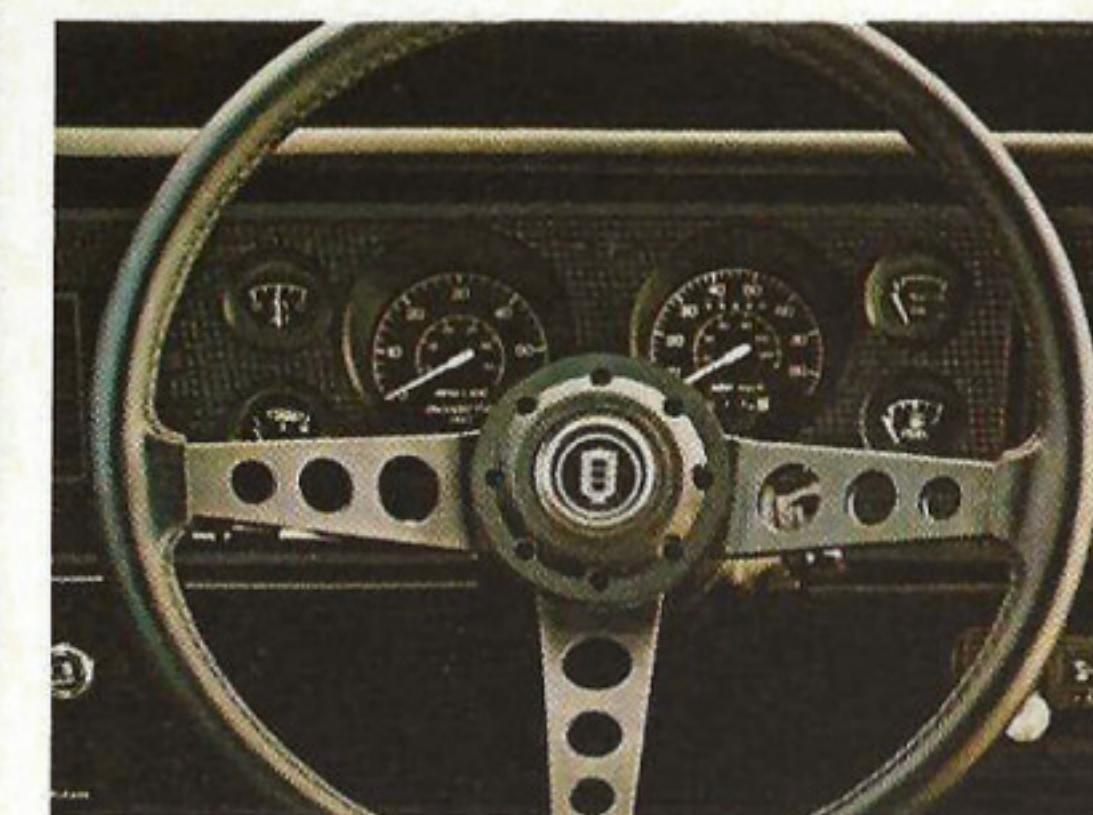
- Dual outside black mirrors, LH remote
- Bumper protection group
- Rear stabilizer bar
- Tuned suspension
- Blackout grille treatment
- Black rear window ventilation louver
- Full-length bright lower bodyside molding
- Argent styled wheel covers
- Black window frames, cowl grille and lower back panel
- Black sports steering wheel w/black spokes
- Simulated engine turned instrument panel appliques



Steering column-mounted controls



Rear window ventilation louvers



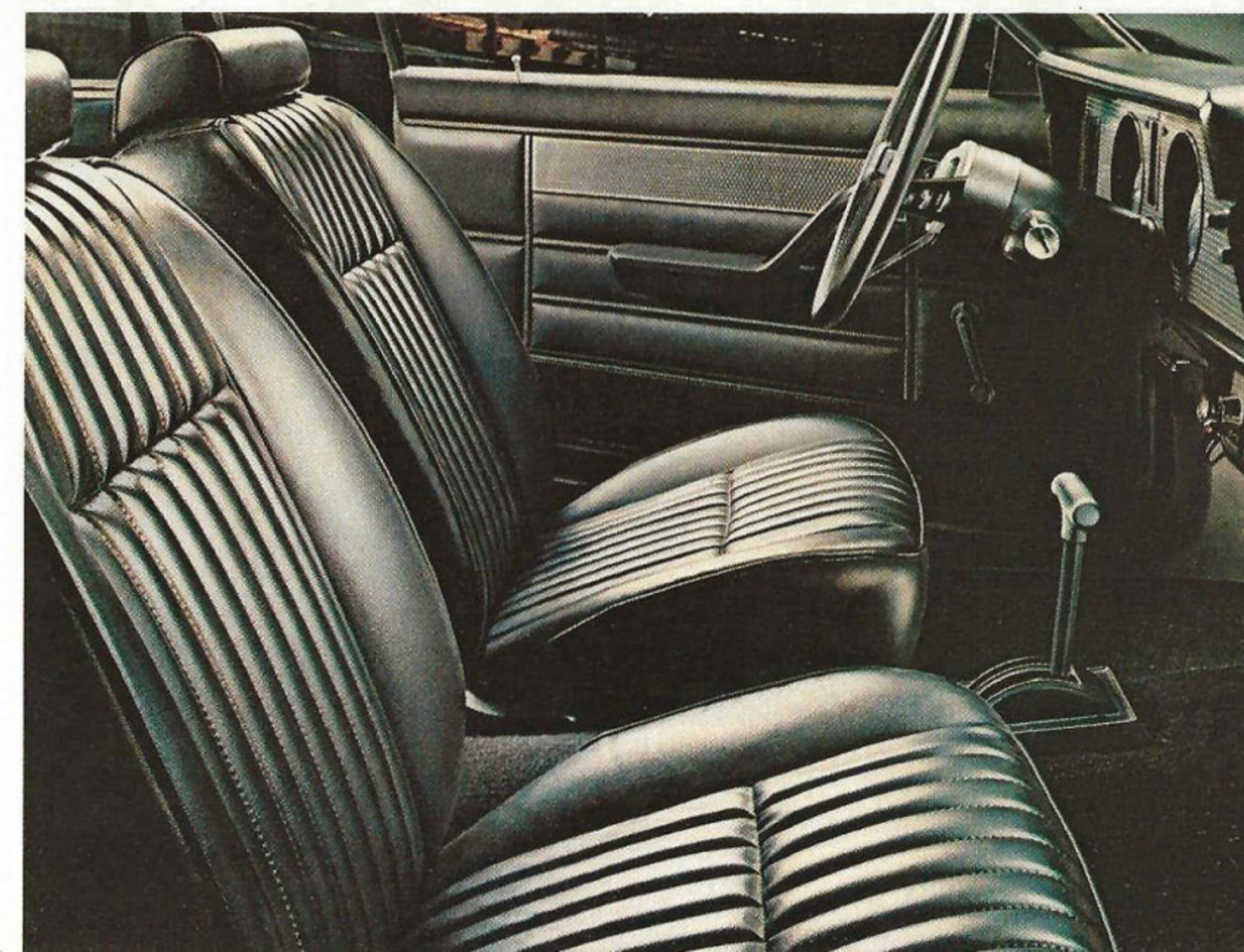
Zephyr Sports Instrumentation Option

At left: Zephyr's comfortably contoured Accent Group bucket seats in a striking black vinyl. The ES Type also offers vinyl interiors in medium red, chamois, and chamois/black combinations.

Full luxury door panel trims are highlighted with simulated engine turned inserts. The sports steering wheel, column and carpeting in the passenger compartment are black.

The Zephyr steering column (above top) is equipped with two stalk-mounted levers for convenient control of windshield washer/wiper and turn signals, headlamp dim switch and horn. The Sports Instrumentation Option also shown above includes tach, trip odometer, ammeter, temperature and oil pressure gauges.

Zephyr ES Type w/Optional Interior Accent Group



MERCURY ZEPHYR. A CAR YOU CAN BE PROUD TO OWN AND DRIVE.

From its inception, Mercury Zephyr was designed to be a car built to fit the needs of a world in which people and priorities have changed. It is sized for today, yet with a spaciousness that provides five-passenger comfort. We invite you to test drive Mercury Zephyr.

Check out its 2.3 litre overhead cam, four-cylinder engine. Put it through the gears of its standard 4-on-the-floor

transmission. See for yourself how Zephyr handles, how it obeys on the road, on sharp curves and when you want to park, thanks, in part, to its standard rack-and-pinion steering. Note Zephyr's low cowl and hood. We feel confident you'll agree that the 1979 Mercury Zephyr is a desirable choice in an efficient, easy-to-own-and-operate automobile.

Illustrated below is the Zephyr 2-door sedan. You see it here in bright red, one of the ten standard colors from which to choose. This Mercury Zephyr is also available as a 4-door sedan.

A perfect complement to the Zephyr exterior is the Interior Accent Group with optional Brodie cloth trim, shown below right. Whatever color you choose for your Zephyr interior the overall effect is one of coordinated good looks.



1979 Mercury Zephyr 2-door sedan

NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.



Wiper-mounted windshield washer jets

Mercury Zephyr's many standard features include:

- 2.3 litre OHC 4-cylinder engine
- 4-speed manual transmission
- Electronic ignition
- Electronic voltage regulator
- Front disc brakes
- Wiper-mounted windshield washer jets
- Rack-and-pinion steering

- Low-back bucket seats
- Inside hood release
- Foot-operated parking brake
- Wide-Mount-Strut Suspension
- Front stabilizer bar
- 10 oz. cut-pile carpeting
- Two stalk controls mounted on steering column for operation of horn, turn signals, dim switch and windshield washer-wiper
- Dual rectangular headlamps
- Bright sail-mounted outside mirror
- Bright windshield/drip/belt moldings
- Large taillamps with integral back-up lights
- Deluxe wheel covers.
- Front bumper guards



Zephyr Interior Accent Group Option w/optional Brodie cloth trim



AM/FM stereo radio w/cassette tape Option



16.8 cu. ft. of luggage space in 2-dr. and 4-dr. sedans



1979 MERCURY ZEPHYR STATION WAGON. SMARTLY STYLED. RIDE-ENGINEERED.

The Zephyr Wagon offers four-door practicality and spaciousness that belies its size. There's a lot of room for family stretch-out comfort. And 79.5 cubic feet of cargo space (with second seat down) for sports gear, picnic packs, almost anything you want to carry, even lengthy items. Zephyr's load length, with the second seat folded down is 6½ feet.

The 1979 Zephyr Wagon offers a wealth of standard features including a 2.3 litre engine, 4-speed manual transmission, rack-and-pinion steering, strut type front suspension and 4-bar link and coil spring rear suspension. Also standard are such convenience features as "liftgate open" warning and cargo area lights and tinted liftgate glass. Other conveniences available for your Zephyr wagon include the optional liftgate window wiper/washer, lockable stowage compartment and luggage rack.

NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.

Zephyr Wagon features different from Zephyr standard features on page 11:

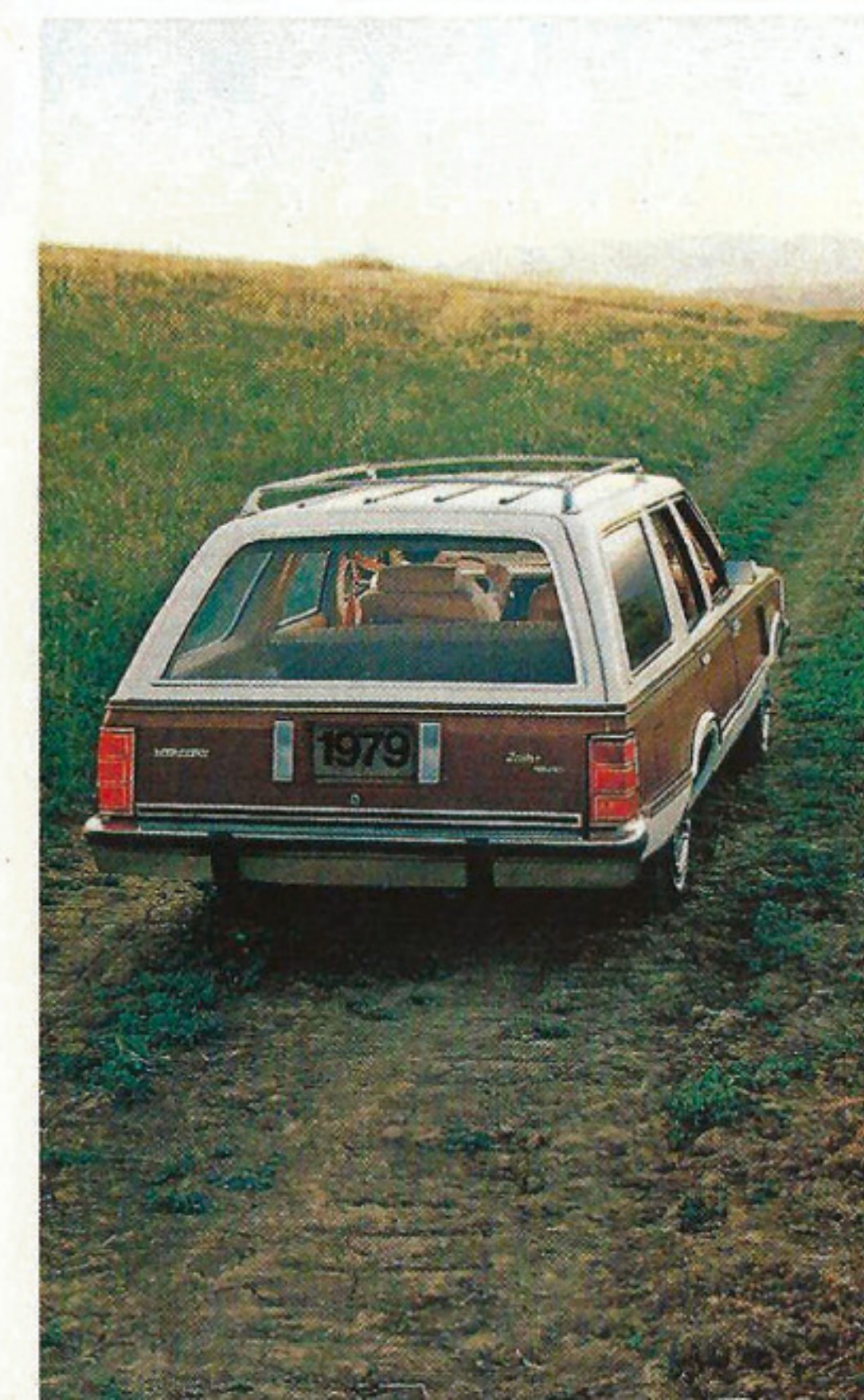
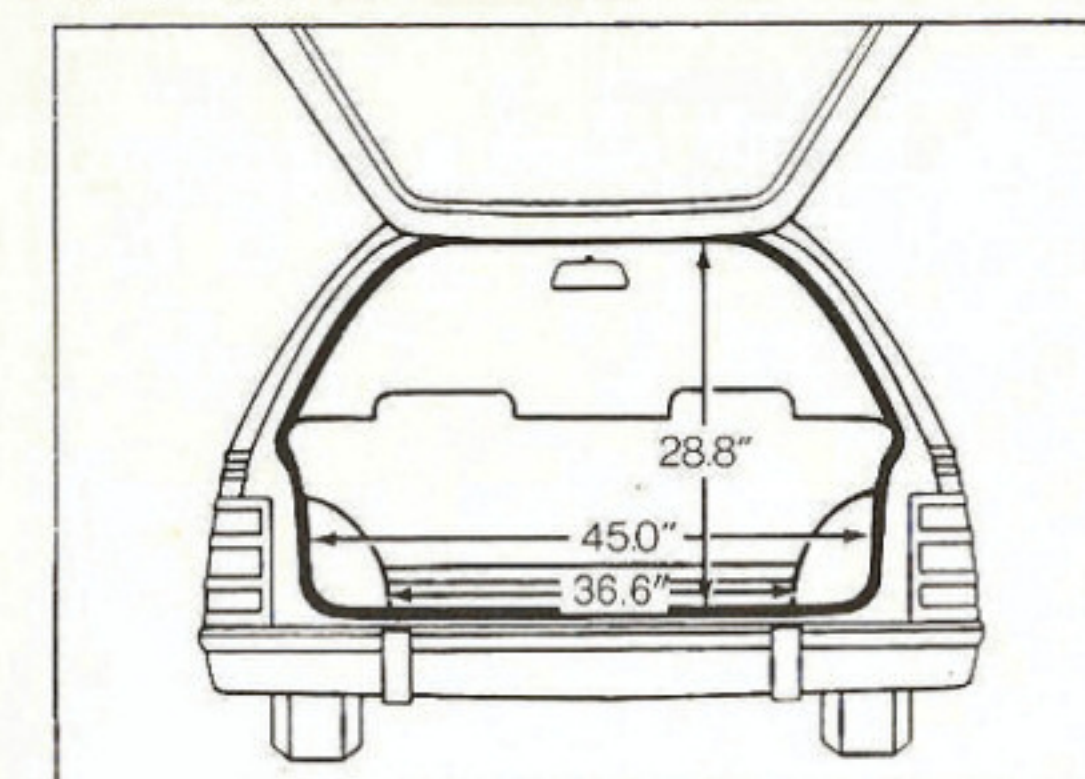
- Liftgate open warning light
- Cargo area light
- Steel belted-radial ply tires
- Bright liftgate window molding
- Flat load floor
- Carpet on load floor and rear seat back



Zephyr station wagon cargo space



Zephyr Wagon standard bench seat



Zephyr Wagon with Ghia Interior Option Flight Bench Seat



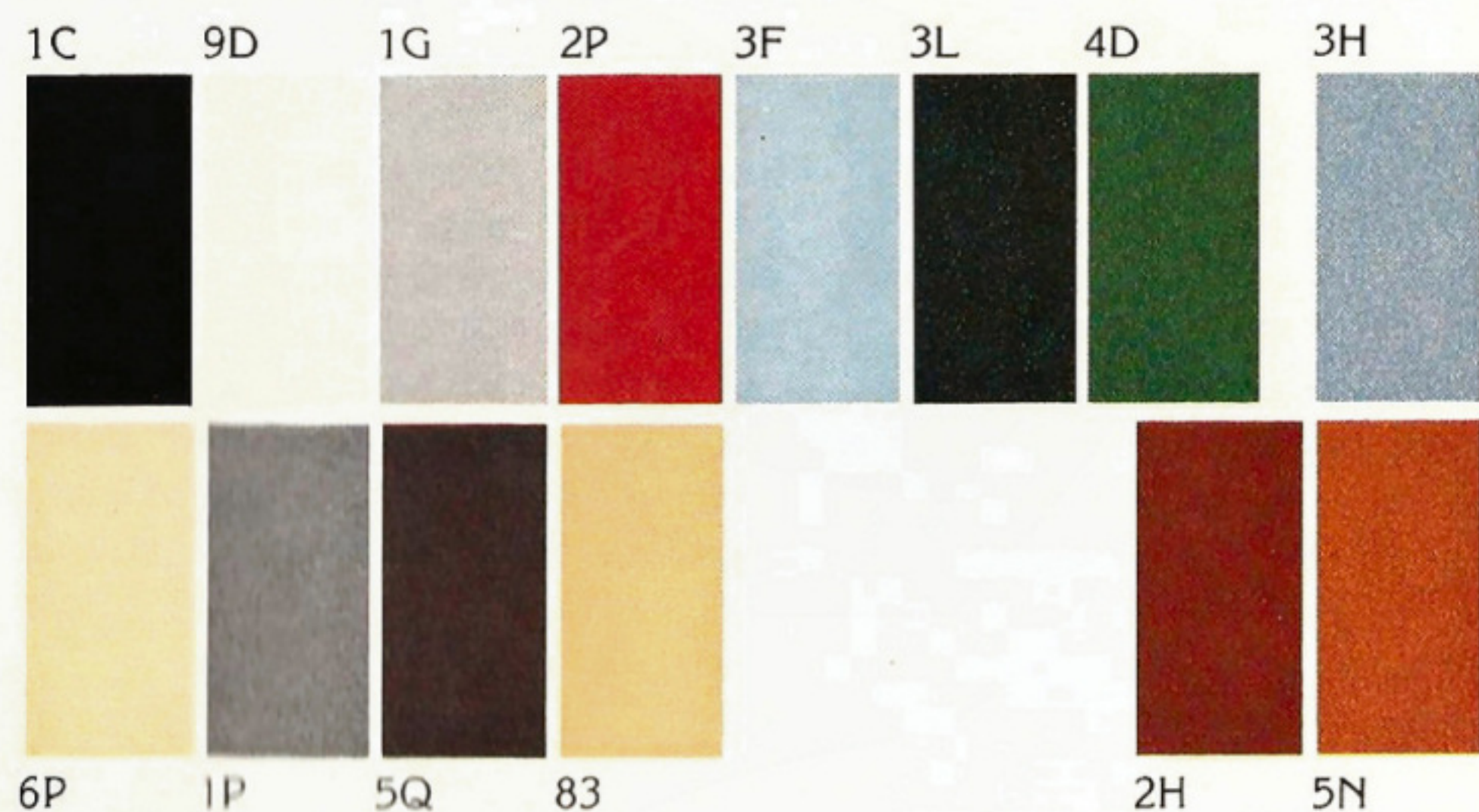
The Zephyr station wagon's standard bench seat (seen above left) is upholstered in soft supple vinyl in your choice of four colors.

The Ghia Option interior, shown above in warm chamois vinyl, includes carpet, even on the tailgate, and woodtone appliques.

The ease of access and roomy cargo area of Zephyr wagons is delineated above left in the diagram detailing their width and height clearances. It all adds up to a capacious 79.5 cubic feet of cargo volume with the second seat down.

Villager Option features in addition to Zephyr Wagon standard equipment:

- Cherry color woodtone bodyside appliques
- Bright woodtone surround rails with woodtone inserts
- Lower bodyside molding with woodtone inserts
- Partial wheelip moldings
- Bright door frame/quarter window moldings
- Woodtone liftgate applique
- Bright liftgate rails
- "Villager" script on liftgate



ZEPHYR EXTERIOR COLORS

Standard Colors

1C Black
9D White
1G Silver Met.
2P Bright Red
3F Lt. Med. Blue
3L Dark Blue Met.
4D Dark Pine Met.

6P Cream
1P Med. Grey Met. (Z-7 only)
5Q Dark Brown Met.
83 Light Chamois

Optional Glamour Paints*

3H Med. Blue Met.
2H Med. Red Met.
5N Med. Dark Orange Met.

Colors shown here are a printed representation.
For accurate color selection, see your Lincoln-Mercury dealer.

OPTIONS TO PERSONALIZE YOUR 1979 MERCURY ZEPHYR.

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle we suggest that you verify that it includes the optional equipment you ordered or if there are changes they are acceptable to you. Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.

- a. Electric clock
- b. Power windows
- c. Power door locks
- d. Electric rear window defroster
- e. Tilt Steering Wheel
- f. Air Conditioning
- g. Station Wagon lockable stowage compartment
- h. Four-way power seat (bench seat only)
- i. Station Wagon rear window wiper/washer
- j. Flip-up removable moonroof for sedans.
- k. (left to right) Aluminum wheels (4), Styled Wheel Covers, Styled Steel wheels (4) with trim rings, Wire Wheel Covers



Consider the Ford Extended Service Plan.

While you're considering options for your Zephyr, give a thought to ordering Ford Motor Company's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company and honored by participating Lincoln-Mercury dealers nationwide. Ask your dealer for details.

1979 MERCURY ZEPHYR VEHICLE MODEL AVAILABILITY

	2-Door Sedan	4-Door Sedan	Z-7 Sport Coupe	4-Door Wagons
Zephyr Base Series	X	X	X	X
ES Type Option	X	X		
Zephyr Ghia Option	X	X	X	X
Villager Option				X

ZEPHYR OPTIONS

PERFORMANCE RELATED

	Zephyr Sedans	Zephyr Wagon	Zephyr Z-7	ES Type Option
3.3 litre (200 CID) 1V 6-cyl. engine	X	X	X	X
5.0 litre (302 CID) 2V V-8 engine	X	X	X	X
Select-Shift Automatic Transmission	X	X	X	X
Suspension, Tuned	X	X	X	Std.
Instrumentation, Performance (1)	X	X	X	X
Power Disc Brakes	X	X	X	X

COMFORT & CONVENIENCE

	Zephyr Sedans	Zephyr Wagon	Zephyr Z-7	ES Type Option
Air Conditioning, Manual Control	X	X	X	X
Clock, Electric Analog	X	X	X	X
Convenience Group (2)	X	X	Std.	X
Defogger, Rear Window (3)	X	NA	X	X
Defroster, Electric Rear Window	X	X	X	X
Glass, Tinted Complete	X	X	X	X
Light Group (4)	X	X	X	X
Louvers, Rear Window Ventilation	X	NA	NA	Std.
Mirrors, Dual	X	X	X	Std.
Moonroof, Flip-up Removable	X	NA	X	X
Power Door Locks	X	X	X	X
Power Four-way Seat (5)	X	X	X	X
Power Steering, Variable Ratio (6)	X	X	X	X
Power Windows (7)	X	X	X	X
Radio, AM	X	X	X	X
Radio, AM/FM Monaural	X	X	X	X
Radio, AM/FM Stereo	X	X	X	X
Radio, AM/FM Stereo w/8-Track Tape	X	X	X	X
Radio, AM/FM Stereo w/Cassette Tape	X	X	X	X
Radio, AM w/Stereo Tape	X	X	X	X
Radio, Premium Sound System (8)	X	X	X	X
Seat, Bench (9)	X	X	X	X
Speed Control	X	X	X	X
Steering Wheel, Tilt	X	X	X	X
Trunk Lid Release, Electric	X	NA	X	X
Windows, Front Vent	X	X	NA	X
Wipers, Windshield Interval	X	X	X	X

APPEARANCE & PROTECTION

	Zephyr Sedans	Zephyr Wagon	Zephyr Z-7	ES Type Option
Accent Group, Interior (10)	X	X	Std.	X
Appearance Protection Group (11)	X	X	X	X
Bumper Protection Group	X	X	X	Std.
Exterior Luxury Decor Group (12)	X	X	NA	NA
Frames, Bright Window	X	X	Std.	NA
Ghia Option (13)	X	X	X	NA
Molding, Deluxe Bodyside Protective (14)	NA	NA	X	NA
Paint, Tu-Tone	X	NA	X	X
Protection, Lower Bodyside	X	X	X	X
Roof, Vinyl	X	NA	X	NA
Steering Wheel, Sport	X	X	X	X
Wheel Covers, Wheels. See illustrations on p. 14. Available for all models.				

X—Available NA—Not Available Std.—Standard
The above is only a partial list of options. See your dealer for a complete list.

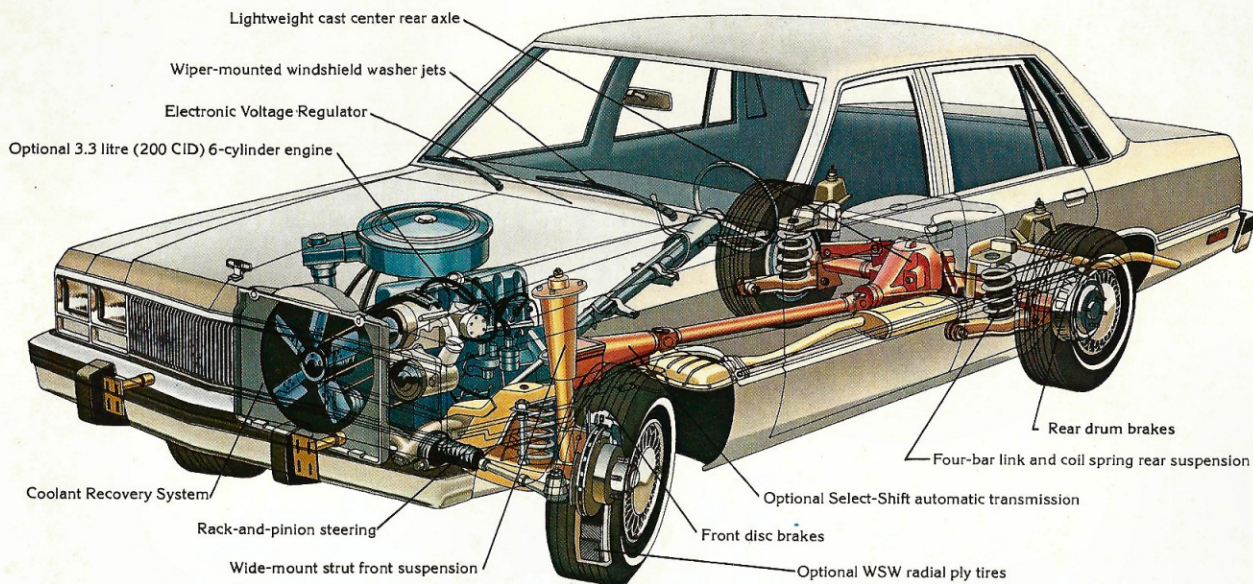
- (1) Includes tachometer, trip odometer, ammeter, temperature and oil pressure gauges. N/A with 2.3L engine and automatic trans.
- (2) Includes visor vanity mirror, cigar lighter and rear seat ashtray (one in 4-door and S/W w/bench seats; two in all others), day/night inside mirror, deluxe color-keyed seat belts and glove box lock. Included in Lux. Int. Opt.
- (3) Required in New York unless Electric Rear Window Defroster is specified.
- (4) Includes luggage compartment light (sedans and Z-7); ash tray, glove box and engine compartment lights; rear door courtesy light switches (4-door models); map light; and passenger door courtesy light switch.
- (5) Available on bench or Flight Bench seat.
- (6) Required with 5.0L (302 CID) engine.
- (7) Does not include 2-door quarter windows or S/W liftgate window. Requires dual mirrors and pivoting vent windows on sedans and wagons.
- (8) Includes dual door mounted and dual rear

- premium sound speakers. Available with all AM/FM Stereo radios and AM with Stereo tape.
- (9) Available only with 2.3L engine and automatic trans. Std. with 3.3L and 5.0L engines.
- (10) Includes pleated vinyl seat trim, deluxe door trim with bright accents for all except ES Type, deluxe steering wheel hub (except with ES Type) and deluxe sound package.
- (11) Includes front floor mats, bright door edge guards and license plate frames.
- (12) Includes bright window frames, quarter window moldings, deluxe bodyside protection molding, hood accent paint stripe, bright LH remote control mirror and bright right hand non-remote mirror.
- (13) Includes all elements in Luxury Interior Option and Luxury Exterior Decor Group, with a Ghia badge for sedans; and Lux. Int. Opt. with Ghia badge for Z-7 and Villager Option.
- (14) Narrow bright/black; bright/brown on Villager. N/A with Lux. Ext. Decor Group.

ENGINE/TRANSMISSION COMBINATIONS

	ENGINES		
Transmission	2.3-Litre OHC "4"	3.3-Litre In-Line "6"	5.0-Litre V-8 (302-2V)
4-Speed Manual	X		
4-Speed Manual Overdrive		X (a)	X (a)
Select-Shift Automatic	X	X	X

(a) Not available in California.

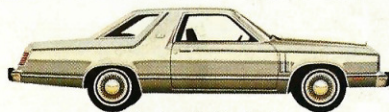


DIAGRAMMATIC STUDY OF ZEPHYR RIDE-ENGINEERING

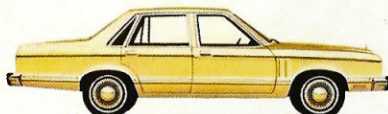
Zephyr Suspension. Front suspension for Zephyr is a strut type. Zephyr's rear suspension is a four-bar link and coil spring system.

Rack-and-Pinion Steering. Zephyr utilizes rack-and-pinion steering for responsive steering characteristics. Variable ratio rack-and-pinion power steering is available.

Front Disc Brakes. Zephyr's pin slider-type front disc brake system has a low-friction mounting feature designed to improve pedal sensitivity and reduce lining wear.



Zephyr Z-7 Sports Coupe



Zephyr 4-dr. w/Ghia Option



Zephyr 2-dr. w/Ghia Option



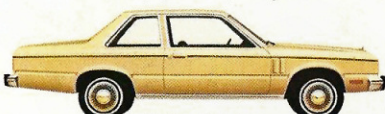
Zephyr 4-dr. w/ES Option



Zephyr 2-dr. w/ES Option



Zephyr 4-dr. Sedan



Zephyr 2-dr. Sedan

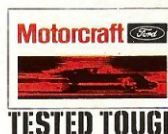


Zephyr Station Wagon w/Villager Option



Zephyr Station 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.



TESTED TOUGH

Quality Replacement Parts from Ford. Your new Mercury comes equipped with factory engineered and approved parts, including a dependable Motorcraft battery, Motorcraft shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

MERCURY ZEPHYR

LINCOLN-MERCURY DIVISION

