

BETTER IDEAS MAKE BETTER CARS

1972 MERCURY

MARQUIS · MONTEREY · MONTEGO · COUGAR · COMET



Mercury for 1972: One ride reveals a world of better ideas.

Welcome to Mercury's world of better ideas for '72.

Thirty-one excitingly new cars in four distinct classes. Everything from Comet, the roomier small car, to Marquis Brougham, uniquely luxurious for a medium-price car. Everything from the totally new personal-size Mercury Montego, including a zesty GT fastback, to the stately Colony Park station wagon with rich, yacht-deck paneling. Everything from a thrifty 170 cubic-inch "Six" to an authoritative 460 cubic-inch, four-barrel V-8. Everything from the sophisticated daring of a Cougar to the quiet dignity of a Monterey.

Mercury's world of better ideas. One of our better ideas is that medium-price cars should ride just as serenely, every bit as quietly as the most expensive luxury cars. We devoted a lot of engineering and design talent to the idea. And for '72 we're ready to match Mercury's ride against the world's most expensive cars. For steadiness and quiet, for surefooted smoothness—we think you'll agree that Mercury passes the test.

Now, for 1972, another better idea. We gave our new personal-size Mercury Montego a ride in the image of our most costly car. We gave it a wider track and a new suspension — a big-car ride in a personal-size car. Any Mercury you choose for 1972 will be a revelation in its nerve-soothing, road-smoothing ride.

Better ideas make better cars. It's as simple as that. We think you'll find all Mercurys for 1972 are better in meaningful measure. The way they ride and look. The way they are so carefully built. The way they are engineered to safeguard you and your passengers. Take one out for a test drive as soon as you can. We promise it will open your eyes to a whole new world of better ideas. Mercury for 1972.

Mercury Marquis Brougham Pillared Hardtop

In all the world of medium-price cars Mercury Marquis Brougham stands alone for its blend of dramatically elegant styling and a ride that unhesitatingly challenges the most expensive luxury cars by every criterion. A ride so silky, so steady, you'll think you're riding in a limousine costing much more. And remember, for all its elegance, Marquis Brougham is a medium-price car.

Mercury Marquis Brougham standard equipment includes: 429-4V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Power steering • Power windows*

• Halo vinyl roof* • Color-keyed wheel covers* • Concealed headlamps • Fender skirts • Deluxe sound insulation • Concealed windshield wipers • Power ventilation • H78 x 15 belted bsw tires • Cut-pile 100% nylon carpeting* • Electric clock • Luggage compartment light • Vinyl robe cord* • Carpet-lined luggage compartment* • Ashtray and lighter in rear seat armrests* • Interior pillar light* • Front door courtesy lights* • Vanity mirror on right-hand sunvisor* • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.

*Brougham exclusive features over Marquis.

Mercury Marquis Brougham 4-Door Pillared Hardtop



Mercury Marquis Brougham Hardtops

Every drive in the Marquis Brougham is a *formal* occasion, topped off by the elegant halo vinyl roof. You arrive relaxed and refreshed, thanks to the uncommonly smooth, quiet ride, and to standard power ventilation that circulates and refreshes the air in the passenger compartment, even when the car is barely moving.

Mercury Marquis Brougham standard equipment includes:

429-4V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Power steering • Power windows* • Halo vinyl roof* • Color-keyed wheel covers* • Concealed

headlamps • Fender skirts • Deluxe sound insulation • Concealed windshield wipers • Power ventilation • H78 x 15 bsw belted tires • Cut-pile 100% nylon carpeting* • Electric clock • Luggage compartment light • Vinyl robe cord* • Carpet-lined luggage compartment* • Ashtray and lighter in rear seat armrests* • Interior pillar light* • Front door courtesy lights* • Vanity mirror on right-hand sunvisor* • Twin instrument panel ashtrays (driver's side lighted) • Full complement of Ford Motor Company Lifeguard Design Safety Features.

Note: Other equipment shown optional.

*Brougham exclusive features over Marquis.



Mercury Marquis Brougham
4-Door Hardtop

Mercury Marquis Brougham 2-Door Hardtop



The power-operated Sun Roof, shown right, is available for all full-size Mercurys when equipped with vinyl roof.

Mercury Marquis 4-Door Hardtop



Mercury Marquis Hardtop

The Marquis ride is a beautifully moving experience—no matter how rough the road below. Mercury engineers took their cues from the world's costliest cars and gave this medium-priced car the same kind of smoothness and steadiness of motion you'd expect in cars costing much more. We call it cushion-link suspension, because of the beautiful way it keeps road shocks a secret between you and the front wheels. We think it's an experience you should try.

Mercury Marquis standard equipment includes: 429-4V V-8 engine • Select-Shift automatic transmission • Power front disc

brakes • Power steering • Deluxe sound insulation • Concealed headlamps • Concealed windshield wipers • Power ventilation • 100% nylon loop carpeting • Deluxe wheel covers • Full-width woodgrain instrument panel applique • Electric clock • Map light • H78 x 15 belted bsw tires • Luggage compartment light • Courtesy lights under instrument panel • Bright pedal trim • Twin ashtrays in instrument panel (driver's side lighted) • Full complement of Ford Motor Company Lifeguard Design Safety Features.

Note: Other equipment shown optional.





Mercury Marquis 4-Door Pillared Hardtop

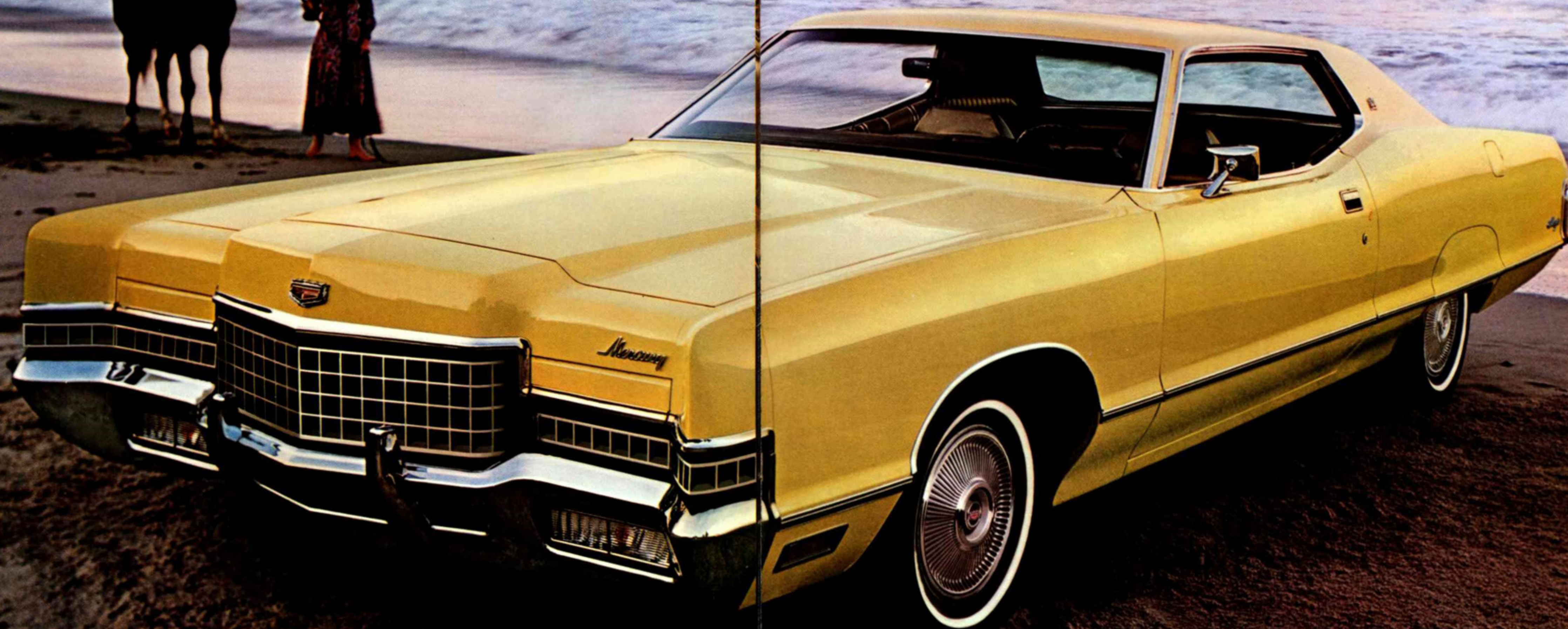
Mercury Marquis 2-Door Hardtop

Mercury Marquis Hardtop and Pillared Hardtop

Better ideas make better cars and we think you'll agree Marquis meets the description in every respect. Not only is its ride a revelation—library-quiet with a boulevard smoothness—but the impressive list of standard features below is equally as eye-opening in a medium-price car. Put Marquis to the ultimate test—out on the road where it shines.

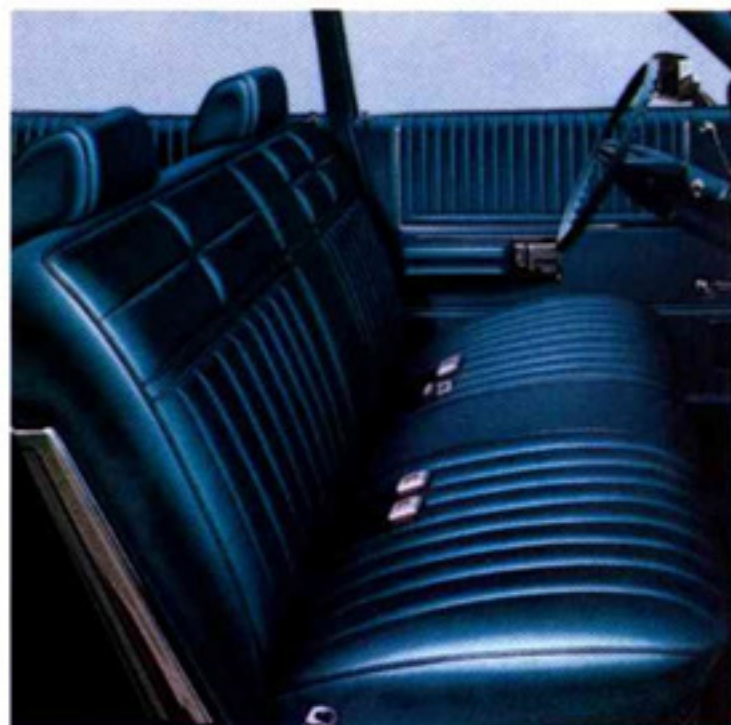
Mercury Marquis standard equipment includes: 429-4V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Power steering • Deluxe sound insulation • Concealed

headlamps • Concealed windshield wipers • Power ventilation • H78 x 15 belted bsw tires • 100% nylon loop carpeting • Deluxe wheel covers • Full-width woodgrain instrument panel applique • Electric clock • Map light • Fender skirts • Luggage compartment light • Courtesy lights under instrument panel • Bright pedal trim • Twin ashtrays in instrument panel (driver's side lighted) • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.



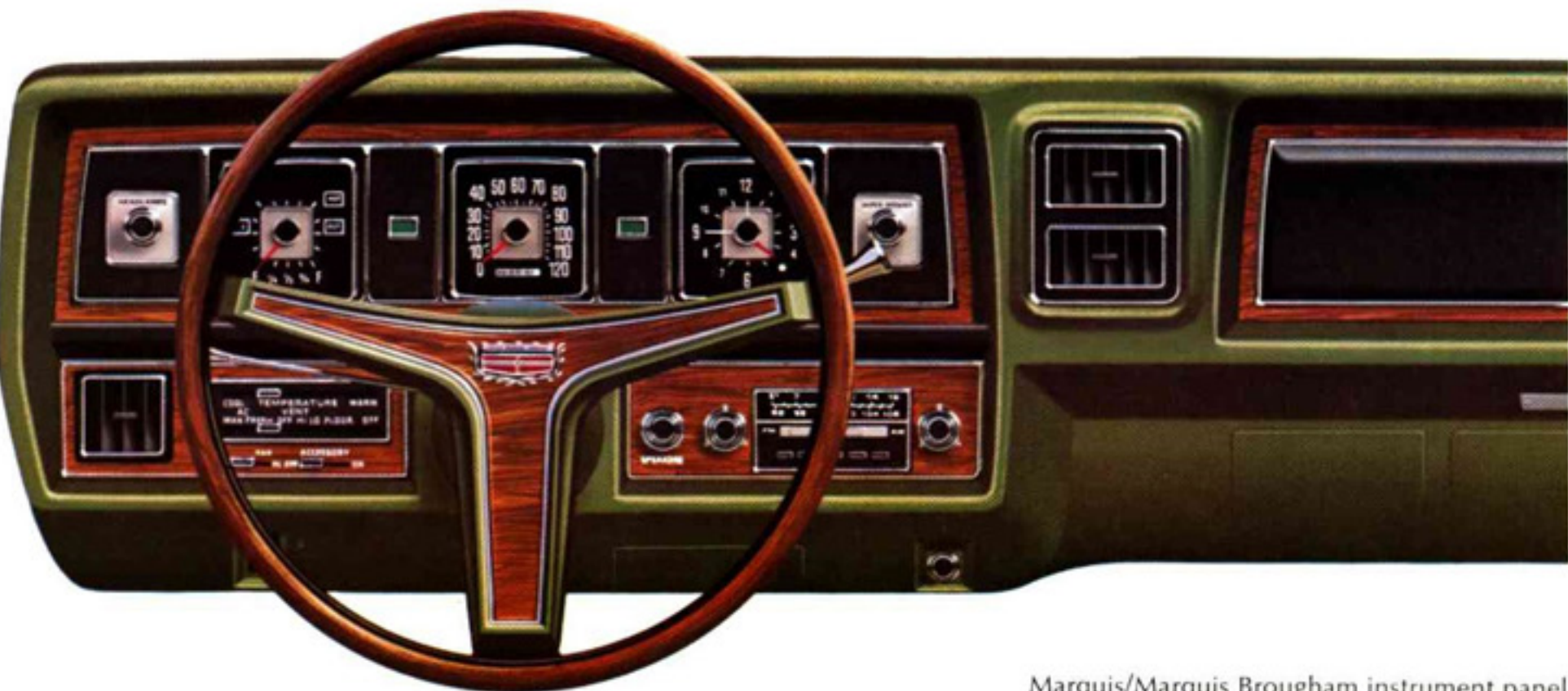


Marquis Brougham interior



Marquis interior

Simulated cherrywood appliques add a note of richness and contemporary decor to the handsomely appointed Marquis and Marquis Brougham instrument panel (shown with optional radio, air conditioner and luxury steering wheel).



Marquis/Marquis Brougham instrument panel

Mercury Marquis Interiors

A most comforting experience awaits you inside Marquis for 1972, a level of luxury far exceeding what ordinarily is expected in a medium-price car.

1) On the page at right is shown the Marquis Brougham interior featuring optional Hi-back Twin Comfort Lounge Seats in a choice of cloth-and-vinyl or all-vinyl fabrics. Each seat is individually adjustable and has its own armrest. An optional passenger seat reclining feature is available. The Twin Comfort Lounge Seat option may be ordered for any Marquis or Marquis Brougham model and can be yours in black, medium blue, dark red, medium ginger (all-vinyl only), medium green, as shown, light gray gold or dark tobacco.

2) The top view on this page shows the Marquis Brougham standard interior in cloth-and-vinyl. This richly designed interior with full-width bench seat has folding center armrests front and rear. The Marquis Brougham interiors are available in black, medium blue, dark red, medium green, as shown, light gray gold, and dark tobacco.

3) The lower view shows the standard Marquis interior, available in cloth-and-vinyl or all-vinyl. The full-width bench-type front seat is standard in this smart interior. Colors for the all-vinyl interior include black, medium blue (as shown), dark red, medium ginger, medium green, white (2-door hardtop only), and light gray gold. In the cloth-and-vinyl interior, medium ginger and white are not available; all other colors and dark tobacco can be selected.

MARQUIS MAJOR SPECIFICATIONS

Engines:	Dis- place- ment	Car- buretor	Fuel*	Exhaust
429-4V (Standard)	429 cu. in.	4-barrel	Reg.	Single
460-4V† (Opt.)	460 cu. in.	4-barrel	Reg.	Single
Wheelbase.....	124.0"	Tread: Front/Rear..... 63.3"/64.3"		
Overall Length.....	224.8"	Luggage Capacity (cu. ft.)..... 20.4		
Overall Width.....	79.3"	Fuel Tank Capacity (gals.)..... 22.0		

*All 1972 engines are designed to operate on regular gasolines with an octane rating of at least 91 when engine is adjusted to factory recommended specs.
†Available w/air conditioning only.

Marquis Brougham interior with optional Twin Comfort Lounge Seats & luxury steering wheel



Mercury Monterey Custom Hardtop

There's a world of new driving pleasure waiting for you behind Monterey's new full-width grille design. And no small part of the pleasure is in the ride that's as smooth as the lines of the car itself. The same limousine-like ride that distinguished the Marquis in one test after another as equal to the world's most expensive cars for smoothness and quiet. And to match Monterey's luxurious ride there's a powerful 400 cubic-inch V-8 engine that performs on regular gasoline.

Mercury Monterey Custom standard equipment includes:
 400-2V V-8 engine • Select-Shift automatic transmission
 • Power steering • Power front disc brakes • Deluxe wheel covers • G78 x 15 belted bsw tires • 100% nylon loop carpeting
 • Concealed windshield wipers • Power ventilation
 • Simulated cherrywood instrument cluster • Bright pedal trim • Deluxe two-spoke steering wheel • Full complement of Ford Motor Company Lifeguard Design Safety Features.
 Note: Other equipment shown optional.

Mercury Monterey Custom 2-Door Hardtop



Mercury Monterey Custom Hardtop and Pillared Hardtop

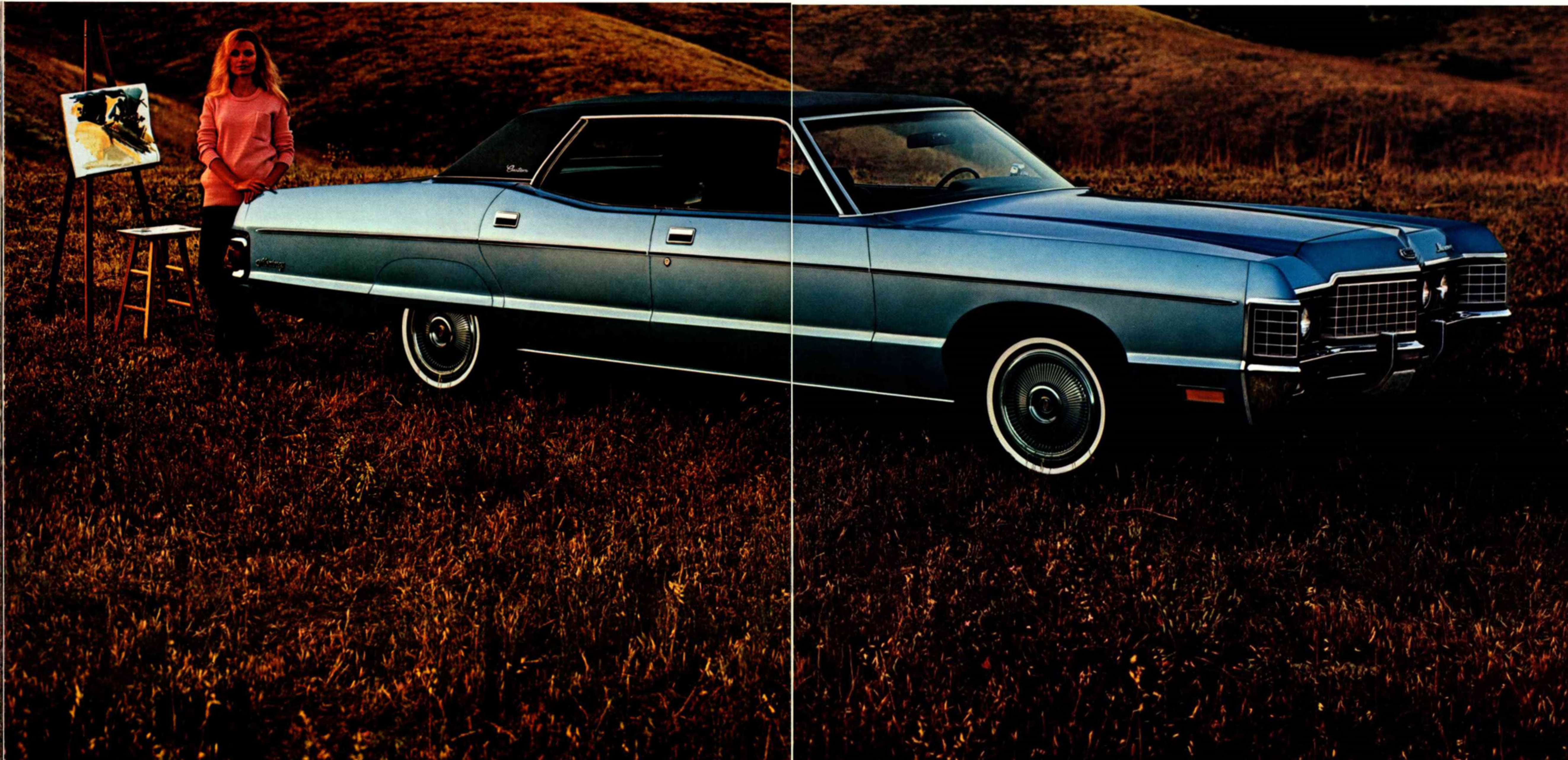
Each of these beautiful Monterey Custom models includes power steering and power brakes as standard equipment. It is just one of the many better ideas you'll find in every Monterey, designed to make them better cars and to make driving a better experience. Mercury's power steering design at low turning speeds gives you special help when parking or maneuvering in and out of tight spots. It also gives you a better feel of control at cruising or passing speeds on the highway. All further proof that better ideas make better cars. Mercury Monterey Custom for '72.

Mercury Monterey Custom standard equipment includes:
 400-2V V-8 engine • Select-Shift automatic transmission
 • Power steering • Power front disc brakes • Deluxe wheel covers • G78 x 15 belted bsw tires • 100% nylon loop carpeting
 • Concealed windshield wipers • Power ventilation
 • Simulated cherrywood instrument cluster • Bright pedal trim
 • Deluxe two-spoke steering wheel • Twin ashtrays in instrument panel (driver's side lighted) • Full complement of Ford Motor Company Lifeguard Design Safety Features.
 Note: Other equipment shown optional.

Mercury Monterey Custom
4-Door Pillared Hardtop



Mercury Monterey Custom 4-Door Hardtop



Mercury Monterey Pillared Hardtop

All 1972 Montereys feature a 124-inch wheelbase and a wide stance. Combine this with Mercury's tuned cushion-link suspension system—and you have the reason the Monterey rides so smoothly you could actually get shaved in the back seat. (We demonstrated this ride on television.) And the ride isn't *all* that the 1972 Monterey shares with Marquis. Note the same fine look of quality and strong family resemblance in the clean, uncluttered lines.

Mercury Monterey standard equipment includes: 351-2V V-8 engine · Select-Shift automatic transmission · Power steering · Power front disc brakes · Concealed windshield wipers · Power ventilation · G78 x 15 belted bsw tires · 100% nylon loop carpeting · Simulated cherrywood instrument cluster · Color-keyed steering wheel · Twin ashtrays in instrument panel · Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.

Mercury Monterey 4-Door Pillared Hardtop





Mercury Monterey 4-Door Hardtop

Mercury Monterey 2-Door Hardtop

Mercury Monterey Hardtops

Monterey's proud new front end is a signal of great new things to come. Overall styling that will earn you admiring looks everywhere you drive. Exciting new interior colors and new interior tailoring, new standard features like automatic transmission and power steering—and a ride that far surpasses anything you'd expect from a car so modestly priced. Better ideas that make a better car. Experience Monterey's value for yourself with a test drive today.

Mercury Monterey standard equipment includes: 351-2V V-8 engine • Select-Shift automatic transmission • Power steering • Power front disc brakes • Concealed windshield wipers • Power ventilation • G78 x 15 belted bsw tires • 100% nylon loop carpeting • Simulated cherrywood instrument cluster • Color-keyed two-spoke steering wheel • Twin ashtrays in instrument panel • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.





Monterey interior

Mercury Monterey Interiors

High fashion and a flair for smart detailing is everywhere reflected in the beautifully appointed Monterey and Monterey Custom interiors.

1) On the page at right is illustrated the Monterey Custom interior in medium blue cloth-and-vinyl, also available in all-vinyl. This interior is also available in black, dark red, medium ginger, medium green, white and light gray gold with all-vinyl upholstery, and in all but white and light gray gold in cloth-and-vinyl.

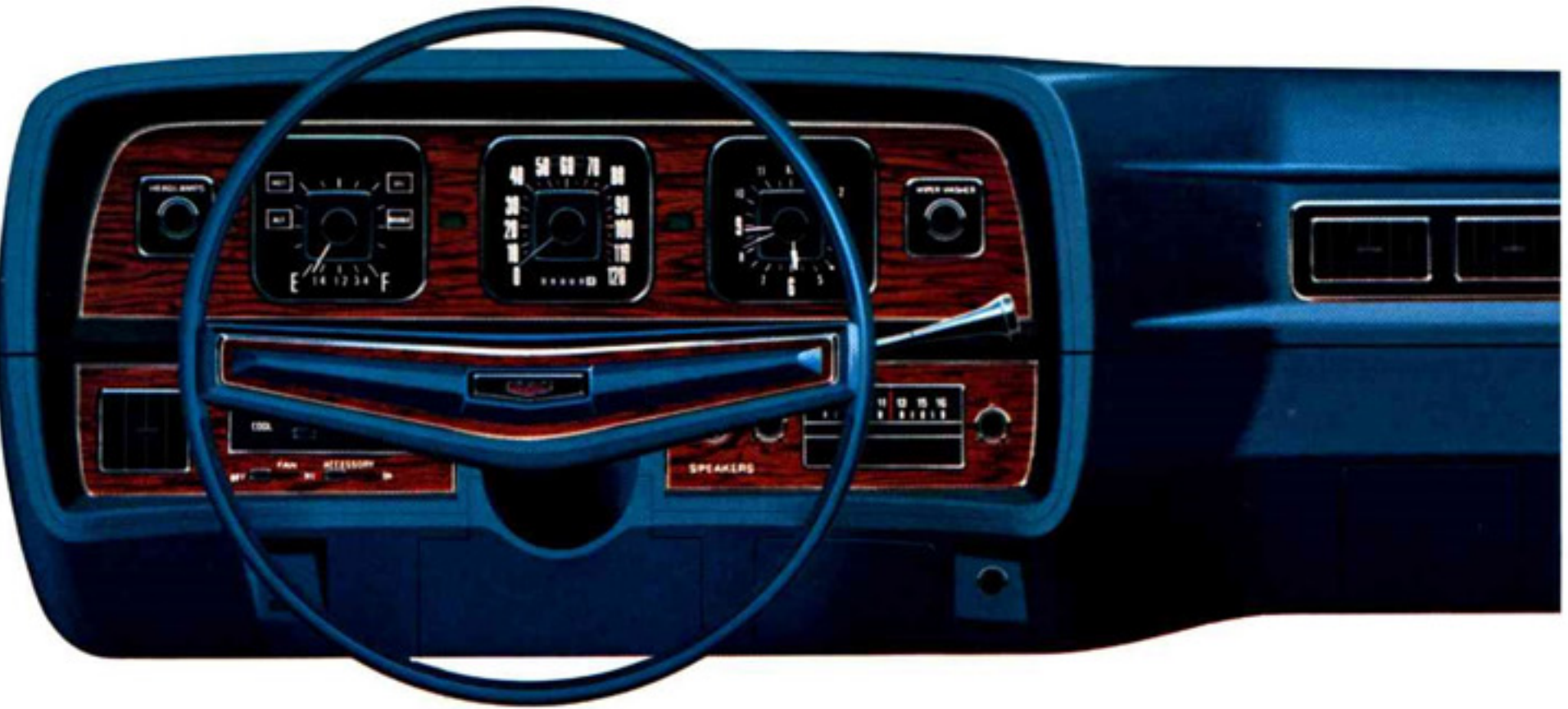
2) At the top of this page is shown the Monterey standard interior, in medium ginger cloth-and-vinyl; an all-vinyl interior is also available at extra cost. This handsome interior is also available in black, medium blue, medium green and light gray gold, with cloth-and-vinyl; and in addition, dark red and white (2-door hardtop only) all-vinyl upholstery.

MONTEREY MAJOR SPECIFICATIONS

Engines:	Dis- place- ment	Car- buretor	Fuel*	Exhaust
351-2V (Std. Monterey exc. Sta. Wag.)	351 cu. in.	2-barrel	Reg.	Single
400-2V (Std. Monterey Custom and all Sta. Wag.; opt. Monterey)	400 cu. in.	2-barrel	Reg.	Single
429-4V (Std. Marquis/Marquis Brougham; opt. others)	429 cu. in.	4-barrel	Reg.	Single
460-4V† (Opt.)	460 cu. in.	4-barrel	Reg.	Single
Wheelbase.....	124.0"	Tread: Front/Rear.....63.3"/64.3"		
Overall Length.....	224.7"	Luggage Capacity (cu. ft.).....20.4		
Overall Width.....	79.3"	Fuel Tank Capacity (gals.).....22.0		

*All 1972 engines are designed to operate on regular gasolines with an octane rating of at least 91 when engine is adjusted to factory recommended specs.
†Available w/air conditioning only.

The striking Monterey Custom instrument panel, shown below, features simulated woodgrain as a pleasing background for the easy-to-read three-pod instrument cluster. Instruments are recessed to avoid glare and reflections. (Radio and electric clock shown are optional.)



Monterey Custom instrument panel

Monterey Custom interior



Mercury Montego MX Brougham 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: the *luxurious* personal-size car with the big-car ride.

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

transmission, column-mounted • Front disc brakes • Belted bsw tires • Deluxe wheel covers • Locking steering column • Concealed windshield wipers • Reversible key and keyless locking system • Rocker panel molding • Left-hand sideview mirror • Two-spoke steering wheel with woodgrain applique • 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 Lifeguard Design Safety Features. Note: Other equipment shown optional.

Mercury Montego MX Brougham 2-Door Hardtop



Mercury Montego MX Brougham 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, the new intermediate luxury car for 1972.

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

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

Mercury Montego MX Brougham 4-Door Pillared Hardtop



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.

On the right-hand page is shown the MX Brougham interior with standard Flight Bench seat and center folding armrest. 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.

MONTEGO MX BROUGHAM MAJOR SPECIFICATIONS				
Engines	Displacement (cu.in.)	Carburetor	Fuel*	Exhaust
250-1V 6-cylinder Std.	250	1-barrel	Reg.	Single
302-2V V-8 Opt.	302	2-barrel	Reg.	Single
351-2V V-8 Opt.	351	2-barrel	Reg.	Single
400-2V V-8 Opt.	400	2-barrel	Reg.	Single
429-4V** V-8 Opt.	429	4-barrel	Reg.	Single
Wheelbase	Overall Width 78.6"			
2-Dr./4-Dr. 114.0"/118.0"	Tread Front/Rear. 62.8"/62.9"			
Overall Length	Luggage Capacity (cu. ft.) 14.8			
2-Dr./4-Dr. 208.1"/212.1"	Fuel Tank Capacity (gals.) 22.5			

*All 1972 engines are designed to operate on regular gasolines with an octane rating of at least 91 when engine is adjusted to factory recommended specifications.
**Power disc brakes mandatory.

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 and electric clock shown optional.



Montego MX Brougham instrument panel

Montego MX Brougham interior with optional 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. It's what a personal-size car should be 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 • Front disc brakes • Belted bsw tires • Locking steering column • Concealed windshield wipers • 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 Lifeguard Design Safety Features. Note: Other equipment shown optional.

Mercury Montego MX 2-Door Hardtop

Mercury Montego MX
4-Door Pillared Hardtop





Mercury Montego 4-Door Pillared Hardtop

Mercury Montego Hardtop and Pillared Hardtop

This trim beauty starts with the same type high-stability suspension system that smooths out the roads for our most expensive luxury cars, and this is our least expensive intermediate car. When it comes to value, we'll match Montego 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 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 Lifeguard Design Safety Features. Note: Other equipment shown optional.



Mercury Montego GT Hardtop

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). For custom performance in your GT, select from such options as the 4-speed gearbox with Hurst Shifter® or Select-Shift Automatic with either the 351-CJ or 429-4V V-8 engines. Two suspension options: choose either the Competition Suspension Package or the Cross Country Ride Package. Choose regular wide-oval tires or traction tires. Consider Traction-Lok rear axle, power brakes and power steering also.

Mercury Montego GT standard equipment includes:

302-2V V-8 engine • 3-speed manual transmission • White sidewall tires • Performance hood • 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 • 3-spoke sport steering wheel • Special black instrument panel appliques • Concealed windshield wipers • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.

Mercury Montego GT 2-Door Fastback



Mercury Montego Interiors

Montego is all-new for '72. Luxury is the keynote in this personal-size car and you'll find it surrounds you on all sides as you experience Montego's big-car ride.

1) On the page at right is shown the Montego MX bench seat interior in dark tobacco cloth-and-vinyl. Seats are 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. All-foam Hi-back bucket seats are available on 2-door hardtops at extra cost.

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. All-foam Hi-back bucket seats are available on 2-door hardtops at extra cost.

3) The Montego GT interior is shown on this page, left, with all-foam Hi-back bucket seats. Flight Bench seat is also available at no extra cost. 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.

MONTEGO, MONTEGO MX AND MONTEGO GT MAJOR SPECIFICATIONS

Engines	Displacement (cu.in.)	Carburetor	Fuel*	Exhaust
250-1V 6-cyl. Std. on Montego & Montego MX	250	1-barrel	Reg.	Single
302-2V V-8 Std. on GT, Opt. All Others	302	2-barrel	Reg.	Single
351-2V V-8 Opt.	351	2-barrel	Reg.	Single
351-CJ V-8 Opt.	351	4-barrel	Reg.	Dual
400-2V V-8 Opt.	400	2-barrel	Reg.	Single
429-4V V-8** Opt.	429	4-barrel	Reg.	Single
Wheelbase	Overall Width 78.6"			
2-Dr./4-Dr. 114.0"/118.0"	Tread Front/Rear 62.8"/62.9"			
Overall Length	Luggage Capacity (cu. ft.) 14.8			
2-Dr./4-Dr. 208.1"/212.1"	Fuel Tank Capacity (gals.) 22.5			

*All 1972 engines are designed to operate on regular gasolines with an octane rating of at least 91 when engine is adjusted to factory recommended specifications.
**Power disc brakes mandatory.



Montego interior (Automatic transmission opt.)



GT interior (Automatic transmission opt.)

The Montego MX instrument panel 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



Mercury Cougar XR-7 Hardtop

Cougar XR-7—one of a kind, the best equipped luxury sports car in the country. What others call “luxury-extras” are just standard on XR-7. Like a sports car, but better. Like a luxury car, but better. The best of both. Mercury Cougar XR-7 for 1972.

Cougar XR-7 standard equipment includes: 351-2V V-8 engine • Fully synchronized 3-speed floor shift • Sequential turn signals • Locking steering column • Unique vinyl roof • Hi-back front bucket seats with leather seating surfaces • E78 x 14 belted bsw tires • Flow-Thru ventilation • Concealed 2-speed windshield wipers • Tachometer • Backup lights

• Driver side racing mirror, remote control • Rim-blow steering wheel • Bright pedal trim • Door assist strap • Instrument panel assist bar • Alternator and oil pressure gauges, trip odometer • Warning lights for low fuel and door-ajar, warning buzzer for headlamp-on • Map lights, interior pillar courtesy lights, glove box light and ashtray light in console • 100% nylon carpeting • Luggage compartment light • Deluxe seat belts (convertible only) • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.

Mercury Cougar XR-7 2-Door Hardtop





Mercury Cougar 2-Door Hardtop

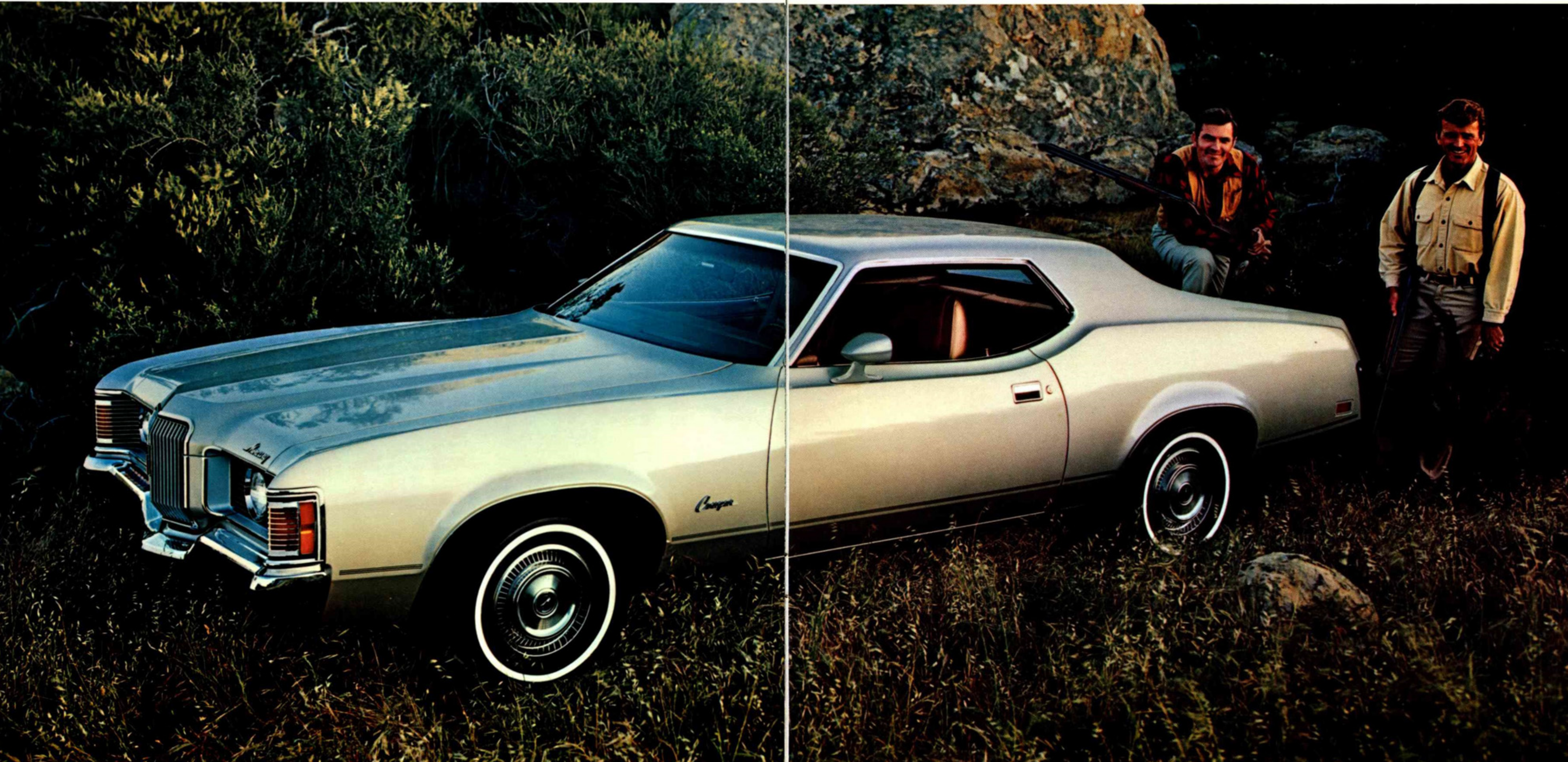
Mercury Cougar Hardtop and Convertible

The cat comes on beautifully for '72—in either shape you choose. Sleek, sophisticated, in the European Grand Touring manner, this one gives you—pound for pound and dollar for dollar—more to be proud of than anything in its class.

Cougar hardtop standard equipment includes: 351-2V V-8 engine • 3-speed floor shift, fully synchronized • Sequential turn signals • Hi-back bucket seats • Flow-Thru ventilation • Locking steering column • E78 x 14 belted bsw tires • Backup lights • Console with illuminated ash tray • Concealed

2-speed windshield wipers • 2-spoke color-keyed steering wheel • Instrument panel courtesy lights • Glove box light • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.

In addition to the above standard equipment, the Cougar convertible includes: Tu-Tone Comfort Knit vinyl seat inserts • Deluxe steering wheel • Door assist strap • Bright pedal trim • Deluxe seat belts.





Cougar Decor Group interior



Cougar standard interior

The Cougar XR-7 instrument panel houses a tachometer, full complement of driving instruments, toggle switch panel and deluxe 3-spoke Rim-blow steering wheel. (Air conditioner and radio shown are optional.)



Cougar XR-7 instrument panel

Mercury Cougar Interiors

- 1) On the right-hand page is shown the Cougar XR-7 standard interior with Hi-back bucket seats. Available, in either the hardtop or convertible, in black, medium blue, dark red, medium ginger (illustrated), medium green, and white with black complements. Upbeat Stripe cloth-and-vinyl may be ordered as a credit option on the hardtop only. (Console shown is optional.)
- 2) At top left, the Cougar Decor Group interior, standard on convertibles and optional at extra cost in hardtops. In this interior you can choose either Tu-Tone Comfort Knit vinyl or Upbeat Stripe cloth-and-vinyl. Colors are black, medium blue (shown); dark red (Comfort Knit vinyl only), medium ginger, medium green and white-with-black (also Comfort Knit vinyl only). Upbeat Stripe cloth-and-vinyl on hardtops only. (Automatic transmission optional.)
- 3) Lower left shows the standard Cougar interior in white all-vinyl, with standard Hi-back bucket seats. Also in black, medium blue, dark red and medium green. (Automatic transmission optional.)

MERCURY COUGAR MAJOR SPECIFICATIONS				
Engines:	Displacement (cu. in.)	Car- buretor	Fuel*	Exhaust
351-2V V-8 (Std. all)	351	2-barrel	Reg.	Single
351-4V V-8 (Opt.)	351	4-barrel	Reg.	Dual
351-CJ V-8 (Opt.)	351	4-barrel	Reg.	Dual
Wheelbase.....	112.1"	Luggage Capacity (cu. ft.)		
Overall Length.....	196.7"	(Hardtop).....10.4		
Overall Width.....	75.1"	(Convertible).....9.2		
Tread: Front/Rear.....	61.5"/61.0"	Fuel Tank Capacity (gals.).....19.5		

*All 1972 engines are designed to operate on regular gasolines with an octane rating of at least 91 when engine is adjusted to factory recommended specs.

Cougar XR-7 interior with optional console





Mercury Comet 2-Door Sedan with Exterior Decor Group option



Mercury Comet Sedans

Comet for '72 offers everything you buy a small car for—and more. Easy handling, simplified maintenance, great gas mileage and low price. What's more—you get big-car styling with lots of good things others leave out. Roominess that remembers you're a grown-up, the zippy performance of a "6" or V-8, a long list of fine options to choose from.

Mercury Comet standard equipment includes: 170-1V "Six" engine • 3-speed manual transmission • 6.45 x 14 bsw tires • Locking steering column • 2-speed windshield wiper/washers

• Blend-Air heater with 3-speed blower • Ventless windows • Reversible key and keyless locking • Flashing side marker lights • Left-hand sideview mirror • Bright grille with amber parking lamps • Dual bodyside striping • Color-keyed instrument panel • Padded dash • Lighter • Door-operated courtesy lights • Deluxe 2-spoke steering wheel • Color-keyed carpeting • Ashtrays, front and rear (front lighted) • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.



Mercury Comet and Comet GT

What other small car offers such a choice: the formal roofline of a conventional family 4-door, or the low, sleek lines of the 2-door sedan. The sporty Comet GT features Hi-back bucket seats, power-dome hood with color-keyed hood scoop, blackout grille, twin racing mirrors, bodyside striping with the bold GT identifier, bright window frames and hub caps with bright wheel trim rings. The GT's instrument panel, too, features blackout paint decor.

Mercury Comet standard equipment includes: 170-1V "Six" engine • 3-speed manual transmission • Locking steering

column • 2-speed windshield wiper/washers • Blend-Air heater with 3-speed blower • Reversible key and keyless locking • 6.45 x 14 bsw tires • Flashing side marker lights • Left-hand sideview mirror • Dual bodyside striping • Ventless windows • Color-keyed instrument panel • Padded dash • Lighter • Door-operated courtesy lights • Deluxe 2-spoke steering wheel • Color-keyed carpeting • Ashtrays, front and rear (front lighted) • Full complement of Ford Motor Company Lifeguard Design Safety Features.
Note: Other equipment shown optional.

Mercury Comet GT 2-Door Sedan



Mercury Comet 4-Door Sedan



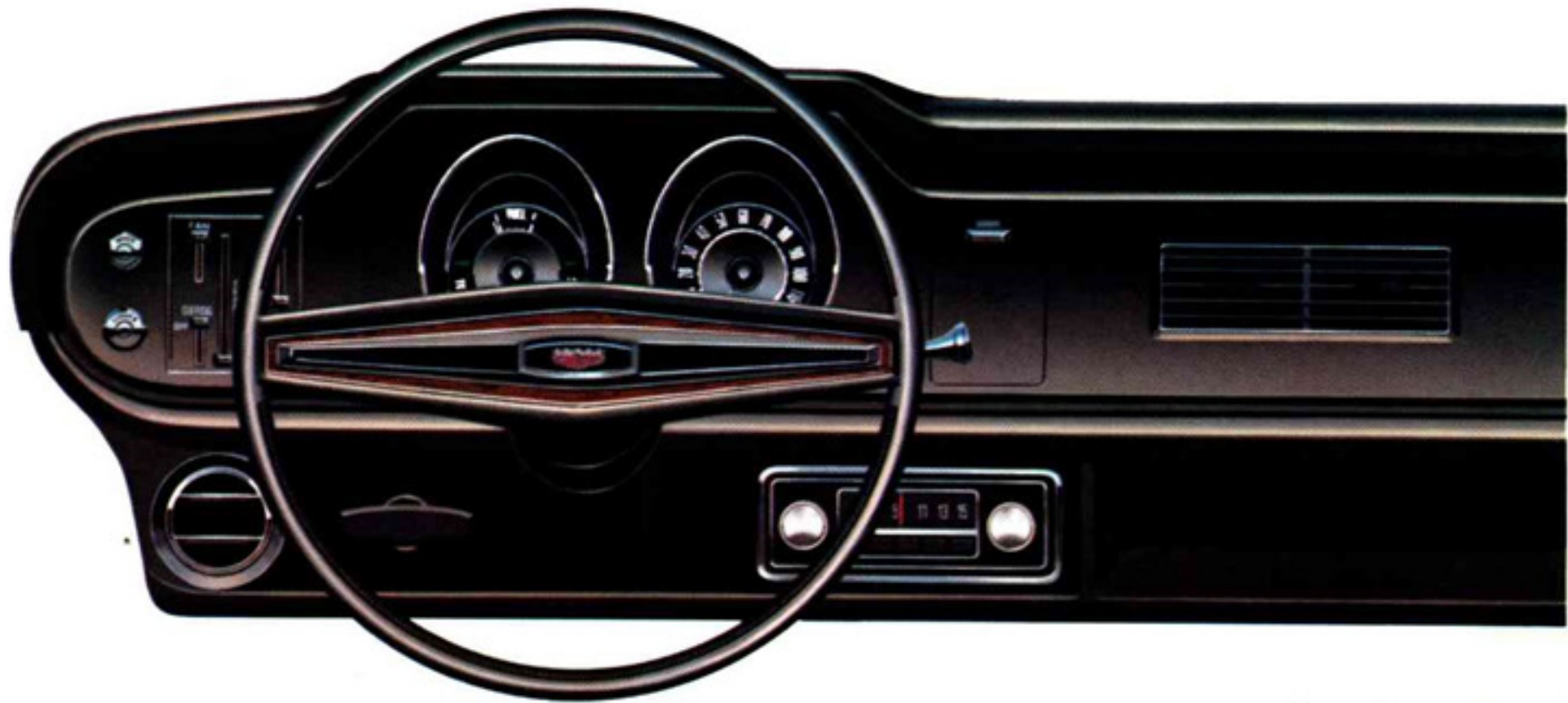


Comet GT interior, optional, Comet 2-Door



Comet interior in cloth-and-vinyl

Comet's instrument panel is a handsome combination of convenience and safety design. Instruments are recessed under a padded hood to reduce reflection and glare. (Radio shown is optional.)



Comet instrument panel

Mercury Comet Interiors

Comet interiors are handsomely tailored with a level of quality that belies the low price of this better small car.

1) On the right-hand page is the striking deluxe trim option. Illustrated in black, this houndstooth-patterned interior of Manston cloth and Corinthian vinyl is also available in blue, ginger, and beige. Comet's deluxe trim option can also be ordered in Ruffino vinyl, in black, medium blue, medium ginger, light beige, and white.

2) At top left, this page, is the Comet GT interior with its all-foam Hi-back bucket seats. The Ruffino all-vinyl upholstery is available in white, as illustrated, black, and medium ginger. This interior is optional at extra cost for Comet 2-Door Sedans.

3) Bottom left is the standard Comet bench seat interior in medium ginger, Corinthian vinyl and check cloth. A handsome, durable Ruffino vinyl is available as an extra-cost option in the deluxe trim option sew style. In addition to medium ginger, both interiors can be ordered in black, medium blue, and light beige. (Automatic transmission shown optional.)

MERCURY COMET AND COMET GT MAJOR SPECIFICATIONS

Engines:	Displacement (cu. in.)	Car- buretor	Fuel*	Exhaust	
170-1V "6" (Std. all)	170	1-barrel	Reg.	Single	
200-1V "6" (Opt. all)	200	1-barrel	Reg.	Single	
250-1V "6" (Opt. all)	250	1-barrel	Reg.	Single	
302-2V V-8 (Opt. all)	302	2-barrel	Reg.	Single	
	2-door	4-door		2-door	4-door
Wheelbase.....	103.0"	109.9"	Luggage	9.5	10.1
Overall Length....	181.7"	188.6"	Capacity.....	cu. ft.	cu. ft.
Overall Width.....	70.5"	70.5"			
Tread—Front.....	56.5"	56.5"	Fuel Tank	15.0	15.0
—Rear.....	56.5"	56.5"	Capacity.....	gals.	gals.

*All 1972 engines are designed to operate on regular gasolines with an octane rating of at least 91 when engine is adjusted to factory recommended specs.

Comet deluxe trim option in Manston cloth and Corinthian vinyl



FORD MOTOR COMPANY'S COMMITMENT
TO A 10-POINT PLAN FOR CLEANER AIR
AND AN IMPROVED ENVIRONMENT

Ford Motor Company is committed to an intensive effort to reduce pollution from its products and manufacturing plants at the earliest possible time. The program is:

- Continue to develop engines which will further reduce emissions.
- Strengthen quality control procedures for anti-pollution devices for vehicles.
- Conduct research on fuel composition effects on new control systems.
- Develop new equipment to aid emission inspection.
- Expand laboratories and test facilities for emission systems research.
- Continue investigation of alternate power sources.
- Accelerate programs to reduce air pollution from manufacturing plants.
- Expand water recycling systems for manufacturing plants to reduce water pollution.
- Develop new techniques for disposing of plant waste with minimum pollution.
- Accelerate dissemination of pollution control information to Ford facilities worldwide.

Anti-pollution systems installed on Ford-made vehicles can automatically control and consume smog-producing components within the engine itself. The devices installed on 1972 Lincoln-Mercury Division vehicles are designed to reduce hydrocarbon emissions by about 80% and carbon monoxide emissions by about 70% from pre-control levels.

1. Required with 250-1V engines. N.A. with 170-1V engine.
2. Includes higher rate front and rear shock absorbers and springs (also stabilizer on Comet).
3. Includes extra-heavy-duty front and rear springs and shocks, larger diameter front stabilizer and rear stabilizer.
4. For gross loads up to 6000 lbs., package includes heavy-duty radiator with transmission oil cooler, heavy-duty suspension, heavy-duty alternator, heavy-duty battery, 3.25:1 axle, special wiring harness, window decal, trailer towing frame and heavy-duty 15x6.5-inch wheels. Required 400 or 429 CID engine, H78x15 tires. Package also available for gross loads up to 3500 lbs.
5. Limited production option, for gross loads up to 6000 lbs., includes trailer towing wiring harness, heavy-duty suspension, G78x14 tires, springs and shocks, extra cooling package (over air conditioning components), heavy-duty frame, anti-fade brakes, heavy-duty electrical package, trailer towing decals. Package also available for gross loads up to 3500 lbs.
6. Constant ratio available with 351-2V and 4V engines and on all models without the handling suspension package. (Variable ratio available only with Competition Suspension or 351-CJ engine.)
7. Available all models w/V-8 engines. Includes 6000-rpm tachometer, trip odometer, electric clock, ammeter, oil pressure and temperature gauges.
8. Includes two front compartment speakers. Also two rear speakers on Marquis/Monterey and Montego.
9. AM/FM Monaural w/one speaker only.
10. Included as part of Console Option.
11. Only with Convenience Group.
12. Includes color-keyed belts, automatic seat-back release on 2-door models and remote control left-hand mirror.
13. Standard on convertible, available only with Convenience Group.
14. Includes color-keyed seat and shoulder belts.
15. Includes automatic seat-back release (2-door hardtops only), deluxe seat and shoulder belts, remote control left-hand mirror, manual control right-hand mirror, under instrument panel courtesy light, and luggage compartment light on Monterey and Monterey Custom.
16. Includes engine compartment light, trunk light, headlight warning buzzer, deluxe seat belts (standard on convertibles) and automatic seat-back latch release.
17. Includes remote control left-hand racing mirror, inside day/night rear-view mirror, deluxe seat belts.
18. Includes under instrument panel lights, glove box light, ashtray light, luggage compartment light, door jamb switches on all doors, headlamp-on warning buzzer, underhood light, parking brake warning light and wiper lighted controls.
19. "Halo" vinyl roof only.
20. Also included as part of Decor Group.
21. 4-way driver's seat only.
22. Includes deluxe wheel covers, deluxe 2-spoke woodgrain steering wheel, rocker panel and black vinyl inserted protective bodyside moldings.

	Marquis Brougham	Marquis	Monterey Custom	Monterey	Montego MX Brougham	Montego MX	Montego	Montego GT	Cougar XR-7	Cougar	Comet GT	Comet
PERFORMANCE:												
Select-Shift Automatic Transmission	Std	Std	Std	Std	X	X	X	X	X	X	X (1)	X (1)
4-Speed Manual Transmission with Hurst Shifter® (35)	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 (2)	X (2)	X (2)	X (2)	X (2)	X (2)	X (2)	X (2)	NA	NA	NA	NA
Handling Suspension Package	NA	NA	NA	NA	X (3)	X (3)	X (3)	X (3)	X (31)	X (31)	X (2)	X (2)
Trailer Towing Package	X (4)	X (4)	X (4)	X (4)	X (5)	X (5)	X (5)	X (5)	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	X	X	X	X	X	NA	NA
Power Steering	Std	Std	Std	Std	X	X	X	X	X (6)	X (6)	X	X
Heavy-Duty Battery	Std	Std	X	X	X	X	X	X	X	X	X	X
Brakes, Sure-Track (28)	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Montego Instrumentation Group (7)	NA	NA	NA	NA	X	X	X	Std	NA	NA	NA	NA
351-CJ Performance Group	NA	NA	NA	NA	NA	NA	NA	NA	X (41)	X (41)	NA	NA
COMFORT AND CONVENIENCE:												
Power Side Windows	Std	X	X	X	X	X	X	X	X	X	NA	NA
Power Door Locks	X	X	X	X	X	X	X	X	NA	NA	NA	NA
Power Trunk Lid Release	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Tilt Steering Wheel	X	X	X	X	NA	NA	NA	NA	X	X	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 Stereo Radio (8)	X	X	X	X	X	X	X	X	X	X	NA (9)	NA (9)
AM Radio with Stereo Tape System (8)	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 (10)	X (10)	X (10)	X (10)
Cornering Lamps	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Remote Control Left-Hand Mirror	X	X	X	X	X	X	X	Std	Std	X	Std	X (11)
Interval Windshield Wipers	X	X	X	X	X	X	X	X	X	X	NA	NA
Deluxe Seat Belts	X	X	X	X	X (11)	X (11)	X (11)	X (11)	X (13)	X (13)	X (11)	X (11)
Convenience Group	X (15)	X (15)	X (15)	X (15)	X (12)	X (12)	X (12)	X (12)	X (16)	X (16)	X (17)	X (17)
Visibility Light Group	NA	NA	NA	NA	X (18)	X (18)	X (18)	X (18)	NA	NA	NA	NA
Luxury 3-Spoke Rim-Blow Steering Wheel	X (29)	X (29)	X (29)	X (29)	X	X	X	NA (45)	Std	NA	NA	NA
Floor Mats (Front and rear)	X (27)	X (27)	X (27)	X (27)	(39)	(39)	(39)	(39)	(39)	(39)	NA	NA
Power Seat, Six-way	X	X	X	X	X	X (34)	X (34)	X (34)	X (21)	X (21)	NA	NA
Bucket Seats	NA	NA	NA	NA	NA	X (36)	X (36)	X (37)	Std	Std	Std	X (38)
Vanity Mirror	Std	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Racing Mirrors	NA	NA	NA	NA	X	X	X	Std	X (40)	X	Std	X
Console	NA	NA	NA	NA	NA	X (36)	X (36)	X	X (44)	X (44)	X (42)	X (42)
EXTERIOR:												
Sun Roof (N.A. on convertible)	X	X (43)	X (43)	X (43)	NA	NA	NA	NA	X	X	NA	NA
Vinyl Roof	Std	X (19)	X	X	X	X	X	X	Std (30)	X	X	X
Deluxe Wheel Covers	Std (33)	Std	Std	X (20)	Std	X	X	Std	NA	X	X	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
Styled Steel Wheels	NA	NA	NA	NA	NA	NA	NA	NA	X	X	NA	NA
Hub Caps with Trim Rings	NA	NA	NA	NA	X (NEC)	X	X	X (NEC)	NA	NA	Std	NA
Vinyl Inserted Protective Bodyside Molding	NA	NA	Std	X (20)	X	X	X	NA	X	X	X	X
Decor Group	NA	NA	NA	X (22)	NA	NA	NA	NA	NA	X (23)	X (24)	X (24)
Appearance Protection Group	X (25)	X (25)	X (25)	X (25)	X (26)	X (26)	X (26)	X (26)	X (26)	X (26)	NA	NA
Bumper Guards (Front)	X	X	X	X	X (27)	X (27)	X (27)	X (27)	X (27)	X (27)	X	X
Bumper Guards (Front and rear)	X (27)	X (27)	X (27)	X (27)	NA	NA	NA	NA	NA	NA	X	X
Fender Skirts, Rear	Std	Std	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Paint, Glamour Metallic	X	X	X	X	X	X	X	X	X	X	X	X

X=Optional Std=Standard NA=Not available NEC=No extra cost

23. Optional on 2-door hardtop, standard on convertible. Includes rocker panel moldings, deluxe 2-spoke steering wheel, door pull strap, knit vinyl seat trim, unique door and quarter trim panels and bright pedal trim.
24. Includes rocker panel moldings, bodyside moldings, bright drip moldings, bright window frames, wheel covers and deluxe gas cap.
25. Includes front and rear floor mats, front and rear bumper guards, and door edge guards.
26. Includes front floor mats, door edge guards and front bumper guards.
27. Also available in Appearance Protection Group.
28. Available only with 460 and 429 engines and 2.80:1 or 3.25:1 axles (standard or Traction-Lok) and power disc brakes.
29. Not available with Automatic Speed Control.
30. 3/4 standard, full optional.
31. Standard with 351-CJ Performance Group. Includes higher rate springs, heavy-duty shock absorbers, larger diameter stabilizer.
32. Mandatory option.
33. Color-keyed.
34. Not available on bucket seats.
35. Available with 351-CJ only.
36. Available on 2-door hardtops only.
37. Optional at no extra cost.
38. Available on 2-door sedan only.
39. Available in the Appearance Protection Group.
40. Driver's side standard; passenger's side optional.
41. Includes 351-CJ V-8, competition suspension and F70 x 14 wsw tires and dual exhausts.
42. Console with electric clock.
43. Requires optional vinyl roof.
44. Includes clock.
45. Sporty 3-spoke steering wheel standard on GT.

1972 MERCURY MAJOR SPECIFICATIONS

2-Door Models	Wheelbase	Overall Length	Standard Engine	Standard Transmission	Optional Engines	Luggage Capacity
Marquis Brougham Marquis	124.0"	224.8"	429-4V V-8	Select-Shift Automatic	460-4V V-8 [#]	20.4 cu. ft.
Monterey Custom Monterey	124.0"	224.7"	400-2V V-8 351-2V V-8	Select-Shift Automatic	400-2V V-8 429-4V V-8 460-4V V-8 [#]	20.4 cu. ft.
Montego MX Brougham Montego MX Montego Montego GT	114.0" [†]	208.1" ^{††}	250-1V Six*	3-speed Manual	302-2V V-8* 351-2V V-8 351-CJ V-8** 400-2V V-8 429-4V V-8 ^{##}	14.8 cu. ft.
Cougar XR-7 Cougar	112.1"	196.7"	351-2V V-8	3-speed Manual	351-4V V-8 351-CJ V-8 [‡]	10.4 cu. ft.
Comet Comet GT	103.0"	181.7"	170-1V Six	3-speed Manual	200-1V Six 250-1V Six 302-2V V-8	9.5 cu. ft.

*302-2V V-8 std. on GT.
[†]118.0" on 4-door models.
^{††}212.1" on 4-door models.

**GT, Montego and MX 2-door models only.
[#]Available w/air conditioning only.
^{##}Requires power brakes.

[‡]Available only w/351-CJ Performance Group. Includes competition suspension, dual exhaust and F70 x 14 wsw tires. Requires 4-speed manual or Select-Shift transmission.

Genuine Autolite or Motorcraft Parts—Your new Mercury comes equipped with factory engineered and approved parts such as the dependable Autolite or Motorcraft battery, Autolite Power-Tip spark plugs, Autolite or Motorcraft shock absorbers and Long Life oil filter. For continued top performance be sure to specify genuine Autolite or Motorcraft parts whenever replacement is necessary.

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.

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 column and wheel
- Energy-absorbing armrests and safety-designed door handles
- Lap belts with mini-buckles for all seating positions with 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
- Padded sun visors
- Locking steering column with warning buzzer
- Two speed or variable speed windshield wipers
- Windshield washers
- High-strength laminate safety glass windshield
- Double-yoke safety door latches and safety hinges
- Hazard warning flasher
- 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 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 transmissions
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety-design front end structure
- Head restraints or high back seats for front outboard occupants
- Safety glove box latch (on all cars equipped with glove boxes)

A BETTER IDEA FOR SAFETY: BUCKLE UP.

MERCURY

LINCOLN-MERCURY DIVISION

