
THE 1978 MERCURY

MARQUIS





SIX-PASSENGER ROOM, RIDING COMFORT AND ELEGANCE.

1978 Mercury Marquis. Proud in stance and unmistakable as a full-size family car that combines luxury, comfort and a characteristically smooth Marquis ride.

Marquis for 1978 continues its heritage as a fine riding automobile. Carefully ride-engineered with a harmonious integration of body structure, suspension and powertrain that give it a quality ride.

Sophisticated front and rear suspension systems are complemented by steel-belted radial tires. Deep-coil springs at all four wheels, and metal parts isolated with tough, shock-absorbing rubber help reduce noise and vibration. The resulting ride is the sum total of all of these engineering attributes. This is what we mean by ride-engineered.

Marquis people lead a varied life — and the Mercury Marquis complements their many styles of living. It has a beautiful appearance and luxurious appointments, the Lincoln-Mercury heritage, uncompromised quality workmanship and engineered excellence. And six-passenger roominess, full-size design and the large trunk space are quite meaningful to the life they lead. Marquis' smooth and quiet riding comfort, superior riding characteristics and outstanding road handling ability make it an irresistible choice, and value supreme.

All 1978 Marquis cars are built by Ford's DURAGUARD System of anti-rust processes. And this System is backed by a no-extra-charge, 36-month unlimited distance manufacturer's warranty against rust

perforation. Now, if all this sounds like Marquis is your kind of car, then become part of the Marquis style of living—where variety is the spice of life. The choice includes the Grand Marquis, striking Marquis Brougham, elegant Marquis, and the easiest-to-own full-size Mercury — the Marquis Meteor. The range includes 2-and-4-doors and station wagons. Whatever you choose will be true value you'll always be glad you bought.

MERCURY MARQUIS. FULL SIZE LUXURY. FULL SIZE COMFORT.

Six-passenger comfort. Marquis' ample interior dimensions invite comparison with any full-size car you are acquainted with. It gives you room for six passengers with ample hip and shoulder room even for three



adults. The best test of this car's efficient use of space is, of course, by riding in it—both in the front seat and back. Sit

back and relax. Notice how Marquis' cushioning supports your upper and lower back. The convenient dimension chart on page 5 shows exactly how spacious Marquis is.

Uncompromised Quality. Attention to quality runs deep in Marquis. The 1978 Mercury Marquis features separate box/frame construction. A rigid body working with a torque box frame helps reduce road shock, noise and vibration. Use of precoated steel provides corrosion protection in several major



body areas. Marquis uses a vinyl sealer on the underside of the rear wheelhouses and in the lower areas most susceptible to corrosion.

Ride-Engineered. Mercury Marquis' roadability and handling characteristics sometimes come as a surprise to many who chose it primarily for luxury and styling. Standard power steering, power brakes and Select-Shift automatic transmission take most of the effort out of driving



Marquis. Its wide stance, front and rear, contributes to a solid ride on the open road and through winding curves. An independent coil spring front suspension minimizes the irregularity of rough road surfaces. The rear coil springs

are computer selected to match body weight and equipment.

Body Insulation. Marquis' ride is the product of an extensive insulation program. Insulation, including acoustical pads, sound insulators and spray-on deadeners, are strategically located in such areas as roof, floor, fenders, roof pillars, cowl, dash, hood, luggage compartment—even behind the rear seat.

Wagons, too. Imagine, if you can, a practical vehicle that gives you the kind of ride, luxury and style that Mercury is famous for...plus the added convenience of 2,679 litres (94.6 cu. ft.) of cargo space! That's the Mercury Marquis and Marquis Meteor station wagons. In addition to standard power steering, power brakes and Select-Shift automatic transmission, they feature a power rear window in the three-way tailgate and a colour-keyed carpeted load floor. If you want to go all out, simply ask for the Marquis Colony Park Option. You get all the standard Marquis features plus many niceties such as a Flight Bench seat, electric clock and the handsome rosewood simulated woodgrain appliqué on bodyside and tailgate. (See page 14 for the complete list of features.)

*With second seat down.

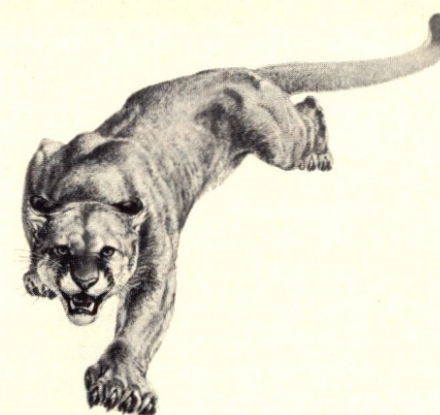
Optional Equipment. To augment the pleasure of driving a Mercury Marquis, many other custom options are also available. Take your pick from a complete listing that includes a variety of performance, comfort, convenience, appearance, and protection options. There are five power seats to choose from...five different radios, and a host of other items that can add to your driving pleasure.

Mercury Marquis has long been known as a smooth riding automobile. And for 1978, Marquis continues that heritage. Experience it for yourself. Try it and put Marquis through its paces. Whichever 1978 Marquis model you choose, we're sure that you will find the Marquis ride heritage to your liking. Mercury Marquis.



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1978 MERCURY GRAND MARQUIS.

From the elegant sweep of its hood and sculptured deck-lid to its contoured roofline, Marquis' design is smart and impressive. And it's functional. Its aerodynamic characteristics are best demonstrated on the open highway. Marquis offers excellent highway stability and a minimum of wind noise.

The more you get to know about Mercury Marquis, the more you can appreciate how well it has been engineered and constructed, and the more you can appreciate that all cars are not created equal. Mercury Marquis

offers an exceptional combination of design qualities and roominess in a full-sized car, with a distinctiveness in comfort and clean styling.

The 1978 Marquis offers many optional comfort refinements and improvements. Its Automatic Temperature Control air conditioning system features a control that permits manual selection of blower speeds.

The Grand Marquis, shown in lustrous Tu-tone exterior option, offers an interior in soft Media velour with individually adjustable Twin Comfort Lounge front seats. Natural grain leather with vinyl trim is optional, in any of six colours. Or choose optional

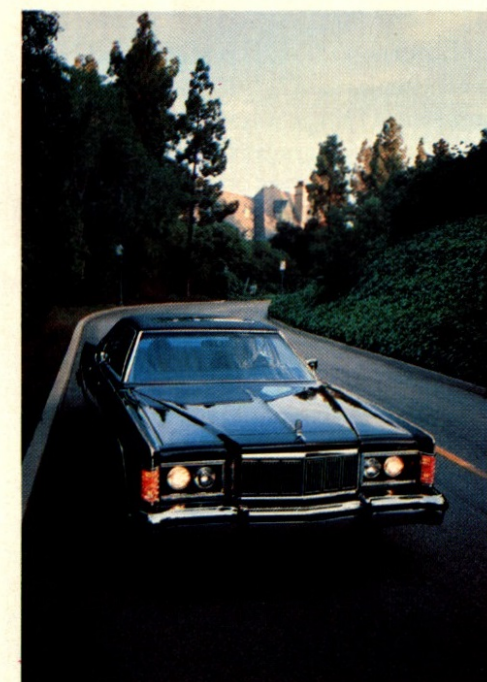
Tu-tone interiors in either light and dark camel or light and dark jade. Special touches that make Grand Marquis ownership a luxurious experience include dual beam map/dome lamp, digital clock, visor-mounted vanity mirror, rear pillar courtesy lights and 14 ounce grey polyester luggage compartment carpeting and a spare tire curtain. Grand Marquis. Ride-engineered for your day-in and day-out pleasure and comfort.

Grand Marquis 2-Dr. Hardtop w/optional Tu-tone paint and forged aluminum wheels



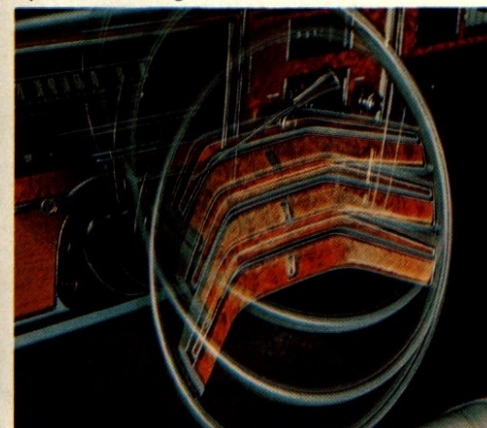
LUXURY PRODUCT OF RIDE ENGINEERING.

Luxury means different things to different people. That's why the Grand Marquis offers such an outstanding selection of options and accessories. For example, you can outfit your Grand Marquis with the convenience of a 5-position tilt steering wheel that can be adjusted to your most comfortable driving angle. Or, you can elect to go with white sidewall steel-belted radial tires and forged aluminum wheels shown below. The Twin Comfort Lounge seat, shown, in optional dove grey leather-and-vinyl is also available with velour seating surfaces. And there are so many convenience options to add pleasure to owning your Grand Marquis. Power seats, power door locks and speed control are just a few.

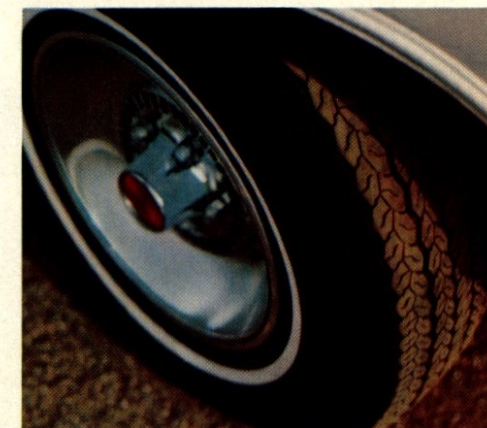


Much of the ride quality that comes from driving Marquis stems from its suspension design, front and rear. Power steering, power brakes and Select-Shift automatic transmission also contribute to the handling characteristics of the ride-engineered Marquis.

Optional Tilt Steering Wheel



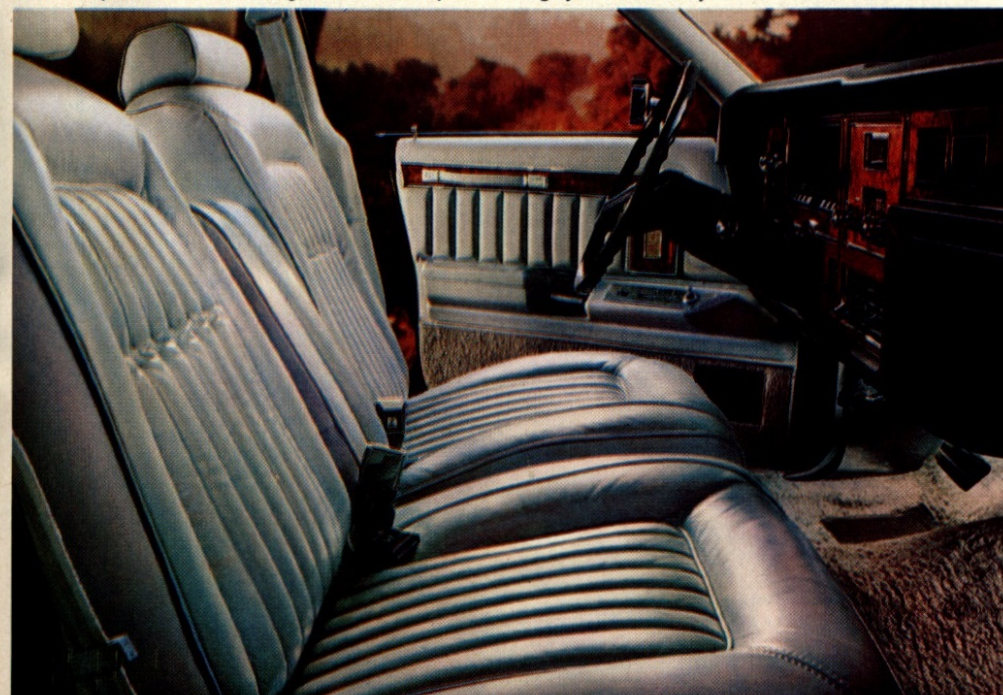
Whitewall steel-belted radial tires



Marquis' rear suspension.



Grand Marquis Twin Comfort Lounge seat interior in optional dove grey leather-and-vinyl



MERCURY MARQUIS. A STUDY IN ENGINEERING DETAIL.

The representation of a Marquis body, seen below, provides an indepth picture of Marquis' engineering features.

The powertrain. The standard engine in the Mercury Marquis is the 5.8 litre (351 CID) 2V V-8 engine. The 6.6 litre (400 CID) 2V V-8 engine, and the 7.5 litre (460 CID) 4V V-8 engine are optional. All Marquis engines have the DuraSpark solid-state ignition system. This system has a higher voltage output than the points,

distributor/condensor system, and contributes to longer recommended spark plug change intervals. The Select-Shift automatic transmission offers responsive performance and driver convenience.

Body construction. Marquis features separate body/frame construction. A rigid body, working with 4-torque box frames, helps minimize road shock, noise and vibration. Heavy sheet metal crossmembers give the floor rigidity.

| Marquis Dimensions | 2-door | 4-door |
|--|----------------|----------------|
| Wheelbase | 3150mm(124.0") | 3150mm(124.0") |
| Length | 5817mm(229.0") | 5817mm(229.0") |
| Width | 2022mm(79.6") | 2022mm(79.6") |
| Head room, front | 947mm(37.3") | 963mm(37.8") |
| Head room, rear | 909mm(35.8") | 937mm(36.9") |
| Hip room, front | 1514mm(59.6") | 1468mm(57.8") |
| Hip room, rear | 1555mm(61.2") | 1473mm(58.0") |
| Leg room, front(max.) | 1062mm(41.8") | 1064mm(41.9") |
| Leg room, rear(min.) | 894mm(35.2") | 1001mm(39.4") |
| Luggage Capacity litres(cu.ft.) | 643 (22.7) | 643 (22.7) |
| Fuel Capacity, litres(imp. gal.) | 91.6 (20.2) | 91.6 (20.2) |

Deluxe sound insulation

Power steering

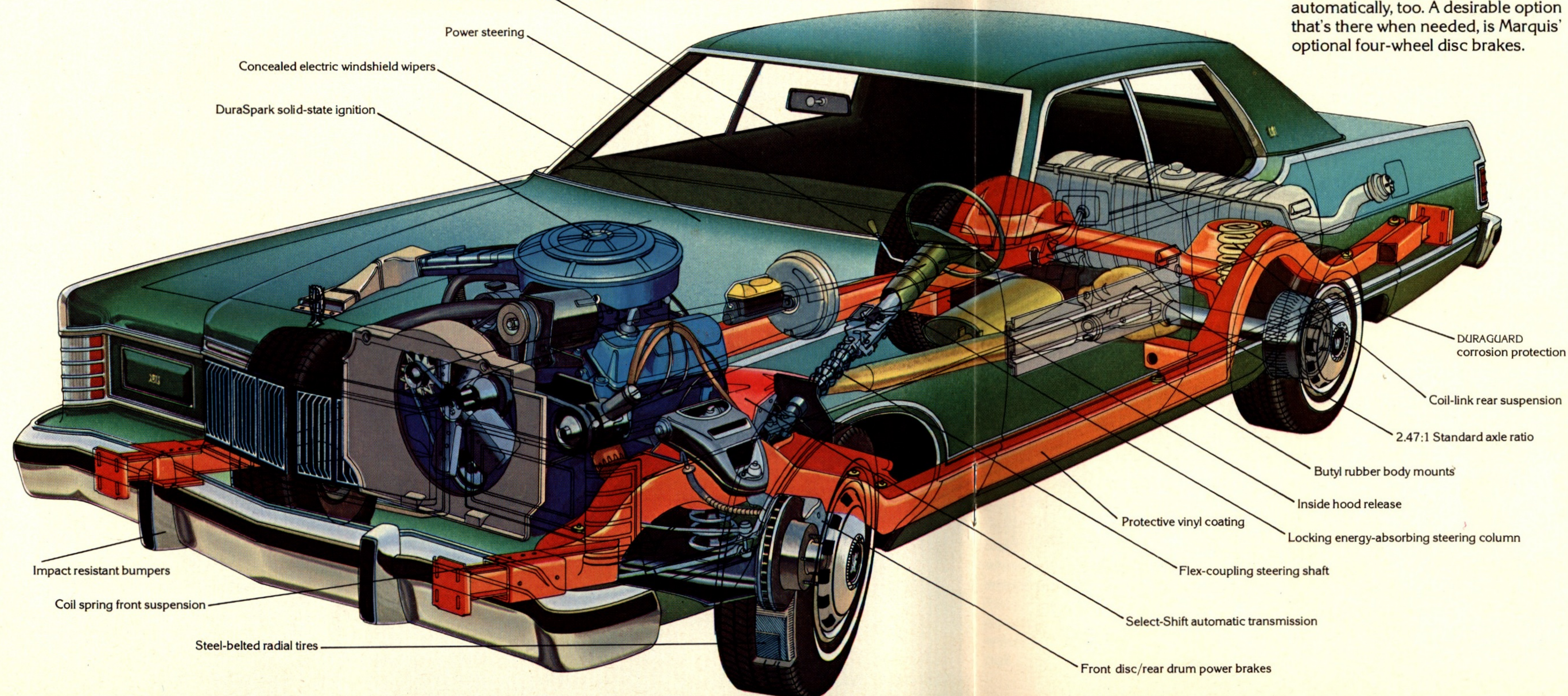
Concealed electric windshield wipers

DuraSpark solid-state ignition

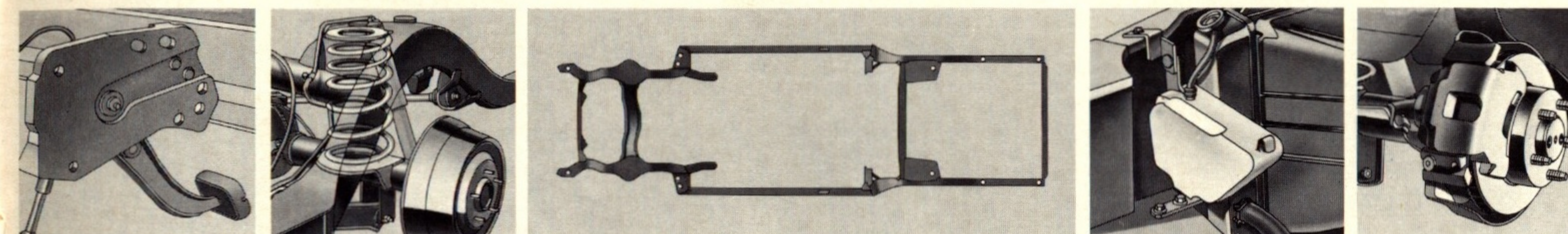
Impact resistant bumpers

Coil spring front suspension

Steel-belted radial tires



MERCURY MARQUIS. A STUDY IN ENGINEERING DETAIL.



From left to right: Automatic Brake release, Coil-Link Rear Suspension, Body/Frame Construction, Coolant Recovery System, Power Brakes

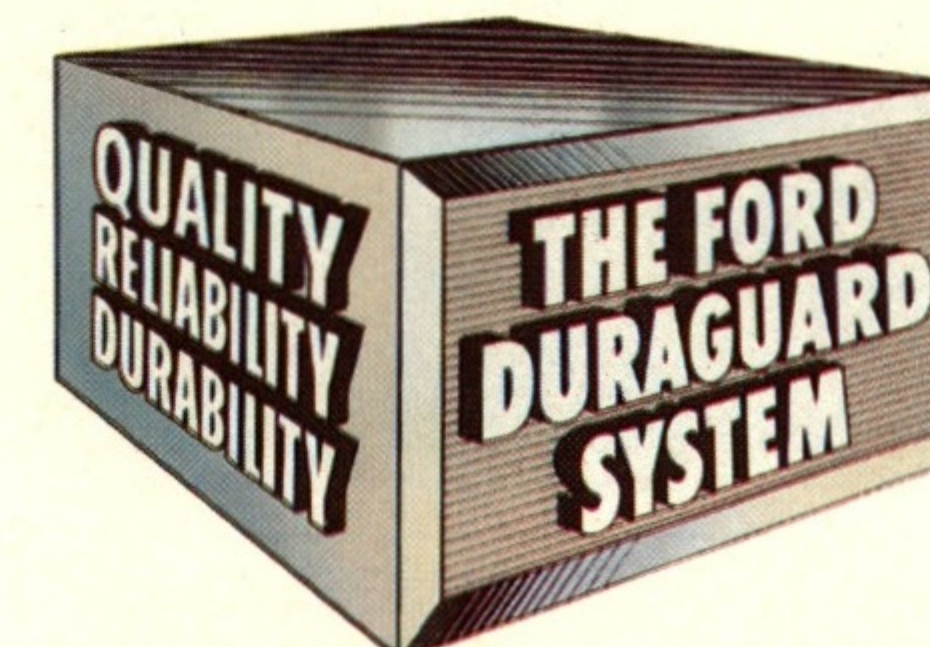
The suspension system. The Marquis suspension system features fully independent front coil springs and coil spring 3-link design rear. A front link-type stabilizer bar helps fight excessive sway and "lean" when cornering.

The Marquis suspension system contributes to a smooth ride so you

can drive in comfort. A sensitive steering system and steel-belted radials, also add to Marquis' handling characteristics.

And Marquis has features that work automatically. The closed coolant recovery system captures heated coolant overflow and automatically returns it to the radiator when it cools. Marquis' parking brake releases automatically, too. A desirable option that's there when needed, is Marquis' optional four-wheel disc brakes.

Corrosion protection. All Marquis cars are built with the DURAGUARD System, which includes the use of precoated steel to provide corrosion protection in several major areas, a sealer on the underside of the rear wheelhouses and in the lower areas where all cars are most susceptible to corrosion, the use of aluminized wax on vulnerable interior surfaces, and an electrocoat first primer inside and outside and outside of the body during the painting process.



The Mercury Marquis has, as standard equipment, a vinyl coating behind the wheel openings. This resilient coating goes on under the paint to reduce the effects of stone chipping and road abrasives kicked up by the tires.

The DURAGUARD System is backed by a no-extra-charge, 36-month unlimited distance manufacturer's warranty against rust perforation. This warranty, transferable to succeeding owners, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system parts excluded. The basic 12 month/20,000 km warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.



Marquis 2-Dr. Hardtop with optional wire wheel covers



Marquis standard bench seat in dark red Athea cloth-and-vinyl



Marquis optional all-vinyl trim in saddle



Marquis Meteor standard bench seat in saddle cloth-and-vinyl

1978 MERCURY MARQUIS AND MARQUIS METEOR.



Marquis Meteor is our most affordable full-size Mercury. Nonetheless, it offers the same six-passenger roominess, ride, and easy handling of our most luxurious Grand Marquis.

The standard equipment list for Mercury Marquis Meteor is extensive. Its standard engine is the responsive, fuel-efficient 5.8 litre (351 CID) V-8. Select-Shift automatic transmission is also standard, as are power steering and power front disc brakes. Its DuraSpark solid-state ignition helps to reduce the frequency of tune-ups and its suspension and steel-belted radial tires contribute to its impressive handling characteristics. Mercury Marquis Meteor's deluxe sound insulation package and improved emission system technology add to your driving peace of mind, your comfort on the road.

Marquis Meteor 4-Door Pillared Hardtop

A COMMITMENT TO TOTAL DRIVING SATISFACTION.

Interior appointments in Mercury Marquis Meteor harmonize with its distinctive exterior styling, and are enhanced further by a wide choice of colour combinations. Its standard bench seat is designed for comfort and tailored in cloth-and-vinyl. Mercury Marquis Meteor for 1978, with a host of desirable options, is truly affordable luxury in a full-size car.

Marquis Meteor Standard equipment includes:

5.8 litre (351 CID) 2V V-8 engine
☐ Select-Shift automatic transmission
☐ Power steering ☐ Power brakes
☐ Power ventilation ☐ DuraSpark solid-state ignition ☐ DURAGUARD corrosion protection ☐ Concealed headlamps and electric windshield wipers ☐ Automatic parking brake

release ☐ Coolant Recovery System
☐ HR78 x 15 steel-belted radial tires
☐ Deluxe sound insulation ☐ 18 ounce Tiffany colour-keyed carpeting
☐ Locking steering column ☐ Glove box light. ☐ Other equipment shown optional.

Additional equipment on Mercury Marquis:

☐ Deluxe bench seat with fold-down centre armrest ☐ Rocker panel mouldings ☐ "C" pillar ornament ☐ Wheelip mouldings

There's a host of Marquis' fine qualities you won't be able to see. Feel its smoothness of acceleration, its response and sureness of control as you maneuver through city streets, up steep grades and around highway curves.

Beyond Marquis' unseen reliability and durability, there is so much you can see, surrounded as you are with Marquis' luxury. Colour-keyed cut-pile carpeting. Instrument panel and door trim with simulated light burl woodgrain appliques. The standard Marquis Series bench seat is shown above in dark red cloth-and-vinyl, and is also available in optional all-vinyl. Other colour choices are dove grey, saddle, medium blue, dark jade and camel. Inside and out, Marquis again offers a wealth of desirable individual luxury touches that set it apart as a car of lasting value.



Marquis Station Wagon with Colony Park Option

1978 MERCURY MARQUIS STATION WAGON.

For 1978 Marquis offers 3 Wagons to choose from: the Marquis Meteor Wagon — our most affordable; the Marquis Wagon; and the Marquis with the Colony Park Option — our most luxurious. This year Marquis combines the high degree of luxury you expect from a Mercury with the practicality and space of a full-size wagon. It's the roomiest Mercury Wagon going. With 2679 litres (94.6 cubic feet) of cargo capacity plus 254 litres (9.1 cubic feet) of under-floor storage. Rest assured that every inch is ride-engineered to provide comfort and a solid, stable ride under all kinds of load and road conditions. Select-Shift automatic transmission, power steering, power brakes, 3-way

tailgate, steel-belted radial ply tires and power rear window are all standard, as are a bench seat in Ruffino vinyl trim and 12 ounce colour-keyed carpet. The Colony Park Option adds a luxury dimension with its distinctive full-length simulated rosewood appliqué bodyside paneling, 18 ounce Tiffany carpeting, and the other features listed below. Room, ride, luxury and style—you'll find them all in the Mercury Marquis Wagons for 1978.

Marquis Meteor Wagon Standard equipment includes:

5.8 litre (351 CID) 2V V-8 engines
☐ Select-Shift automatic transmission
☐ DuraSpark Ignition ☐ Power steering
☐ Power brakes, front disc/rear drum
☐ JR78 x 15 BSW steel-belted radials
☐ Power rear window ☐ Three-way tailgate ☐ Carpeted load floor ☐ Vinyl bench seat ☐ Deluxe sound package ☐ Deluxe wheel covers ☐ Glove box light ☐ Automatic parking brake release ☐ Ford Motor Company Safety Design features ☐ Other items shown are optional.

Additional Features on Marquis Series Wagon:

☐ Vinyl bench seat with centre armrest
☐ Wheelip mouldings ☐ Rocker panel mouldings.

Additional features on Colony Park Option:

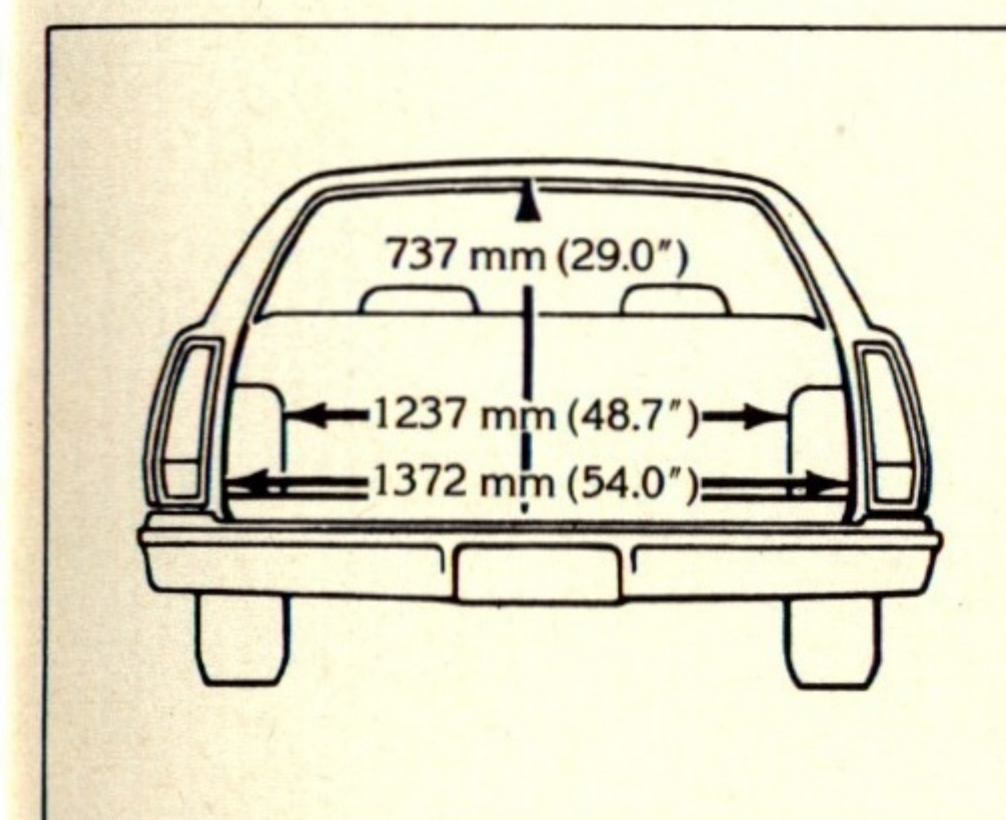
Full-length woodtone appliqué on bodyside and tailgate (Rocker panel moulding deleted) ☐ Electric clock ☐ Deluxe steering wheel ☐ Flight Bench seat with centre armrest ☐ Outside remote control mirror, left-hand ☐ Deluxe colour-keyed seat belts ☐ Courtesy lights and cargo light ☐ Other items are optional.

Mercury Marquis Wagons are beautifully styled luxury wagons, with roomy cargo space. They also offer excellent performance because they are ride-engineered throughout, continuing the Marquis heritage of quiet smoothness of ride.

CLASSIC WAGON DESIGN... RIDE-ENGINEERED. EASY HANDLING.

Among their many typically Marquis features is its three-way tailgate which affords extra platform length when dropped level with the load floor, and opens out with the power window up or down.

Marquis wagon interiors are designed for beauty as well as comfort. Shown



Twin Comfort Lounge seats available on Colony Park Option

below in saddle is the Twin Comfort Lounge seat interior, optional on the Colony Park, the essence of total comfort and luxury.

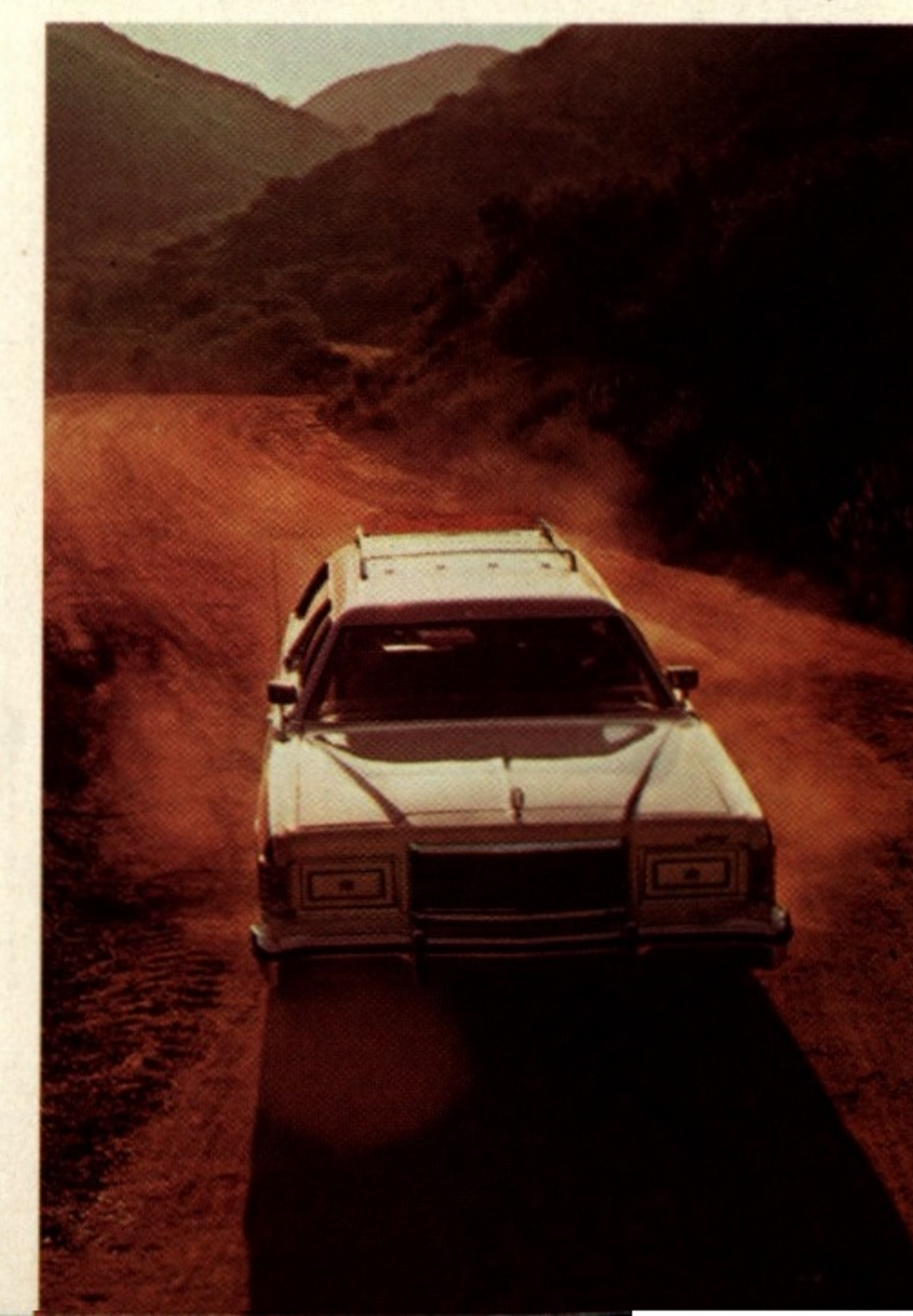
Choose Marquis Meteor Wagon, Marquis Wagon or Marquis with the Colony Park Option.



Marquis Meteor Station Wagon



Marquis Station Wagon three-way tailgate

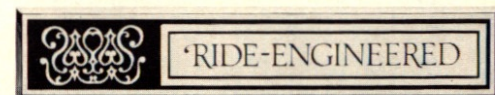


Grand Marquis 4-Dr. Pillared Hardtop with optional forged aluminum wheels



1978 MERCURY GRAND MARQUIS.

The 1978 Mercury Grand Marquis is the ultimate in Mercury luxury in a medium-price car. A beautiful blend of six-passenger space and luxury. There are many reasons why the Grand Marquis is a favorite among people who seek a full-size luxury car. Start with roominess and comfort. Marquis offers full-size, six-passenger comfort and ample hip and shoulder room even for adults seated three abreast. Add to that Marquis' elegance. And this year there is a responsive 5.8 litre (351 CID) 2V V-8 that's standard in all Marquis models. The optional 6.6 litre (400 CID) 2V V-8 engine, is also available. Inside,



the Grand Marquis surrounds you with such touches as a digital clock, rear pillar courtesy lights, a luxury steering wheel, and of course, the Twin Comfort Lounge front seats, each with its own center armrest, each personally adjustable. Mercury Grand Marquis. A very special car for people who want six-passenger luxury.

Grand Marquis standard equipment includes: 5.8 litre (351 CID) 2V V-8 engine □ Select-Shift automatic transmission □ Power steering □ Power brakes □ Power windows □ Power ventilation □ DuraSpark solid-state ignition □ Concealed headlamps and electric windshield wipers □ Unique seat trim with all-Media velour seat and headrests with vinyl welts □ Tinted glass □ Vinyl

roof □ HR78 x 15 steel-belted radial tires □ Deluxe sound insulation □ Digital electric clock □ Automatic parking brake release □ Fender skirts □ Visor-mounted vanity mirror □ Dual beam map/dome lamp □ Twin Comfort Lounge seats □ Luxury steering wheel □ Courtesy lights □ Luggage compartment and under instrument panel lights □ Deluxe spun nylon passenger compartment carpeting □ Carpeted luggage compartment □ Hood and deck-lid paint stripes □ Full-length wide bodyside moulding with colour-keyed vinyl insert. Other equipment shown optional.

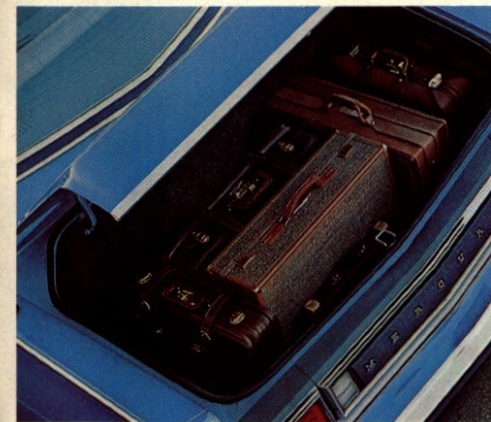
Marquis 2-Dr. Hardtop with optional wire wheel covers



Marquis rear seat roominess



643 litre (22.7 cu. ft.) capacity Marquis trunk



Spacious Marquis rear seat



Grand Marquis blue cloth Twin Comfort lounge seat interior



INTERIOR ROOM AND LUXURY.

A quick glance at the interior dimensions chart shown below, will confirm the fact that Marquis is a roomy, six-passenger automobile that provides the spacious seating comfort for six that is characteristic of Mercury Marquis.

| Marquis Dimensions | 2-door | 4-door |
|---------------------------------|---------------|---------------|
| Head room, front | 947mm(37.3") | 963mm(37.8") |
| Head room, rear | 909mm(35.8") | 937mm(36.9") |
| Hip room, front | 1514mm(59.6") | 1468mm(57.8") |
| Hip room, rear | 1555mm(61.2") | 1473mm(58.0") |
| Leg room, front(max.) | 1062mm(41.8") | 1064mm(41.9") |
| Leg room, rear(min.) | 894mm(35.2") | 1001mm(39.4") |
| Luggage Capacity litres(cu.ft.) | 643 (22.7) | 643 (22.7) |

And a look at the above photo of a Marquis interior gives you an idea of the luxury you can expect in Grand Marquis. Shown in blue cloth is the handsomely appointed Grand Marquis interior with seating in new all-cloth Media velour fabric. It is also available in dove grey, dark red, dark jade, camel and saddle.

Rear seat passengers will enjoy spacious, comfortable and equally elegant surroundings as may be seen in the illustration on this page.

Marquis' deep and roomy luggage compartment (shown left) has the largest trunk capacity — 643 litres (22.7 cu. ft.) — available in any North American made car. Luggage compartment and lower back panel are both carpeted.

Marquis Brougham 4-Dr. Pillared Hardtop



1978 MERCURY MARQUIS BROUGHAM.

Marquis Brougham gives you elegance in styling and much more. Beyond its handsome exterior and plush interior, beyond its recognition for roominess and six-passenger comfort, it is steeped in amenities that make it a pleasure to own and drive.

Practical considerations for Marquis Brougham include such standard features as power windows and, on the 2-door, a convenient automatic seat back release. The graceful lines of its exterior are enhanced with fender skirts and distinctive Brougham wheel covers highlighted by the distinctive Marquis plaque.

A fully vinyl roof is standard on 4-door models; and a Landau vinyl roof on the 2-door. A fully vinyl roof is also available on the 2-door model at no extra cost. Marquis Brougham exterior and interior appointments are designed to make it an automobile aesthetically pleasing to drive in comfort, an automobile reflecting refined elegance throughout.

Marquis Brougham is available in two models. 2-door hardtop and 4-door pillared hardtop. And with an extensive list of features, some of which are given below.

Marquis Brougham standard equipment includes:

- 5.8 litre (351 CID) 2V V-8 engine ☐
- Select-Shift automatic transmission ☐
- BSW steel-belted radial tires ☐

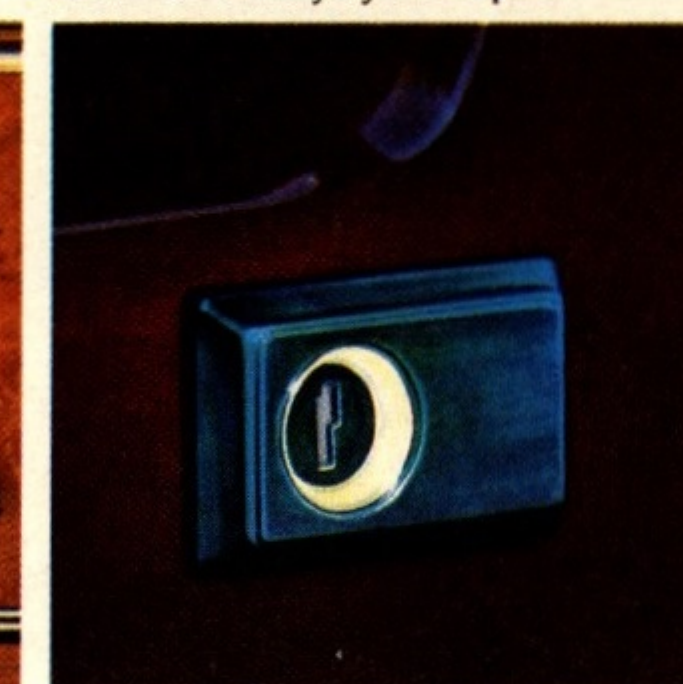
DuraSpark solid-state ignition ☐ Power steering ☐ Power brakes ☐ Power ventilation system ☐ Power windows ☐ Concealed dual headlamps ☐ Concealed windshield wipers ☐ Vinyl roof ☐ Electric clock ☐ Automatic seat back release on 2-door models ☐ Fender skirts ☐ Brougham wheel covers ☐ 18 ounce Tiffany carpeting ☐ Flight Bench seat ☐ Assist straps ☐ Deluxe steering wheel ☐ Locking steering column ☐ Left-hand remote control mirror ☐ Deluxe seat belts ☐ Ford Motor Company Safety Design Features ☐ Note: Other equipment shown is optional.

Marquis Brougham Flight Bench seat in saddle cloth-and-vinyl



Opt. AM/FM Stereo/digital clock

Illuminated Entry System option



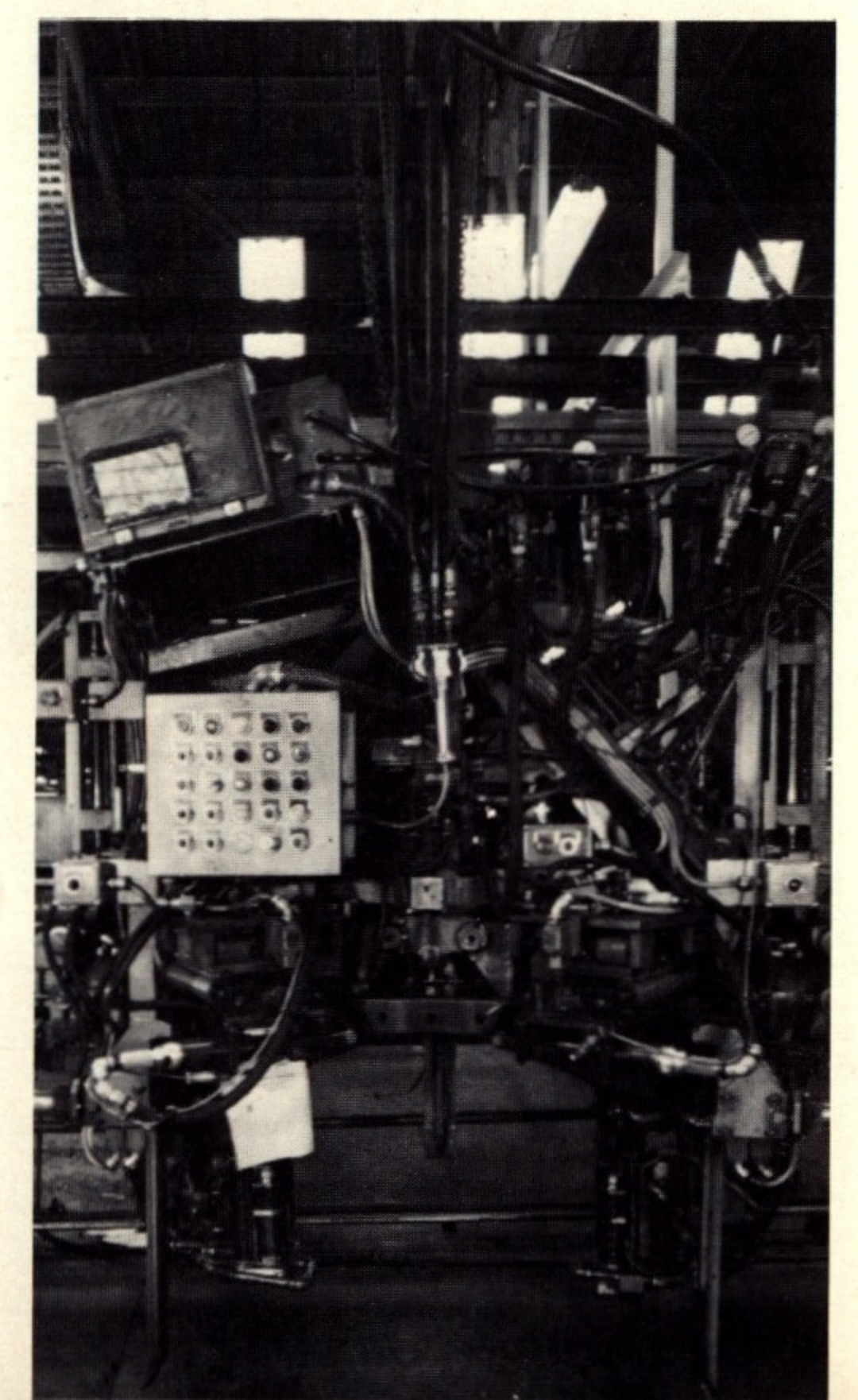
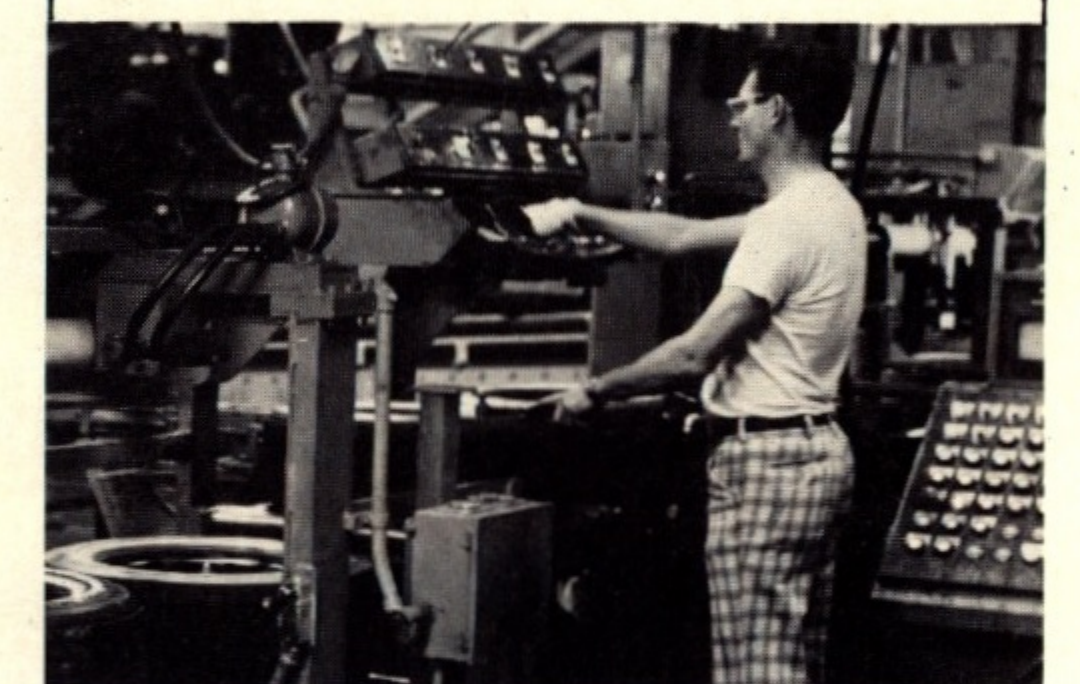
QUALITY IN DEPTH: A MERCURY TRADITION.

Driver and passenger seating in Marquis Brougham, whether in 2-door or 4-door model, is a study in relaxation, comfort and convenience amid plush surroundings. The Flight Bench seat, shown above, is tailored in soft, beautiful saddle Willshire cloth. Other available colours include dove grey, dark red, medium blue, dark jade and camel. The floor is covered in thick, 18 ounce Tiffany spun nylon pile carpeting. Whatever your colour choice, the interior of Marquis Brougham is a picture of harmony. Deluxe seat belts and deluxe steering wheel are colour-keyed. Light burl woodtone appliques extend across the instrument panel and also beautify door trim panels. Doors are further enhanced with attractive and handy pull straps. And conveniences include

an under instrument panel light. Four-door Broughams have cigar lighters in rear door armrests as well as rear door courtesy light switches.

For added luxury, an optional Twin Comfort Lounge front seat, with or without a reclining passenger seat, may be ordered in cloth-and-vinyl or all-vinyl, in a wide choice of colours. Other options to add distinction to your Marquis Brougham include a digital clock; an AM/FM Stereo—one of five radios to choose from. Automatic Temperature Control Air Conditioning and, a five-position adjustable Tilt Steering Wheel, are among the more than forty options available for Marquis.

Every Marquis is given checks and tests on the assembly line before release. Tires and wheels are electrically balanced by a "Micropoise", to assure installation of proper weights. Sophisticated equipment called an "Octopus" checks front wheels and automatically sets proper caster and camber angles.



1978 MERCURY MARQUIS CAR AVAILABILITIES:



Mercury Grand Marquis 4-door pillared hardtop



Mercury Grand Marquis 2-door hardtop



Mercury Marquis Brougham 4-door pillared hardtop



Mercury Marquis Brougham 2-door hardtop



Mercury Marquis 4-door pillared hardtop



Mercury Marquis 2-door hardtop



Mercury Marquis Meteor 4-door



Mercury Marquis Meteor 2-door



Mercury Marquis Wagon w/Colony Park Option



Mercury Marquis Wagon



Mercury Marquis Meteor Wagon

MARQUIS POPULAR OPTIONS

AVAILABILITY

PERFORMANCE RELATED

| | Marquis, Marquis Meteor | Marquis Brougham | Grand Marquis |
|--|-------------------------------|---------------------|------------------|
| 6.6 litre (400-2V) V-8 | X | X | X |
| 7.5 litre (460-4V) V-8 (1) | X | X | X |
| Regular fuel 5.8 litre (351-2V) engine | X | X | X |
| Trailer-Towing Package | X | X | X |
| Traction-Lok Differential | X | X | X |
| Higher Ratio Axle | X | X | X |
| Battery, Heavy-Duty | X | X | X |

COMFORT & CONVENIENCE

| | | | |
|--|----|------|------|
| Decor Option (2) | NA | NA | X |
| Removable Dual Facing Rear Seats (Station Wagons Only) | X | NA | NA |
| Twin Comfort Lounge Seats | NA | X | Std. |
| Vinyl Bench Seats | X | NA | NA |
| Brakes, Four Wheel Power Disc | X | X | X |
| Power Antenna | X | X | X |
| Power Lock Convenience Group (3) | X | X | X |
| Power Side Windows | X | Std. | Std. |
| Power Bench Seat, 6-way (non-reclining) | X | X | NA |
| Power Seat, 6-Way, Driver Only | NA | X | X |
| Power Seat, 6-Way, Driver and Passenger | NA | X | X |
| Air Conditioning, Automatic Temperature Control | X | X | X |
| Air Conditioning, Manual Control | X | X | X |
| Tinted Glass, Complete | X | X | Std. |
| Clock, Digital | X | X | Std. |
| Defroster, Electric Rear Window | X | X | X |
| Illuminated Entry System (4) | X | X | X |
| Lockable Storage Compartment (Station Wagons Only) | X | NA | NA |
| Luggage Carrier (Station Wagons Only) | X | NA | NA |
| Mirror, Illuminated Visor Vanity | X | X | X |
| Radio, AM | X | X | X |
| Radio, AM/FM/MPX Stereo | X | X | X |
| Radio, AM/FM/MPX with Stereo Tape | X | X | X |
| Radio, AM/FM/MPX Stereo with "Search" Feature | X | X | X |
| Radio, AM/FM/MPX with Quadrasonic-8 Tape Player | X | X | X |
| Speakers, Dual Rear Seat (optional with AM Radio) | X | X | X |
| Speed Control | X | X | X |
| Steering Wheel, Tilt | X | X | X |
| Visibility Light Group (5) | X | X | X |

APPEARANCE & PROTECTION

| | | | |
|--|----|------|------|
| Appearance Protection Group | X | X | X |
| Glamour Metallic Paint | X | X | X |
| Power Moonroof — Glass | X | X | X |
| Vinyl Roof, Full | X | Std. | Std. |
| Vinyl Roof, Landau (2-door models only) | X | Std. | Std. |
| Specialty Tu-Tone 2-door option (see page 6) | NA | X | X |
| Moulding, Protective Bodyside | X | X | NA |
| Wheel Covers, Luxury (see page 10) | X | X | X |
| Wheel Covers, Wire (not available w/fender skirts) (see page 12) | X | X | X |
| Wheels, Forged Aluminum (4 wheels) (see pages 4 and 6) | X | X | X |

X-Available Std. — Standard NA — Not Available

The above is only a partial list of options. See your dealer for a complete list.

Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.

1. Includes 68 amp battery.
2. Includes Twin Comfort Lounge seats, Grand Marquis sew style in leather, luxury steering wheel, digital clock, dual beam map/dome lamp, tinted glass. Requires Colony Park Option — available on wagons only.
3. Power tailgate lock on station wagons.
4. Includes illuminated keyhole and activation of interior lights by pulling outside door handle.



TESTED TOUGH

Quality Replacement Parts from Ford — Your new Mercury comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolite Power-Tip spark plugs, 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.

Illustrations and information presented were correct when approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue or change at any time, specifications or design without incurring obligations. Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Actual colours may vary from those illustrated. Always consult your Mercury dealer for the latest, most complete information on models, features, prices and availability.

5. Includes dual beam map/dome lamp (standard on Grand Marquis), underhood light, right-hand remote control mirror, headlamps-on buzzer. On Marquis and Marquis Meteor: left-hand remote control mirror, rear-door courtesy light switches, trunk/cargo area light and instrument panel courtesy lights.

MERCURY MARQUIS

