

THE 1978 MERCURY

ZEPHYR



Mercury Zephyr 2-Dr. Sedan



Mercury Zephyr Station Wagon with Villager and luggage rack option



INTRODUCING THE ALL-NEW 1978 MERCURY ZEPHYR.

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Zephyr is spacious for a car with a compact 105.5 inch wheelbase. Contributing to its roominess are innovative design ideas such as Zephyr's new thin-line doors... weight-and-space saving seats... and even new rear suspension geometry that permits an efficient interior arrangement.

Ride and Handling. Zephyr's ride and handling characteristics are noteworthy achievements. Its wide-mount strut-type front suspension is a totally new unit that combines with its front stabilizer bar and responsive rack-and-pinion steering to minimize noise, vibration and harshness. Zephyr's rear suspension is a four-bar link system with coil rear springs. The placement of shock absorbers outside its underbody rails provides optimum ride control.

Scheduled Maintenance. Zephyr's recommended maintenance schedule

helps keep maintenance costs low. Zephyr's standard DuraSpark solid-state ignition system never needs adjustment. Oil and oil filter changes are needed only every 10,000 miles. Spark plug replacement at 20,000 miles, and engine coolant at 50,000 miles or every 3 years.

Computerized Structural System. Zephyr underwent the most extensive and most advanced computer technology used in the design of a Mercury automobile. The Animated Modal Analyzer located body structural areas that could be lightened without inhibiting structural strength. This, plus generous use of high-strength steel, aluminum and synthetics result in a good balance between weight and roominess.

Mercury Zephyr standard features include:

- ☐ 2.3 litre OHC 4-cylinder engine
- ☐ 4-speed manual transmission
- ☐ High/low ram air ventilation
- ☐ Wiper mounted windshield washer jets
- ☐ Inside hood release
- ☐ Front disc brakes
- ☐ Foot operated parking brake
- ☐ Rack-and-pinion steering
- ☐ Advanced strut-type front suspension
- ☐ 4-bar link-design rear suspension with coil springs
- ☐ Front stabilizer bar
- ☐ DuraSpark Ignition
- ☐ Electronic voltage regulator
- ☐ Coolant Recovery System
- ☐ Bright anodized extruded aluminum bumpers
- ☐ 45 AMP battery
- ☐ Continuous loop front seat and shoulder belts
- ☐ Two stalk-mounted controls on steering column
- ☐ Inertia seat back release (2-dr. models)
- ☐ Low-back bucket seats with 2.3 litre engine
- ☐ Woodtone cluster appliques
- ☐ Header mounted dome lamp
- ☐ Movable quarter window (4-dr./S/W)
- ☐ Cut-pile carpeting
- ☐ Outside rear view mirror
- ☐ Bright wheel-opening/rocker panel moldings
- ☐ Upper bodyside dual accent paint stripes
- ☐ Dual front fender louvers
- ☐ Deluxe wheel covers

Meet the 1978 Mercury Zephyr, one of the most efficiently designed domestic cars ever offered by Lincoln-Mercury. Efficiency was an important keynote in all aspects of the design and construction of a car breezy in style and with innovative features to suit the now generation of owners who prefer a mid-size car. The result is the 1978 Mercury Zephyr—Energy Engineered for mileage and space.*

*EPA ratings not available at time of printing. Data may now be available. See your local dealer.

Zephyr must be driven to fully appreciate its quality, and roominess. You'll experience a ride that's due, in part, to Zephyr's advanced suspension system. And we think you'll be impressed with Zephyr's design. Zephyr, tough enough to pass the same durability tests as our big Lincolns and Mercurys. Zephyr, signaling Lincoln-Mercury's entry in the era of Energy Engineering.



Mercury Zephyr 4-Dr. with Luxury Exterior Decor Option



1978 MERCURY ZEPHYR — ENERGY ENGINEERED FOR MILEAGE AND SPACE.

Travel in Zephyr and travel in style. It's a "now" size car for people on the move. Its exterior styling is clean, contemporary and all-new. As functionally efficient as it is pleasing to the eye. But Zephyr's crisp styling and trim dimensions only hint at the comfort and room inside. The 1978 Zephyr caters to your personal tastes with three exciting models available in a variety of color-coordinated interiors finished in handsome new sew styles. Low-back front bucket seats are standard with the standard 2.3L OHC 4-cylinder engine; bench type front seats with the others.



An optional Flight Bench seat with fold-down center armrest is also available. Zephyr also offers individually adjustable optional rear window ventilation louvers for draft-free ventilation. Mercury Zephyr. Test drive the Zephyr. With contemporary styling, roominess, and a ride you won't soon forget.

Trunk design in the Zephyr sedans also reflects efficiency of space, offering 16.8 cubic feet of space, with a flat floor, and the spare tire stowed conveniently under the floor.

Zephyr's instrument panel is completely functional, featuring a two pod instrument cluster with easy-to-read instruments and all control levers within easy reach of the driver. And

Zephyr's optional side ventilation louvers can be opened individually to provide extra draft-free ventilation.

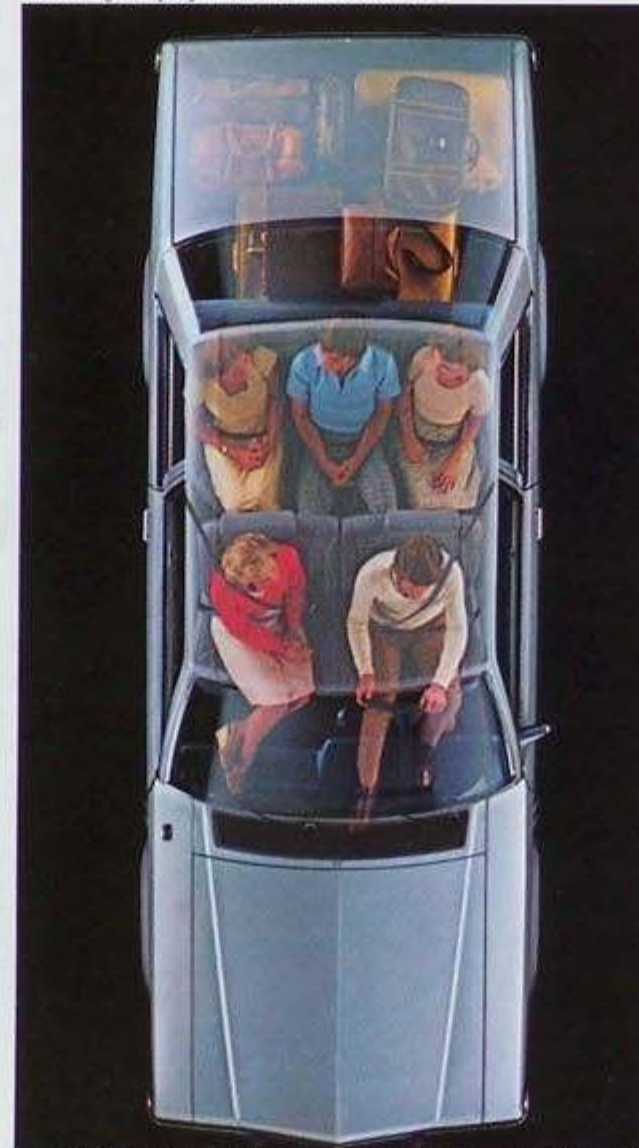
The new Zephyr makes it possible to dress-up your car just as you want, and exactly where you want. Interior? There's a special Zephyr Luxury Interior Option tailor made. Exterior? Zephyr also offers a special Luxury Exterior Decor Group. Both groups, of course, offer features over and above the full complement of standard features for every Zephyr, listed on page 3.

The special Zephyr Luxury Interior Option includes:

- ☐ Luxury sound package ☐ Inside day/night mirror ☐ Glove box lock



Mercury Zephyr interior roominess



Flight Bench seat option in Wedgewood blue



Standard 2.3 litre engine



Mercury Zephyr instrument panel



MERCURY ZEPHYR LUXURY DECOR GROUPS.

- ☐ Deluxe steering wheel and hub
- ☐ High-gloss woodtone instrument panel applique
- ☐ Flight Bench seat
- ☐ Luxury door trim panel and carpeting
- ☐ Carpeted luggage compartment
- ☐ Deluxe seat and shoulder belts
- ☐ Bright door hardware accents
- ☐ Visor vanity mirror
- ☐ Cigar lighter
- ☐ Two rear seat ashtrays

The new Zephyr Luxury Exterior Decor Group includes all Zephyr standard features plus the following:

- ☐ Dual accent hood paint stripes
- ☐ Deluxe bodyside protective molding
- ☐ Dual rear view mirrors—left-hand remote control/right-hand convex non-remote
- ☐ Bright door frame and quarter window moldings

Make no mistake, Zephyr can be as luxurious as you please. In addition to a long list of exterior refinements, its Luxury Interior Option features such things as a Flight Bench seat, shown in Wedgewood blue Shannon cloth, deluxe steering wheel, luxury carpeting, and high-gloss woodtone instrument panel appliques. We believe Zephyr's interior roominess will please you. In both 2-door and 4-door models headroom is 38.5 inches front, and 37.7 inches rear. And there's 41.8 inches of stretch-out leg room in front, 35.4 inches in the rear compartment. And rear seating comfort is enhanced by the thin-back design of Zephyr's front bench seat, standard, with six- and eight-cylinder engines. Bucket seats are standard with the 2.3 litre engine.

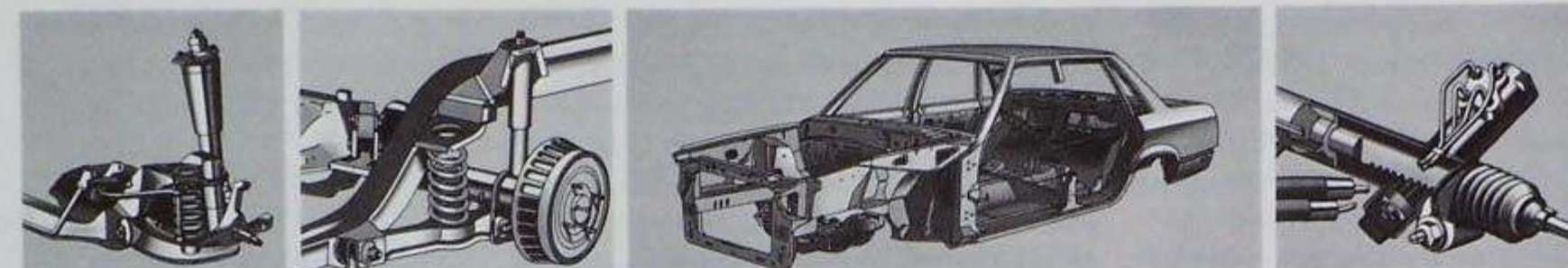
1978 MERCURY ZEPHYR. RIDE-ENGINEERED.

Zephyr bodies were developed with the aid of computerized structural analysis and underwent more aerodynamic testing than any Ford Motor Company vehicle ever manufactured. The shape of Zephyr is classic, clean and aerodynamically sound. Its low hood and fender line, thin rear pillar design and expansive glass area mean excellent driver and passenger visibility. All suspension components are integrated to provide a steady ride over varying road conditions. And Zephyr offers diversified engine availability—four-, six- and eight-cylinder engines.

Front Suspension. Zephyr's advanced wide-mount strut-type suspension features coil springs that are mounted away from the shock absorbers to minimize road noise and harshness. The single ball joint on each side, features a rubber "doughnut" to help dampen noise and vibration. A front stabilizer bar is standard. Caster and camber adjustments are not necessary under normal driving conditions. The entire front suspension system is isolated from metal contact with special rubber mountings and bushings.

Zephyr's Dimensions	2-Door	4-Door	Wagons
Wheelbase.....	105.5"	105.5"	105.5"
Head Room, front....	38.5"	38.5"	39.2"
Head Room, rear.....	37.7"	37.7"	39.2"
Leg Room, front (max.).....	41.8"	41.8"	41.8"
Leg Room, rear (min.).....	35.4"	35.4"	35.4"
Shoulder Room, front....	56.7"	56.7"	56.7"
Shoulder Room, rear....	55.8"	55.8"	56.7"
Hip Room, front.....	56.2"	56.2"	56.2"
Hip Room, rear.....	53.7"	53.7"	48.7"
Luggage or cargo capacity (cu. ft.)....	16.8	16.8	79.5
Fuel capacity (gal.)....	16.0	16.0	16.0
Curb weight (lbs.)....	2725	2767	2837*

*with 2.3L engine and manual transmission

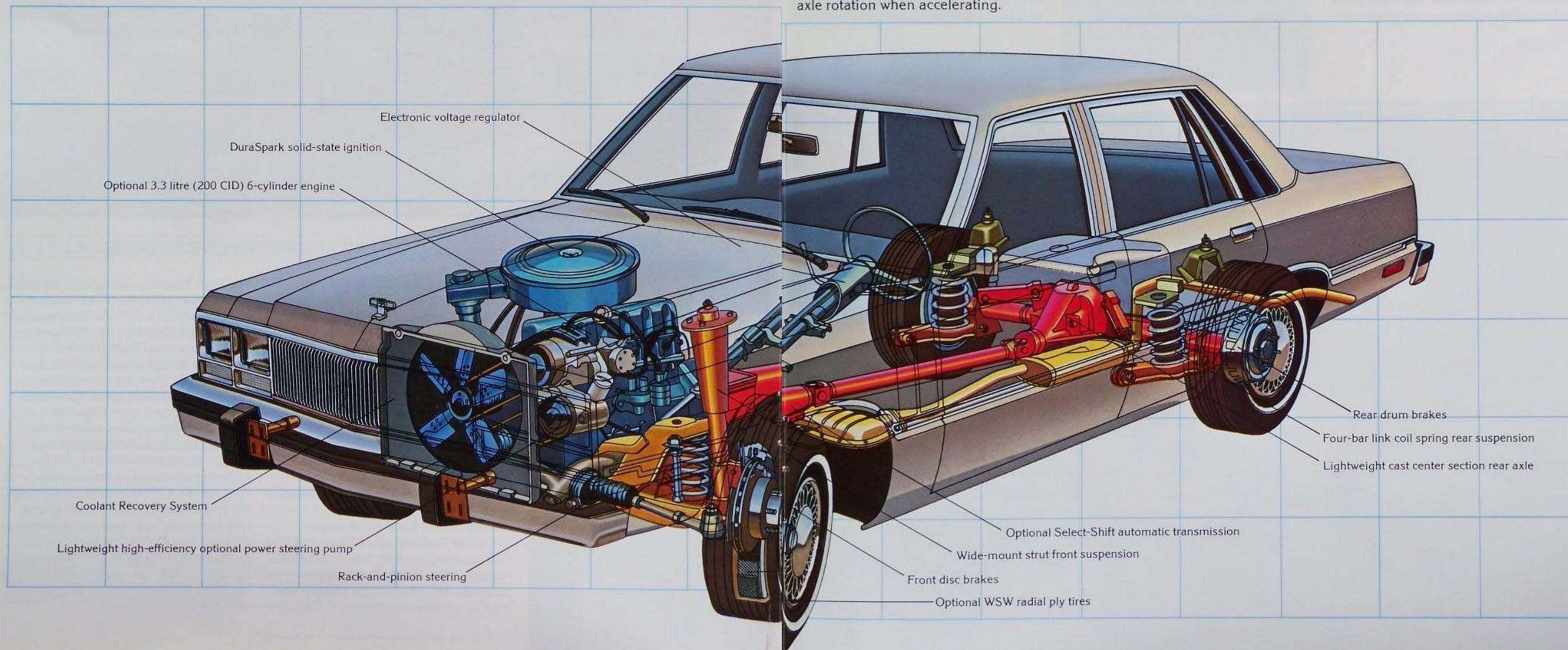


Wide-mount strut front suspension, 4-bar link coil spring rear suspension, Unitized body construction, variable ratio rack-and-pinion steering opt.

Rear Suspension. Zephyr utilizes a new four-bar link rear suspension with coil springs. It minimizes internal friction and features a handling-oriented geometry and allows for improved body design. The positioning of the links prevents axle rotation when accelerating.

Front Disc Brakes. Zephyr's pin slider-type front disc brake system with a new low-friction mounting feature is designed to improve reliability, pedal feel and reduce lining wear. A front brake lining wear indicator is also included.

Rack-and-Pinion Steering. Rack-and-pinion steering was incorporated in Zephyr's design for precise and responsive steering characteristics. Zephyr's optional variable-ratio power rack-and-pinion steering helps reduce steering effort to a minimum.



1978 MERCURY ZEPHYR: ALL NEW AND INNOVATIVE IN DESIGN.

The new Zephyr was planned, inside and out, to be what today's driver needs in an automobile in light of today's requirements. Roomy for a car its size. The very name, Zephyr, usually signifying a gentle, fresh breeze, appropriately describes this new Mercury, created to answer today's demand for a fine mid-sized car. With its innovative modern approach to design, it offers you a desirable choice in an efficient, easy-to-own-and-operate size automobile.

With Zephyr you also have a wide choice of models. Two- and four-door sedans, with option groups to enhance

luxury levels to your taste and budget. A fine Station Wagon that also offers a higher luxury-level choice in the Villager Wagon Option. And every Zephyr is on a 105.5 inch wheelbase, with an overall length of 193.8 inches. In its interior and exterior, Zephyr was created to be the kind of automobile you've been waiting for. The kind of car ideal for young people on the go as well as for families that enjoy doing things together.

You are invited to discover for yourself the many automotive virtues of Zephyr, to see first hand just how a new Zephyr will fit into your life style. Visit your Lincoln-Mercury dealer and

test drive the Zephyr of your choice. Check out its various levels of luxury. Its practical size.

If your desire in a car extends to an exciting "different" look—to the eye-catching flair of an expensive foreign road sedan—give serious thought to the Zephyr ES option. Its special styling touches include smart black exterior accents on grille, cowl, mirrors and window frames.

We believe you'll find the ES option an exceptional value in sporty fun. Very likely our very best overall value in luxury especially when you choose

Mercury Zephyr 2-Dr. Sedan and Mercury Zephyr 2-Dr. Sedan with ES option



MERCURY ZEPHYR WITH ES OPTION.

to add one of the Luxury Decor Groups. Available on both the two-door and four-door sedans, the ES option adds an intriguing touch to your Zephyr. The ES option makes your Zephyr a visual expression of your appreciation for the unusual in automotive good looks.

Pictured below is the intriguing black/chamois combination interior for the ES option. Steering column and sports steering wheel are in black. So, too, the instrument panel. Carpeting and armrests are black. Black accents are on the doors. Functional features include a rear

stabilizer bar and special suspension tuning. Mercury Zephyr is all the more exciting when you equip yours with the ES option.

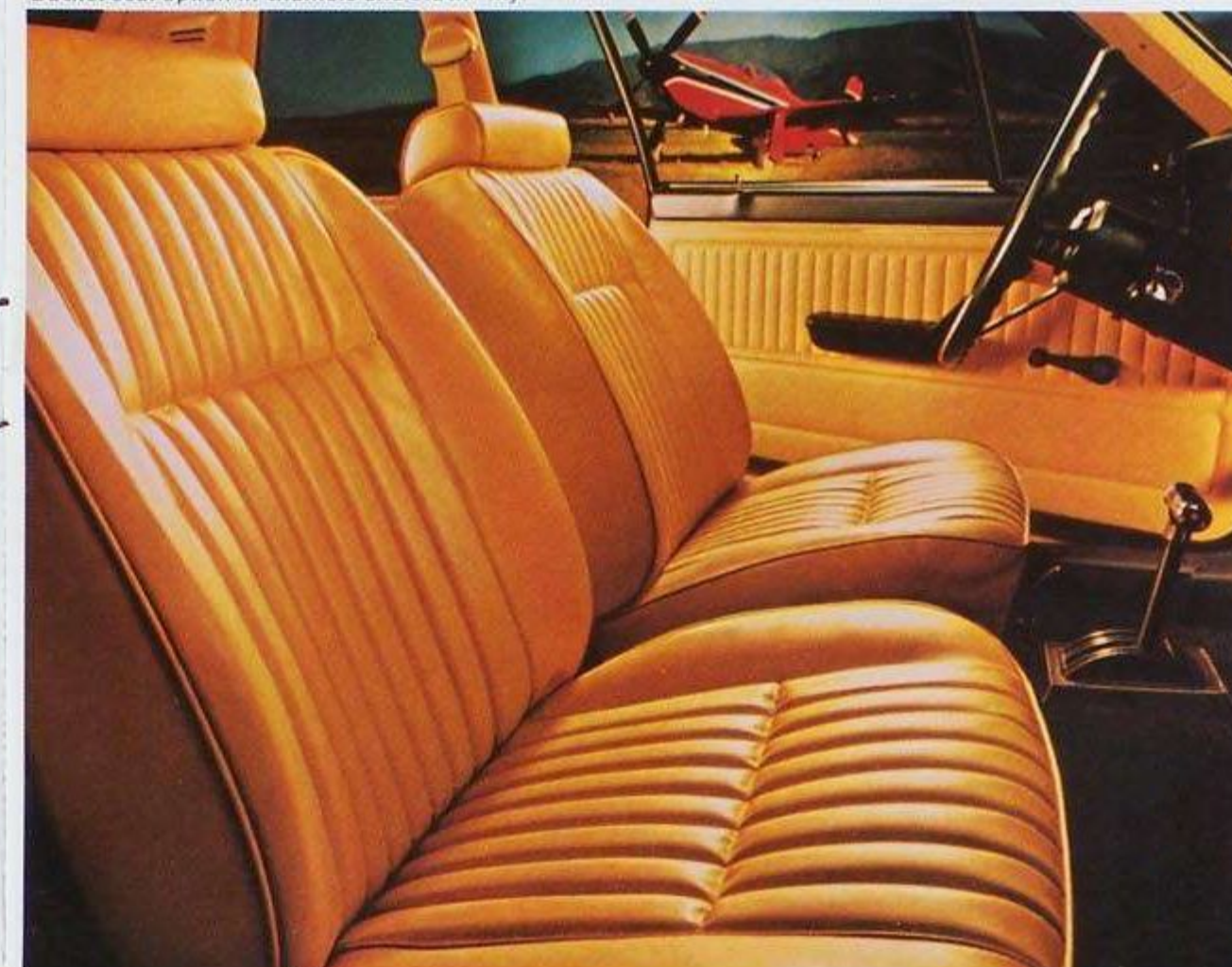
16.8 cubic feet of trunk space



Mercury Zephyr 2-Dr. Sedan with ES option



Bucket seat option in chamois and black vinyl



Mercury Zephyr lets you exercise your options with a choice of exciting interior combinations. The ES option interior shown below features low-back bucket seats finished in soft, supple chamois vinyl. Another handsome option shown is the bucket seat combination in Wedgewood blue Logan cloth-and-vinyl. Other available interior colors are russet, cream/gold, and chamois. The steering column-mounted wiper/washer, turn signal, headlamp dim switch and horn are touches of convenience you'll find in every Zephyr. We believe the 1978 Zephyr is a great car.

Color-keyed rear window with ventilation louvers



Bucket seat option in Wedgewood blue Logan cloth



Steering column stalk-mounted controls



1978 MERCURY ZEPHYR 4-DOOR STATION WAGON.

Mercury Zephyr is ideal for family fun and togetherness, especially when the choice is a 1978 Zephyr wagon. It's ride-engineered like all Mercury Zephyrs. This family-oriented wagon comes with Zephyr's advanced wide-mount strut front and coil spring rear suspension . . . popular 2.3 litre overhead cam 4-cylinder engine . . . rack-and-pinion steering . . . and more than 6 1/2 feet of load length with the second seat folded down. Convenience features, too, such as the "Liftgate Open" warning light, cargo area light, and tinted liftgate glass standard.

For an added touch of luxury in a Zephyr station wagon, choose the Zephyr wagon with Villager Option.

It's a family dream, ideal for those trips into the great outdoors. So much room for stretch-out comfort, and with the second seat folded down there's 79.5 cubic feet of cargo space to carry picnic baskets, sports equipment, whatever. Zephyr also offers additional space with its optional lockable stowage compartment. The Zephyr Villager is fitted with special features that include exterior beauty from woodtone bodyside and tailgate appliques in a medium cherry color. Bright moldings, too, with woodtone inserts surrounding bodyside and liftgate appliques. And bright door frame and rear window moldings. These and more, in addition to the extensive list of standard Zephyr features.

And if you're taking your kids to a Little League game you'll really appreciate Zephyr's roominess.

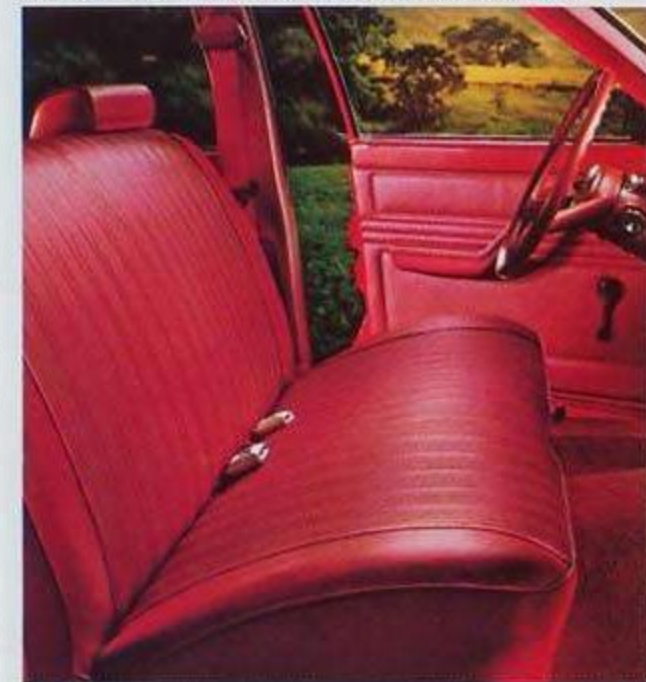
You'll be pleased with Zephyr's soft, supple, but very practical vinyl upholsteries. And you have such a wide choice of colors. Shown below right is the Luxury Interior Option featuring the Flight Bench seat interior in chamois vinyl, a luxurious seating for a station wagon. The standard Zephyr front seat is shown below in russet vinyl.

And Zephyr has the answer on how to keep the rear liftgate window clean without stopping. It's the optional

MERCURY ZEPHYR. ROOMY. VERSATILE.



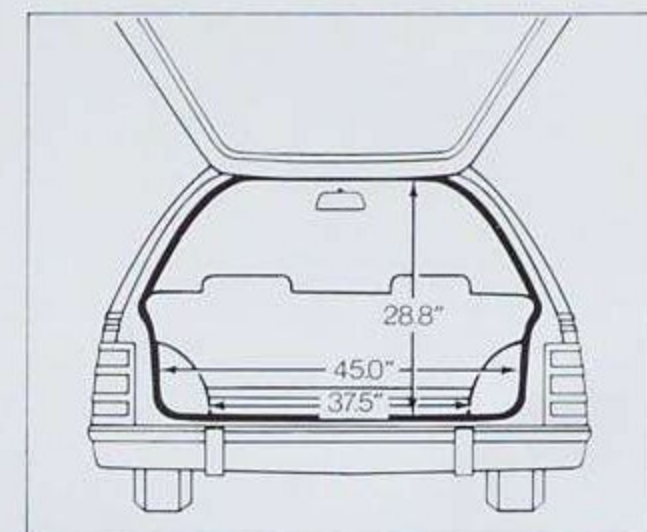
Station Wagon interior with standard bench seat



liftgate window wiper/washer that really does the job of cleaning the rear window to help provide rear visibility in a rainstorm. And Zephyr offers many more optional features that add to your comfort and convenience, as well as your pleasure on the road.

Choose from six audio systems available for Zephyr, including the AM/FM stereo radio shown below and keep yourself and the family pleasantly entertained. Also keep them in comfort whatever the weather with Zephyr's optional manual control air conditioner. And there's an optional roof-mounted luggage rack to carry extra cargo. You can outfit your Zephyr wagon—or any Zephyr to suit your personal tastes.

Zephyr's efficiently designed station wagon cargo space provides room for all manner of luggage, sports equipment, bulky crates—whatever. With the spare tire stowed under the cargo floor, you have 79.5 cubic feet of space for your cargo needs.



Station Wagon interior with Flight Bench seat option



Wiper-mounted washer jets



AM/FM stereo w/cassette tape



Zephyr Station Wagon load space



Mercury Zephyr Station Wagon with Villager Option and Mercury Zephyr Wagon



THE 1978 MERCURY ZEPHYR CAR AVAILABILITIES:



Mercury Zephyr 2-Dr. with Luxury Decor Option



Mercury Zephyr 4-Dr. with Luxury Decor Option



Mercury Zephyr 2-Dr. with ES option



Mercury Zephyr 2-Dr. Sedan



Mercury Zephyr 4-Dr. Sedan



Mercury Zephyr Station Wagon w/Villager Option



Mercury Zephyr Station Wagon

1. Includes visor vanity mirror, cigar lighter and rear seat ashtray (one in 4-door and S/W with bench seats; two in all others), day/night inside mirror, deluxe color-keyed seat belts and glove box lock. Included in the Luxury Interior Option.
2. Required in New York unless Electric Rear Window Defroster specified. NA on wagons.
3. Includes pleated vinyl seat trim, deluxe door trim with bright accents, deluxe steering wheel hub, instrument panel woodtone applique (except with ES option), deluxe sound package (including package tray cover, and trunk sound mat—sedans/carpeted liftgate—station wagons), and interior color paint at door belt (except with ES option).
4. Includes these lights: luggage compartment, (sedans), ashtray, glove box, engine compartment, rear door courtesy switches (4-dr. models), map light (header mounted swivel type) and passenger door courtesy switch.
5. Located in driver's side rear quarter panel.

ZEPHYR POPULAR OPTIONS

AVAILABILITY

PERFORMANCE RELATED

	Zephyr Sedans	Zephyr Wagon
3.3 litre (200 CID) 1V 6-cylinder Engine	X	X
5.0 litre (302 CID) 2V V-8 Engine	X	X
California Emissions System (Req. in California)	X	X
Select-Shift Automatic Transmission	X	X
Floor-Mounted Transmission Selector	X	NA
Battery, Heavy-Duty	X	X

COMFORT & CONVENIENCE

	Zephyr Sedans	Zephyr Wagon
Air Conditioning, Manual control	X	X
Clock, Electric	X	X
Convenience Group (1)	X	X
Defogger, Rear Window (2)	X	X
Defroster, Electric Rear Window	X	X
ES option (see page 8)	X	NA
Interior Accent Group (3)	X	X
Light Group (4)	X	X
Luggage Rack, Roof-Mounted	NA	X
Luxury Exterior Decor Group (see page 5)	X	X
Luxury Interior Option (see page 6)	X	X
Louvers, Rear Window Ventilation	X	NA
Mirrors, Dual	X	X
Molding, Protective Bodyside	X	X
Molding, Bright Window Frame	X	X
Paint, Glamour	X	X
Power Disc Brakes	X	X
Power Steering	X	X
Radio, AM	X	X
Radio, AM w/Stereo Tape	X	X
Radio, AM/FM Monaural or AM/FM Stereo	X	X
Radio, AM/FM Stereo w/Tape	X	X
Radio, AM/FM Stereo w/Cassette Tape	X	X
Roof, Vinyl	X	NA
Steering Wheel, Sport	X	X
Stowage Compartment, Lockable (5)	NA	X
Suspension, Handling	X	NA
Tinted Glass, Complete	X	X
Villager Option (see pages 10 and 11)	NA	X
Wheel Covers, Styled Steel	X	X
Wheel Covers, Wire (see page 2)	X	X
Wheels (4) Aluminum (see page 8)	X	X
Wiper/Washer on Liftgate Window	NA	X
Windows, Front Vent	X	X

X—Available Std.—Standard NEC—No Extra Charge 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.



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.

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.

MERCURY ZEPHYR

LINCOLN-MERCURY DIVISION

