

BETTER IDEAS MAKE BETTER CARS

1972 MERCURY

MARQUIS · MONTEREY · MONTEGO · COUGAR · COMET





Mercury Marquis Brougham

In all the world of medium-priced cars Marquis Brougham stands alone for its blend of dramatically elegant styling and a ride that challenges the most expensive luxury cars. A ride so silky, so steady, you'll think you're in a limousine costing much more.

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 quiet ride, and to standard power ventilation that circulates the air in the passenger compartment at high volume, 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 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* • 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*

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. In black, medium blue, dark red, medium ginger (all-vinyl only), medium green, as shown, light gray gold or dark tobacco. Simulated cherry-wood appliques add a note of richness and contemporary decor to the Marquis Brougham instrument panel. (Shown with optional air conditioning, radio and luxury steering wheel.)



Marquis Brougham interior



Marquis Brougham instrument panel



Mercury Marquis 4-Door Hardtop



Optional power-operated Sun Roof combines the fresh air flair of a convertible with the eye-appeal of a vinyl roof. Available on all Marquis and Monterey models with vinyl roof option.

Mercury Marquis

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 designed this medium-priced car to have the same kind of smoothness and steadiness of motion you'd expect in cars costing four times as much. 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.

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



Marquis interior



Monterey Custom 2-Door Hardtop with optional cornering lamps and vinyl roof



Monterey Custom interior



Monterey Custom instrument panel with optional radio and electric clock

Mercury Monterey Custom

There's a world of new driving pleasure waiting for you behind Monterey Custom's new full-width grille design. A ride that's as smooth as the lines of the car itself. The same limousine-like ride as the Marquis. And to match this luxurious ride a silky smooth 400 cubic-inch V-8.

High fashion and a flair for smart detailing mark the beautifully appointed Monterey Custom interior shown in medium blue cloth-and-vinyl; also available in all-vinyl. 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.





Mercury Monterey

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 Monterey shares with Marquis for 1972.

Monterey's proud new front end is a signal of great things to come. Overall styling that will earn more admiring looks everywhere you drive. Exciting new colors, fashionable new interior tailoring, new rear bumper treatment—and a ride that far surpasses anything you'd expect in a car so modestly priced. Better ideas make a better car. It's as simple as that.

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

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 (driver's side lighted) • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.

Monterey interior





Mercury Montego MX Brougham

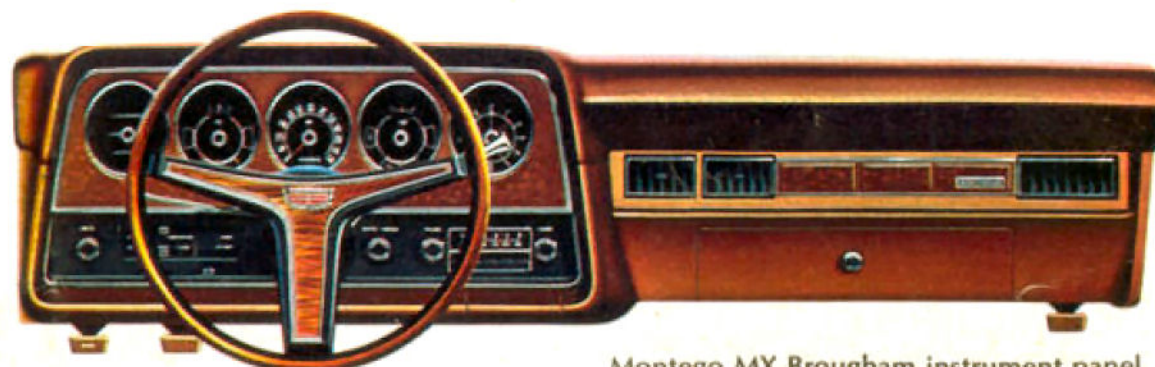
It was bound to happen—and by design. A personal-size car with the ride and comfort of many a full-size luxury car. Here is the forward look for '72—the wider stanced, lower lined Montego MX Brougham. All new, all over. Trim, smooth, with ventless windows, recessed door handles. A clean, uncluttered sweep from front grille to smart taillight housings. A new suspension that will make old roads seem newly paved. New elegance inside and out. The new personal-size luxury car for 1972 . . . Mercury Montego MX Brougham.

The Brougham interior is designed to pamper passengers with an abundance of creature comforts—rich, sensuous fabrics or Valino vinyl, carpeting that extends partially up the door panels, foam padding that contours you in elegant softness. At right is shown the MX Brougham standard Flight Bench seat with center folding armrest. Cloth-and-vinyl is illustrated but you may also choose 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.

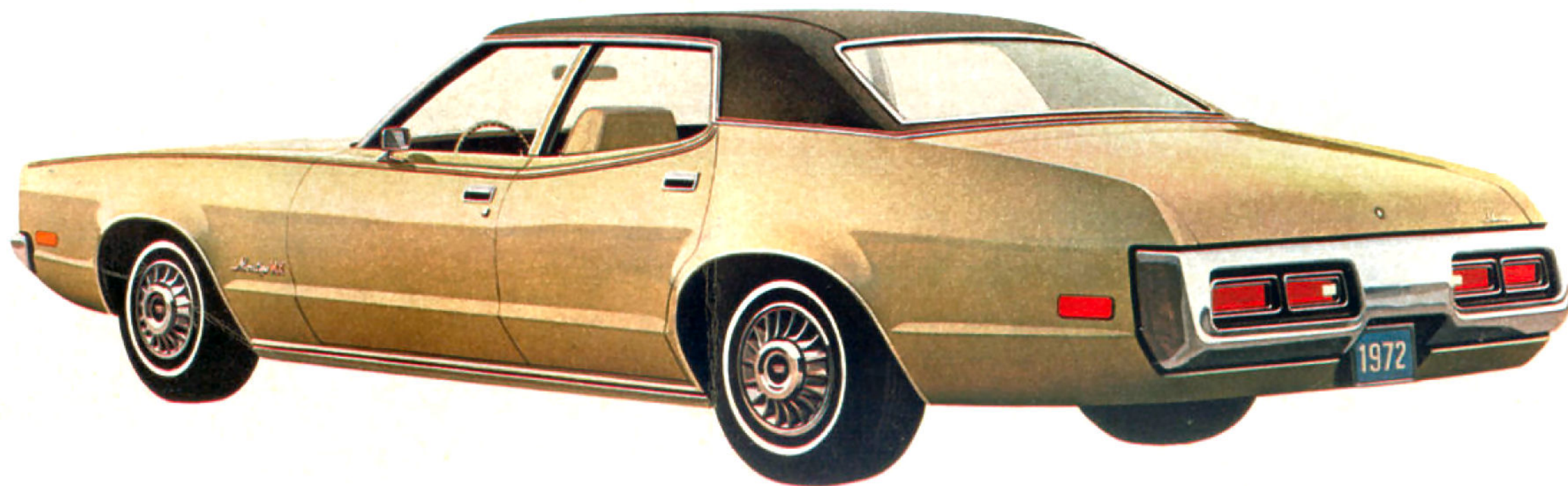
The Montego MX Brougham instrument panel is shown below. A smartly designed cluster of five circular instrument pods dominate the driver's side. (Air conditioning, radio, electric clock and automatic transmission shown are optional.)

Mercury Montego MX Brougham standard equipment includes: 250-1V 6-cylinder engine • 3-speed manual transmission, column-mounted • Locking steering column • Concealed windshield wipers • Front disc brakes • Bsw belted tires • Reversible key and keyless locking system • Rocker panel molding • Deluxe wheel covers • Left-hand sideview mirror • Ventless side windows • Two-spoke steering wheel with woodgrain applique • Bright pedal trim • Deluxe sound insulation package • 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.

Montego MX Brougham interior w/optional steering wheel



Montego MX Brougham instrument panel



Mercury Montego MX

A totally new car with a ride that challenges those of heftier, larger cars—Montego MX. We gave it a wider track, a new suspension system—the same type 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: the right-now intermediate with the big-car ride.

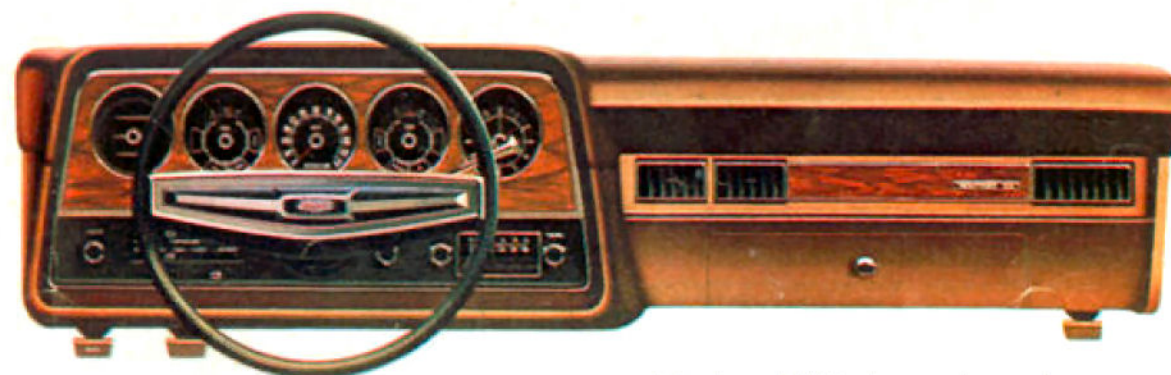
Mercury Montego 2-door hardtops ride on a trim 114-inch wheelbase and this, combined with the new suspension system and new wider tread, makes this one of the most maneuverable, easy-to-handle cars you've ever had your hands on. It's what a personal-size car should be—and it's a better idea from Mercury for a better ride in '72.

At right is shown the Montego MX bench seat interior in dark tobacco cloth-and-vinyl. Seats are of notch-back design and deeply foam-padded for soft comfort. Colors include black, medium blue and medium green either in cloth-and-vinyl or all-vinyl. Light gray gold is also available in cloth-and-vinyl; medium ginger is available in all-vinyl only. White is available in all-vinyl on the 2-door hardtop only. All-foam Hi-back bucket seats are available on 2-door hardtops (std. GT) at extra cost.

Mercury Montego MX standard equipment includes: 250-1V 6-cylinder engine • 3-speed manual transmission, column-mounted • Locking steering column • Concealed windshield wipers • Ventless side windows • Front disc brakes • Bsw belted tires • Reversible key and keyless locking system • Rocker panel molding • Left-hand sideview mirror • Two-spoke steering wheel • Deluxe sound insulation package • 100% nylon loop carpeting • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.

The Montego MX instrument panel is shown lower right. (Radio and clock shown are optional.)

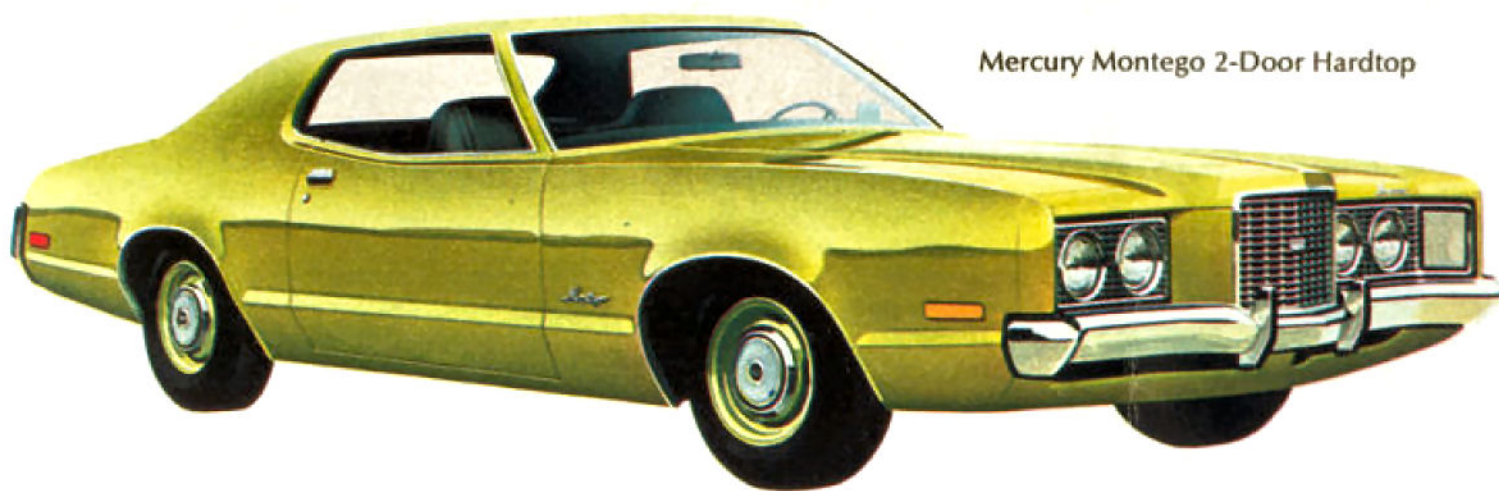
Montego MX standard interior



Montego MX instrument panel



Mercury Montego 4-Door Pillared Hardtop



Mercury Montego 2-Door Hardtop

Mercury Montego

The Montego 2-door is trimmer than full-size cars by a foot and a half and has the same type suspension system that smooths out the roads for our most expensive luxury cars. And this is, surprisingly enough, our least expensive personal-size car. And 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 • Front disc brakes • Bsw belted tires • Reversible key and keyless locking system • Left-hand sideview mirror • Ventless side windows • Locking steering column • Two-spoke steering wheel • Sound insulation package • Full complement of Ford Motor Company Lifeguard Design Safety Features.

Note: Other equipment shown optional.



Montego interior in medium blue cloth/vinyl



Mercury Montego GT 2-Door Fastback



Montego GT bucket seat interior

Mercury Montego GT

Mercury Montego GT is a one-of-a-kind Mercury with sports car flair and fastback styling—rally-ready with a standard 302-2V V-8, or ready for anything you want — with power options running the gamut from the 351-2V V-8 to the 429 cubic-inch four-barrel V-8. And just run your eyes over the list of GT standard equipment below.

Mercury Montego GT standard equipment includes:

302-2V V-8 engine • 3-speed manual transmission • White sidewall tires • Performance hood with dual hood scoops • Dual racing mirrors; driver's side remote control • Concealed windshield wipers • Deluxe wheel covers • Deluxe sound package • GT script identification • Performance instrumentation including tachometer, trip odometer, fuel, temperature, oil and ammeter gauges and electric clock • Color-keyed deep-loop carpeting • Flight Bench or Hi-back bucket seats at owner's choice as a no-cost option • 3-spoke sport steering wheel • Special black instrument panel appliques • Steering column lock • GT grille insert • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.

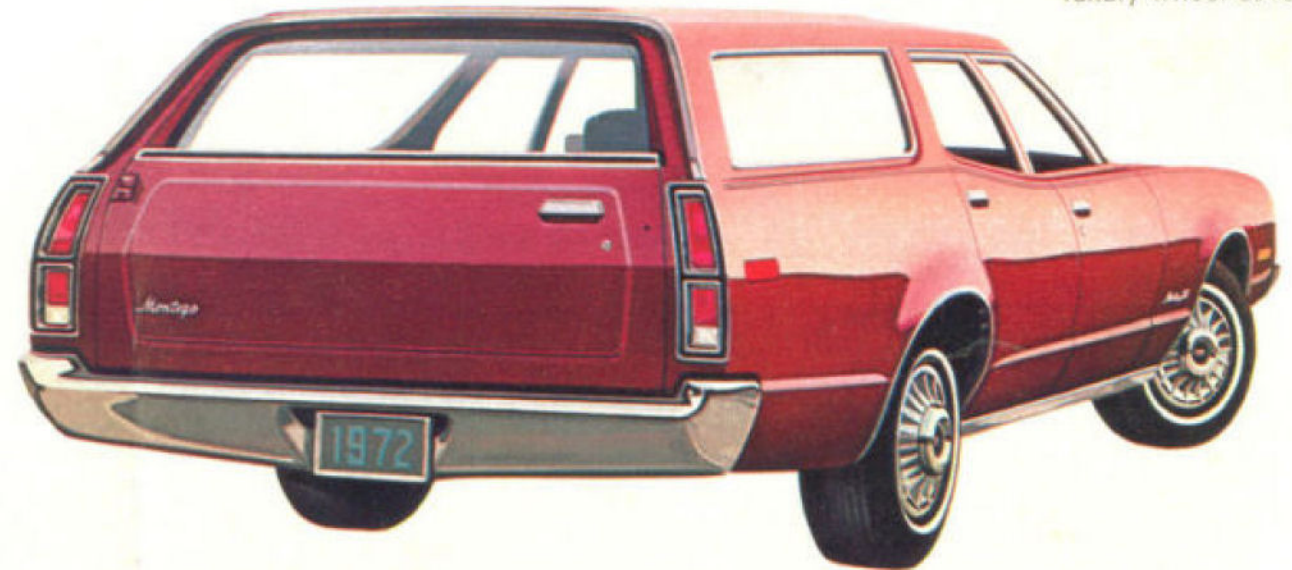
Colony Park with optional luggage carrier and cornering lights.



MX Villager with optional luggage carrier.



MX Station Wagon with optional luxury wheel covers.



Mercury Station Wagons

Colony Park (top left) offers the new look of luxury in station wagons for 1972, and the most magnificent collection of better wagon ideas under one roof. The Colony Park interior shown on the right features optional Twin Comfort Lounge Seats, in medium blue Corinthian all-vinyl. Bench seats, also in all-vinyl, are standard. Other interior colors are black, dark red, medium ginger and medium green.

Shown bottom left and at the top of this page, with the look of hardtops and the ride of expensive sedans, are the newest, most glamorous wagons in their class: the Montego MX Villager with bodyside paneling, and the Montego MX. They're just loaded with better-idea features to make wagon owning more useful and fun for '72. Longer in wheelbase, longer overall, wider in stance. Cargo space so huge you can load a 4' x 8' plywood panel flat (with tailgate down). And roomier for passengers, too.

Not shown are the Mercury Marquis and Monterey station wagons. Both are fine, full-size wagons and each offers a wagonload of better ideas for station wagon living in '72.



Mercury Colony Park interior with optional Twin Comfort Lounge Seats



Mercury Cougar XR-7 2-Door Hardtop



Mercury Cougar Convertible

Mercury Cougar

Cougar—rare, elusive, the most magnificent cat in North America. 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. In addition to the XR-7 hardtop shown top left, and the Cougar convertible, shown bottom left, there is also an XR-7 convertible and a Cougar hardtop.

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 • Trip odometer • Warning lights for low fuel and door-ajar, warning buzzer for headlamp-on • Map lights, “C” 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.

Cougar interiors reflect, in every detail and appointment, the European heritage of this American luxury-sports car. Hi-back bucket seats present a fashionable sculptured look and are contoured for maximum comfort.

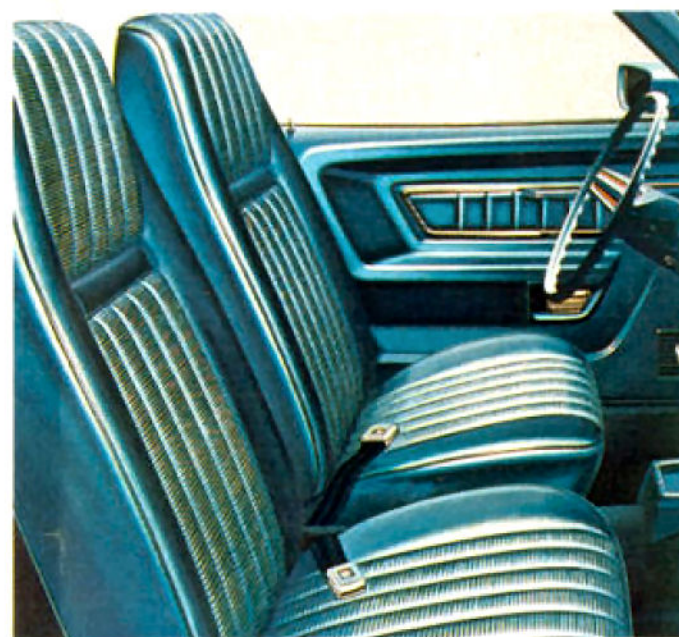
Shown at top, this page, is the Cougar XR-7 standard interior with Hi-back bucket seats and seating surfaces of specially tanned natural grain leather with vinyl bolsters and trim. Available, in either hardtop or convertible, in black, medium blue, dark red, medium ginger (illustrated), medium green, and white with black complements. Upbeat Stripe cloth-and-vinyl fabric may be ordered as a credit option on the hardtop only.

Below is shown the Decor Group interior, standard on convertibles and optional at extra cost on Cougar. In this interior you can choose either Tu-Tone Comfort Knit vinyl or Upbeat Stripe cloth-and-vinyl. Colors available are black, medium blue, dark red (Comfort Knit vinyl only), medium ginger, medium green and white-with-black (also Comfort Knit vinyl only). Upbeat Stripe interior not available on convertible. (Automatic transmission shown optional.)

At bottom is shown the Cougar XR-7 instrument panel with its full complement of driving instruments. (Air conditioning and radio shown are optional.)



XR-7 interior with optional console



Mercury Cougar optional Decor Group interior



Mercury Cougar XR-7 instrument panel



Mercury Cougar 2-Door Hardtop with optional racing mirrors and wheel covers

Mercury Cougar

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 else in its class.

At the right is shown the standard Cougar interior in all-vinyl, with standard Hi-back bucket seats. In addition to the white trim shown, this interior may also be ordered in black, medium blue, dark red and medium green. (Note: Automatic transmission shown optional.)



Cougar standard interior



Mercury Comet 2-Door Sedan with Exterior Decor Group option

Mercury Comet

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

Mercury Comet standard equipment includes: 170-1V "Six" engine • 3-speed manual transmission • Ventless windows • 6.45 x 14 bsw tires • Locking steering column • 2-speed windshield wiper/washers • Reversible key and keyless locking • Flashing side marker lights • Outside rearview 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 4-Door Sedan



Mercury Comet 4-Door Sedan with Exterior Decor Group option

Mercury Comet

Talk about better ideas! Comet offers you not only a choice of models — 2-door or 4-door, but also a choice of sizes. Two-door models are on a 103-inch wheelbase; the four-door sedans shown here are on a 109.9-inch wheelbase to seat five adults comfortably. Both sizes give you lots of luggage space. The Exterior Decor Group option includes rocker panel, drip cap and upper bodyside moldings, bright window frames, wheel covers and deluxe gas cap.

To the top right 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.

Below 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.

In addition, all-foam Hi-back bucket seats are available on Comet 2-door models at extra cost.

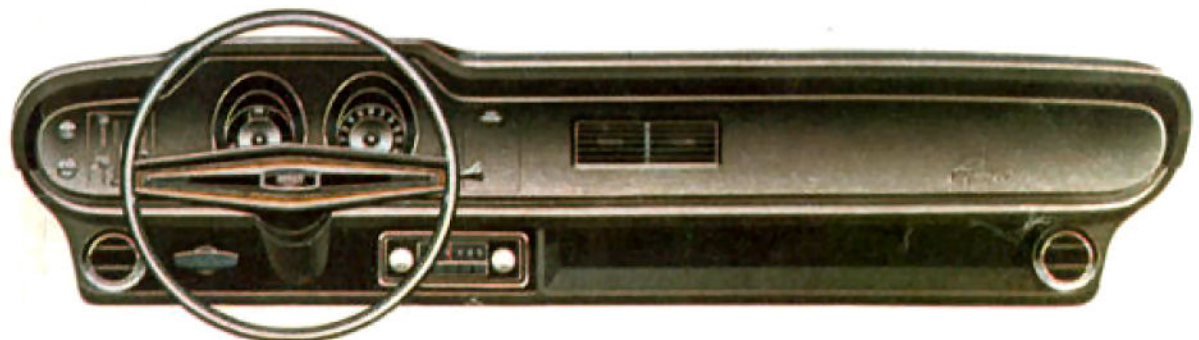
Mercury Comet standard equipment includes: 170-1V "Six" engine • 3-speed manual transmission • Ventless windows • 6.45 x 14 bsw tires • Locking steering column • 2-speed windshield wiper/washers • Reversible key and keyless locking • Flashing side marker lights • Outside rearview mirror • Bright grille 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.



Comet deluxe interior in Manston cloth-and-vinyl



Comet interior in cloth-and-vinyl



Comet instrument panel



Mercury Comet GT 2-Door Sedan with optional bumper guards

Mercury Comet GT

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 hubcaps with bright wheel trim rings. The GT instrument panel, too, features blackout paint decor, carrying the sporty flair inside.

To the right is the Comet GT interior with its sporty, 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.



Comet GT interior

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 in 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.

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.

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



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.

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