

BETTER IDEAS MAKE BETTER CARS

# 1971 MERCURY STATION WAGONS

COLONY PARK · MARQUIS · MONTEREY · VILLAGER · MONTEGO MX









# Mercury Colony Park, Marquis and Monterey

Take the best wagon ideas, like Dual-Action tailgate (swings wide like a door for passengers, down like a tailgate for cargo). Add a fine-car ride and luxury car looks. Put them together and you've got better station wagons . . . Mercury station wagons for '71! A beautiful example: the 1971 Colony Park—yacht-deck paneling on sides and tailgate, bright highlights on body sides and tailgate, luggage carrier and deluxe wheel covers—all designed to gain admiring looks. If you prefer an all-steel body with the same fine-ride and high level of luxury as Colony Park, make Marquis your choice. And there's the versatile Monterey, everything a full-size wagon should be. Big-car ride and big-car comfort all at a lower price. Monterey broadens your choice while remaining faithful to Mercury's concept of what a wagon should be.

**Mercury Colony Park, Marquis and Monterey standard equipment includes:** ☐ 400-2V V-8 engine ☐ Select-Shift automatic transmission ☐ Dual-Action tailgate ☐ Power steering ☐ Power brakes ☐ Power rear window ☐ Self-storing second seat ☐ Concealed windshield wipers ☐ All-vinyl interior ☐ Bench seats ☐ Nylon-loop carpeting ☐ Cargo light ☐ Steel guard rails in doors ☐ BSW H78x15 belted tires ☐ 70 ampere hour battery ☐ Power Ventilation



Mercury Monterey Station Wagon



Mercury Marquis Station Wagon



Mercury Colony Park Station Wagon









Marquis standard vinyl interior.



Monterey standard vinyl interior.

Colony Park's new, recessed instrument panel is rich with simulated cherrywood. The entire cluster is visored to reduce glare and canted upward for easier reading. Map light, electric clock and deluxe two-spoke steering wheel are all standard.

Distinctive, luxurious interiors add to the smartness of Colony Park, Marquis and Monterey station wagons. Deep foam padding assures maximum seating comfort. For the optional Twin Comfort Lounge Seats, a six-way power adjustment is available for driver seat or both seats. A passenger reclining seat is also optional.

1. Optional vinyl Twin Comfort Lounge Seats, individually adjustable with front center armrest may be ordered for Colony Park. Shown on left-hand page in Medium Ginger; also available in Black, Medium Blue, Dark Red and Medium Green. Bench seats in all-vinyl are standard (seat is shown in upper picture; comes with luxury door panels shown opposite page). Available in the same color choices.

2. Standard Marquis bench seat in rich, supple Dark Red vinyl shown in upper picture. Other colors available are Black, Medium Blue, Medium Ginger and Medium Green.

3. Bench seats in handsome vinyl are standard for Monterey. Shown in Black in lower picture; also available in Medium Blue, Medium Ginger and Medium Green.

#### MERCURY COLONY PARK, MARQUIS AND MONTEREY SPECIFICATIONS

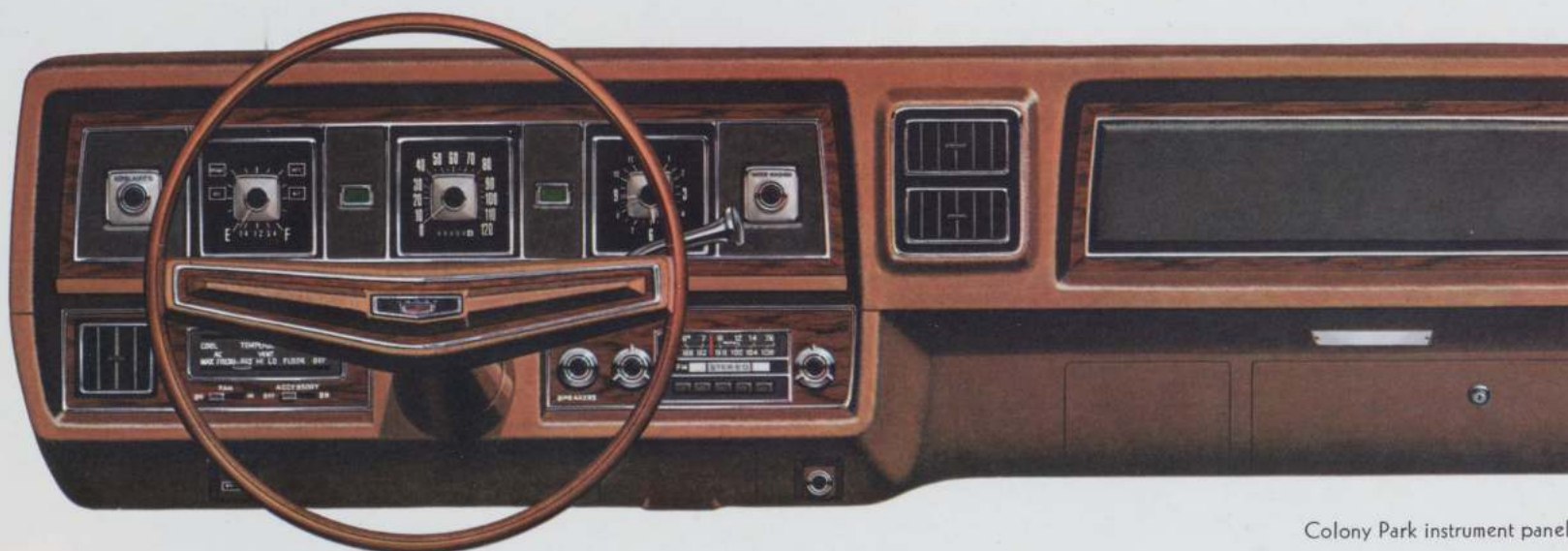
Engines:	Dis- place- ment	Horse- power @ RPM	Torque (lbs.-ft.) @ RPM	Com- pression Ratio	Carbu- retor	Fuel	Exhaust	Bat- tery (Amp. hr.)
400-2V V-8 (Std.)	400 CID	260 @ 4400	400 @ 2200	9.0:1	2- barrel	Regular*	Single	70
429-2V (Opt.)	429 cu. in.	320 @ 4400	460 @ 2200	10.5:1	2- barrel	Pre- mium	Single	80
429-4V (Opt.)	429 cu. in.	360 @ 4600	480 @ 2800	10.5:1	4- barrel	Pre- mium	Single	80

\*91 octane regular gasoline can be used.

TRANSMISSIONS: Select-Shift automatic transmission standard ☐ BRAKES: Dual hydraulic system with warning light. Power brakes (disc front—drum rear) ☐ STEERING: Power steering standard ☐ TIRES: H78x15 belted black sidewall tires standard.

#### DIMENSIONS

Wheelbase.....	121.0"	Tread—front/rear.....	63.3"/64.3"
Overall Length.....	220.5"	Total Cargo Volume (cu. ft.)..	105.3
Overall Width.....	79.4"	Fuel Tank Capacity (gals.).....	22.0



Colony Park instrument panel.







# Mercury Montego MX Villager and Montego MX



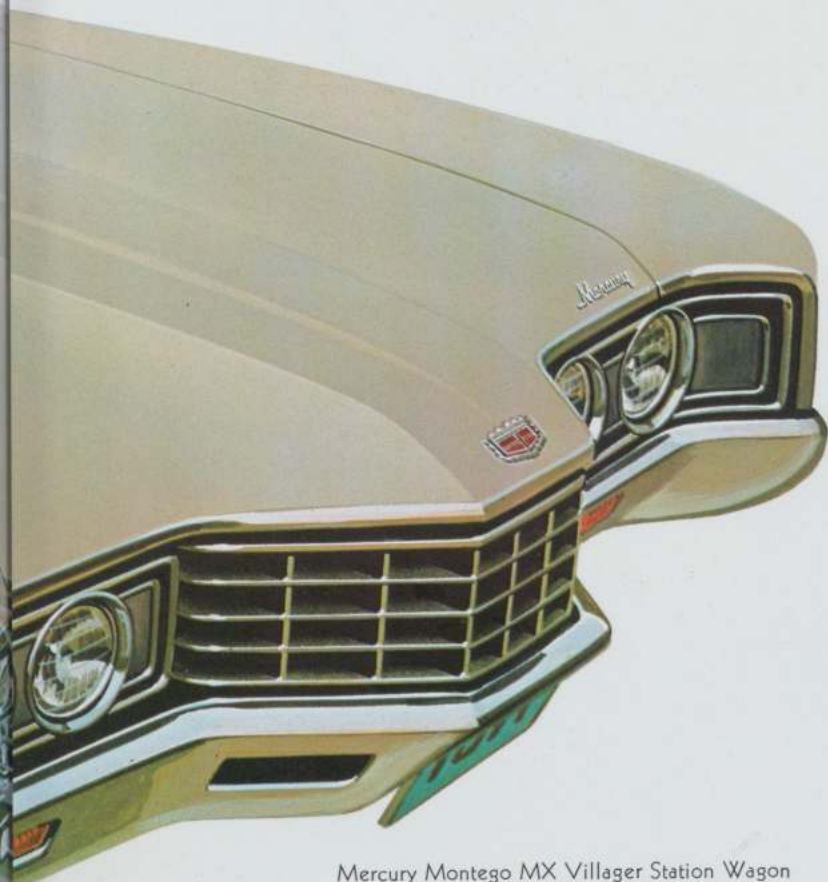
Mercury Montego MX Station Wagon



Montego MX Villager standard vinyl interior.



Montego MX standard vinyl interior.



Mercury Montego MX Villager Station Wagon

Mercury Montego station wagons combine big-car ride and small-car handling with excellent roominess for passengers and gear. Add a Dual-Action tailgate, 3-speed manual transmission, all-vinyl interior available in Black, Medium Blue, Vermillion, Medium Ginger and Medium Green, 100% nylon carpeting, concealed windshield wipers and you've got a beautiful wagon for the price of an ordinary one.

**Unique Montego MX Villager standard equipment includes:** ☐ Yacht deck paneling on sides and tailgate ☐ Roof luggage carrier ☐ Higher-level vinyl interior with deluxe door trim panels ☐ Deluxe wheel covers.

**Montego MX Villager and Montego MX standard equipment includes:** ☐ 250-1V "6" engine ☐ 3-speed manual transmission ☐ Dual-Action tailgate ☐ Concealed windshield wipers ☐ Bench seats ☐ All-vinyl interior ☐ Locking steering column ☐ Reversible key and keyless locking system ☐ Color-keyed, nylon carpeting ☐ BSW G78x14 belted tires ☐ 45 ampere hour battery.

## MONTEGO MX VILLAGER AND MONTEGO MX SPECIFICATIONS

Engines:	Dis- place- ment	Horse- power @ RPM	Torque (lbs.-ft.) @ RPM	Com- pression Ratio	Carbu- retor	Fuel	Exhaust	Bat- tery (Amp. hr.)
250-1V "6" (Std.)	250 cu. in.	145 @ 4000	232 @ 1600	9.0:1	1- barrel	Regular*	Single	45
302-2V V-8 (Opt.)	302 cu. in.	210 @ 4600	296 @ 2600	9.0:1	2- barrel	Regular*	Single	45
351-2V V-8 (Opt.)	351 cu. in.	240 @ 4600	350 @ 2600	9.0:1	2- barrel	Regular*	Single	55
351-4V V-8 (Opt.)	351 cu. in.	285 @ 5400	370 @ 3400	10.7:1	4- barrel	Prem- ium	Dual	55

\*91 octane regular gasoline can be used.

**TRANSMISSIONS:** 3-speed manual standard all models. Select-Shift automatic transmission optional all models ☐ **BRAKES:** Dual hydraulic system with warning light. Power brakes (disc front—drum rear) optional all models ☐ **STEERING:** Power steering optional all models. Required with air conditioning ☐ **TIRES:** G78x14 belted black sidewall tires standard.

## DIMENSIONS

Wheelbase.....	114.0"	Tread—front/rear.....	60.5"/60.0"
Overall Length.....	211.8"	Total Cargo Volume (cu. ft.) .....	92.8
Overall Width.....	75.4"	Fuel Tank Capacity (gals.).....	18.0



## DUAL-ACTION TAILGATE: STANDARD ON MERCURY WAGONS FOR '71



Step up to optional center-facing rear seats for Colony Park, Marquis and Monterey. They make your Mercury wagon roomy enough for eight; entry is made easy by a step pad in bumper.



In Montego station wagons, the optional rear-facing third seat provides room for two full-size people, and the fun of an "observation car" view for rear seat passengers.



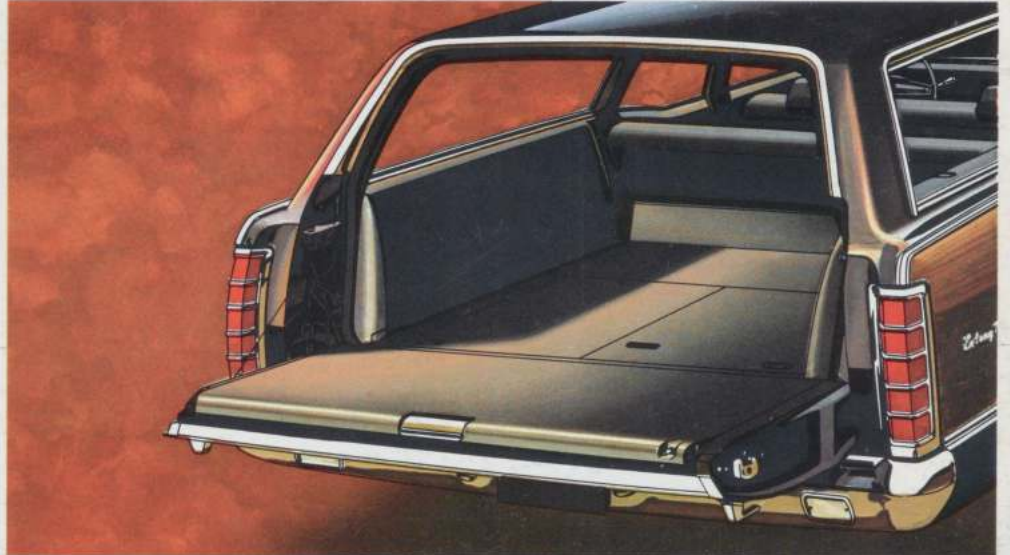
Lockable stowage area lets you conceal precious cargo. It's out of sight—a below-deck compartment for all your valuable gear. Standard on all wagons.



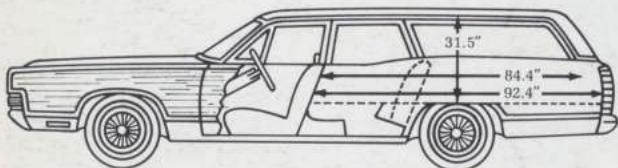
Optional rear window washer makes visibility easier. Lower the rear window, press the washer button and raise the window to clean it. (Colony Park, Marquis and Monterey only.)



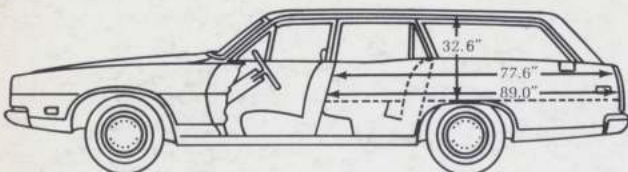
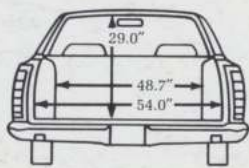
Dual-Action tailgate—one of the original better ideas. It opens as a door for rear seat passengers (with the rear window up or down in Colony Park, Marquis and Monterey).



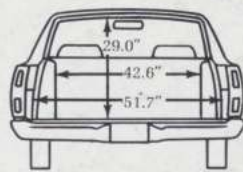
For loads and hauling, it drops flush with cargo floor. Either way, it's a better idea!



Mercury Colony Park, Marquis and Monterey wagons permit you to carry 4-foot wood panels flat on the cargo floor, and an optional lockable side storage compartment is available for storing valuables.



Montego MX Villager and Montego MX hold more than 85.2 cubic feet of cargo, room for camping gear and bulky loads. A 7.6 cu. ft. lockable stowage well provides out-of-sight storage.



## SPECIAL OPTIONS FOR SPECIAL NEEDS

If you demand something extra from your station wagon, you'll be interested in the special equipment available as factory- or dealer-installed options. Options for comfort, convenience and driving help make station wagon living a better idea in a Mercury.

### FACTORY-INSTALLED SPECIAL WAGON OPTIONS

For heavy-duty hauling or high-country travel, a 429-2V or 429-4V V-8 engine is available for Colony Park, Marquis and Monterey. For Montego, the 302-2V, 351-2V or 351-4V V-8 is available along with Select-Shift automatic transmission. You can also order extra cooling package or heavy-duty alternator, and Automatic Load Adjuster is available on Colony Park, Marquis and Monterey. You might also consider adding Traction-Lok axle for performance under heavy loads or special traction requirements.

### DEALER-INSTALLED WAGON OPTIONS

Adjustable Air Springs, recommended for big towing jobs, hauling needs or heavy loads, can be installed at the time you take delivery of your new wagon. Other special options your dealer can supply include trailer towing mirror and all-purpose pad, both designed to complement your '71 Mercury Wagon.

**A better idea for safety: Buckle up.**

# MERCURY

LINCOLN-MERCURY DIV.



While the information herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. Some illustrations show cars with white sidewall tires, deluxe wheel covers and other styling, convenience or performance items that are optional at reasonable extra cost. Many are described herein; a full listing of options and accessories is available at your local authorized dealer.

