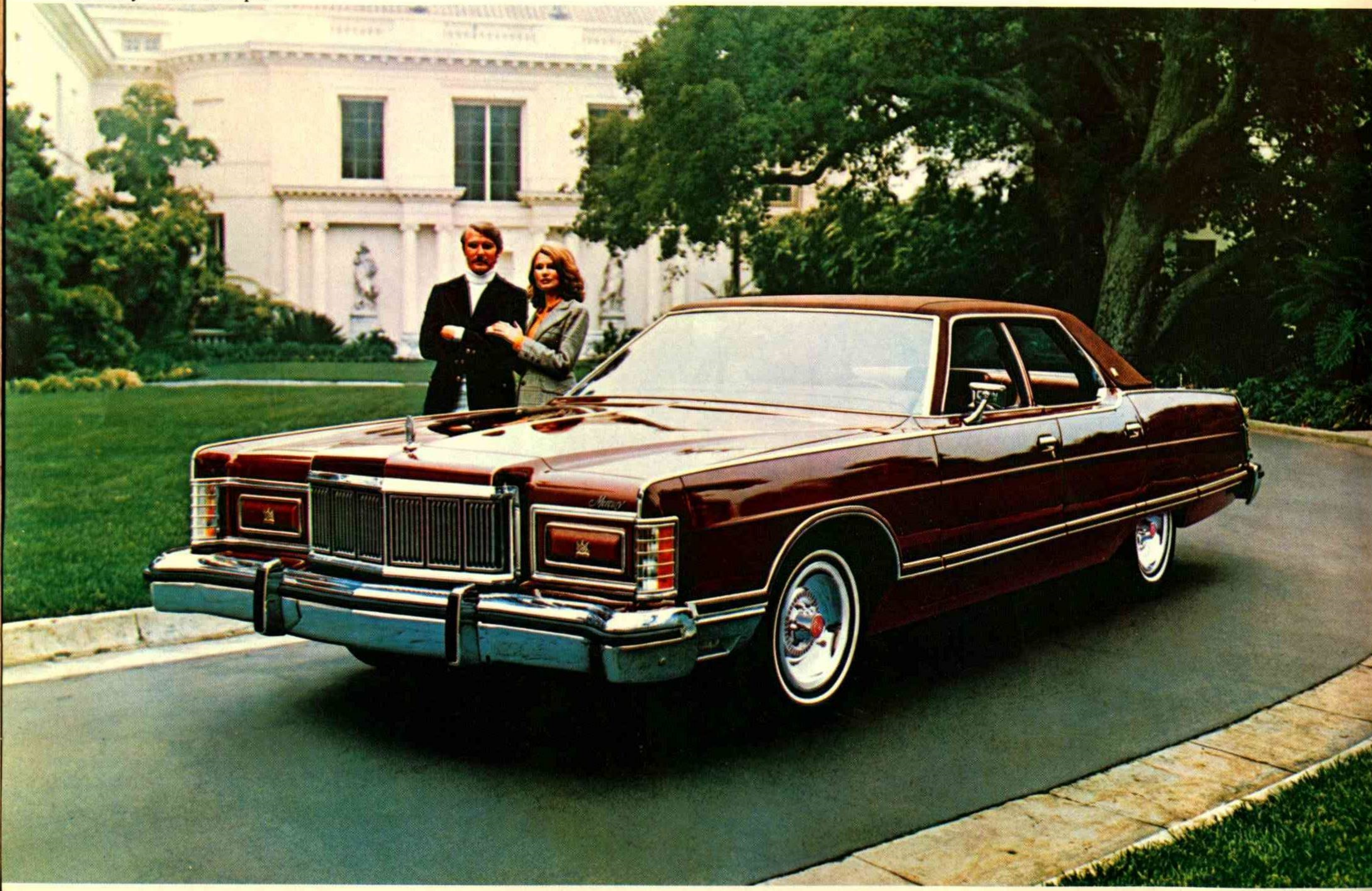


1977 MERCURY
MARQUIS



THE 1977 MERCURY MARQUIS. Personality - Elegant. Distinguished. Professional.

Mercury Grand Marquis



**For people who still
love their cars
full size and luxurious.**

From the first moment you see it, you know the 1977 Mercury Marquis still offers you what Mercury is famous for. And a lot more. Personality. The 1977 Marquis is indeed elegant. It's obviously distinguished. And truly professional.

But it's really not alive until you get behind the wheel and add a little of what you're famous for. You're as individual as your fingerprint. Your taste. Your flair.

We've made our 1977 Mercury Marquis for people who still love their cars full size and luxurious. Luxury that Mercury owners have been proud about for many years. And, of course, the famous Mercury ride. From the ride specialists. "Ride Engineered by Lincoln-Mercury." — a heritage of ride smoothness, ease of

handling and sureness of control — all summed up in a single statement.

The 1977 Mercury Marquis has a lot more going for it too! Besides a winning personality, a famous ride, and plush elegance, Marquis still is within reach of those who want true full size. From the top-of-the-line Grand Marquis (shown left), to the easiest-to-own Marquis Meteor, there's a model and style that'll suit you best. Suit your personality and pocketbook too!

Now that a major automaker has scaled down some of its models, we think that this is the year you must compare. Marquis is distinguished and professional enough to stand the comparison. Now is the time to get behind the wheel and see how the Marquis personality suits you.

The 1977 Mercury Marquis. Personality plus more of what you want in a full-size luxury car.

RIDE-ENGINEERED by **LINCOLN
MERCURY**

MERCURY GRAND MARQUIS: That pampered feeling you enjoy in the richness of its ride.

Mercury Grand Marquis 4-door Pillared Hardtop



It's part of the Marquis personality. Elegance.

"Ride-engineered by Lincoln-Mercury." It tells you every inch is dedicated to Marquis' world-famous ride. You feel it in Marquis' uncompromised comfort. You see it in Marquis' unstinting luxury. You experience it in Marquis' unsurpassed road manners. Obviously this most elegant Mercury was built to be more than just beautiful. One of the world's finest riding cars, you may find it difficult to think of Marquis as still the medium-price car it is.

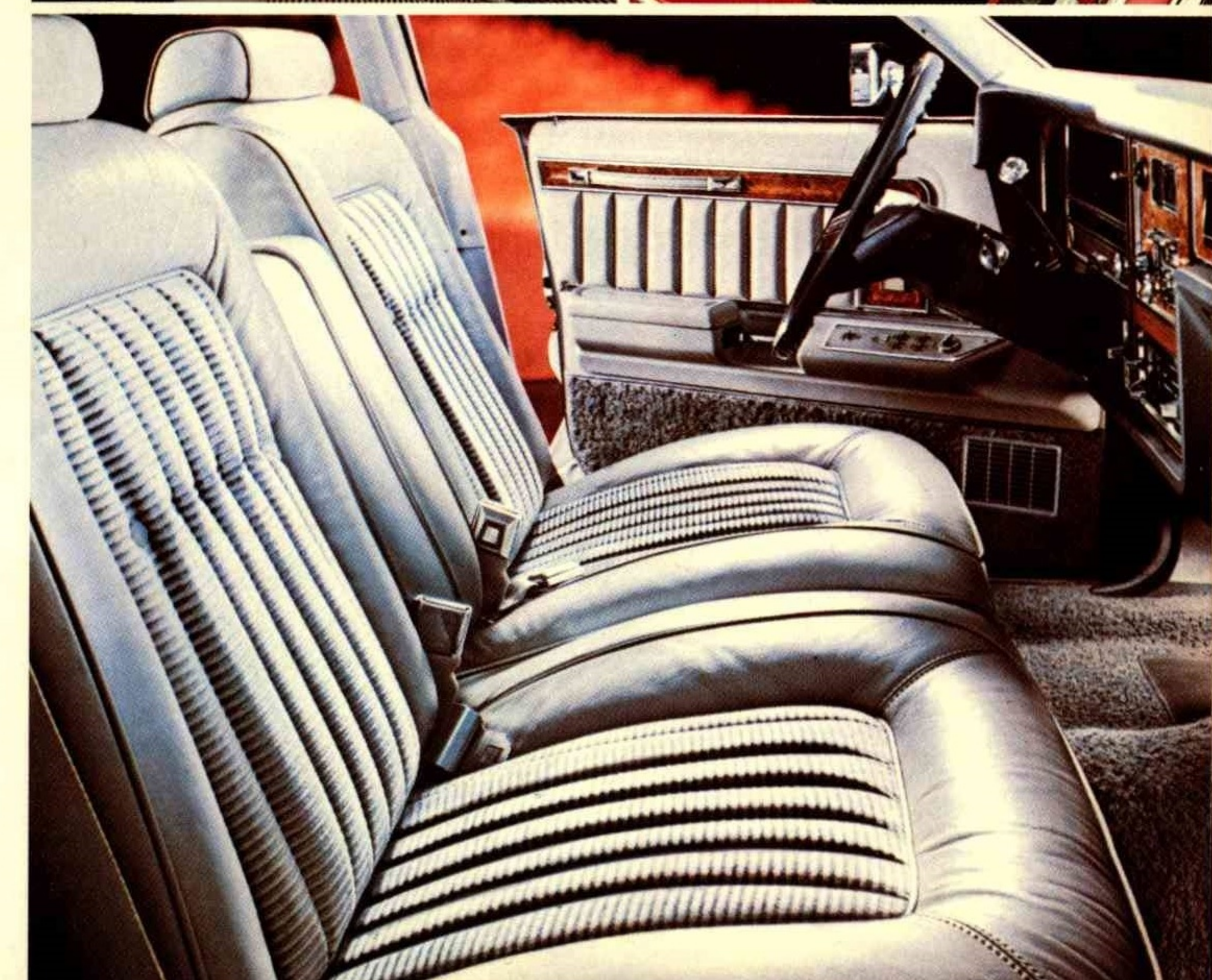
Shown right in dove grey is the sumptuously appointed Grand Marquis interior, artfully contrived to delight the senses as you drive. The use of sound deadeners instilling a relaxing cushion against outside road noise and wind. The mellow scent of select and richly tailored leather. The touch-teasing softness of plush velour seating surfaces. The eye-caressing harmony of decor in abundant appointments, each added to enhance your comfort and convenience. Digital clock, assist straps, dual-beam map light, vanity mirror, countless detail, all included. And, of course, the Twin Comfort Lounge Seats, each with its own armrest, each personally adjustable. The smaller illustrations offer a clue to the roominess and spaciousness afforded by this most magnificent and elegant of Mercurys.

Grand Marquis standard equipment includes: 460-4V V8 engine • Select-Shift automatic transmission • Power steering • Power brakes • Power windows • Power ventilation • DuraSpark solid state ignition • Concealed headlamps and electric windshield wipers • Tinted glass • Vinyl roof • HR78x15 steel-belted radial tires • Deluxe sound insulation • Digital electric clock • Fender skirts • Visor-mounted vanity mirror • Dome/Dual map reading lamp • Twin Comfort Lounge Seats • Luxury steering wheel • Courtesy lights • Luggage compartment and under-instrument-panel lights • 14-oz. spun nylon passenger compartment carpeting • Carpeted luggage compartment • Hood and deck lid paint stripes.

Rear seat roominess



Spacious trunk



MARQUIS BROUGHAM: The priceless sense of a big solid car around you.

Mercury Marquis Brougham 2-Door



Distinguished lines. Solid engineering from real professionals... the ride specialists.

Mercury Marquis: distinguished looks and stylish lines tell only half the story. Underpinning it all are hidden strengths, engineered attributes contributing to the solid substance and overall feeling of security as you drive this superbly riding car. To help preserve these built-in strengths and conserve the long-term value of your purchase, we've added new corrosion protection in major areas of the body. The key is precoated steel, a layered process of corrosion inhibitors and special epoxy paint. Just one more example of the engineering advancements and concern for quality that make ownership of a Mercury such an assured pleasure. With Marquis, you're distinguished by your choice.

Great styling, an on-going concern for solid engineering, an admirably smooth and secure ride. These are standard on every Mercury — products of the ride specialists. The Professionals. Shown at right is the standard Marquis Brougham interior in saddle Wiltshire cloth and vinyl, also available in dark red, medium blue, gold and jade. Twin Comfort Lounge seating may be ordered as an option, either in cloth-and-vinyl or all-vinyl, in a broad choice of colours. And, as with all Mercurys, you can further select from an exciting list of options on the back cover of this booklet to add custom accents of your own.

Mercury Marquis Brougham standard features include: 400-2V V8 engine • Select-Shift automatic transmission • Power steering • Power brakes • Power windows • Power ventilation • DuraSpark solid state ignition • Vinyl roof • HR78 x 15 steel-belted radial tires • Flight Bench Seat with centre armrest • Deluxe sound insulation • Electric clock • Fender skirts • Deluxe steering wheel, colour-keyed • Under-instrument panel and luggage compartment lights • Cut-pile carpeting • Courtesy lights • Full complement of Ford Motor Company Safety Design Features.

Mercury Marquis Brougham 2-Door with Specialty Tu-Tone Paint Option





MERCURY MARQUIS AND MARQUIS METEOR.

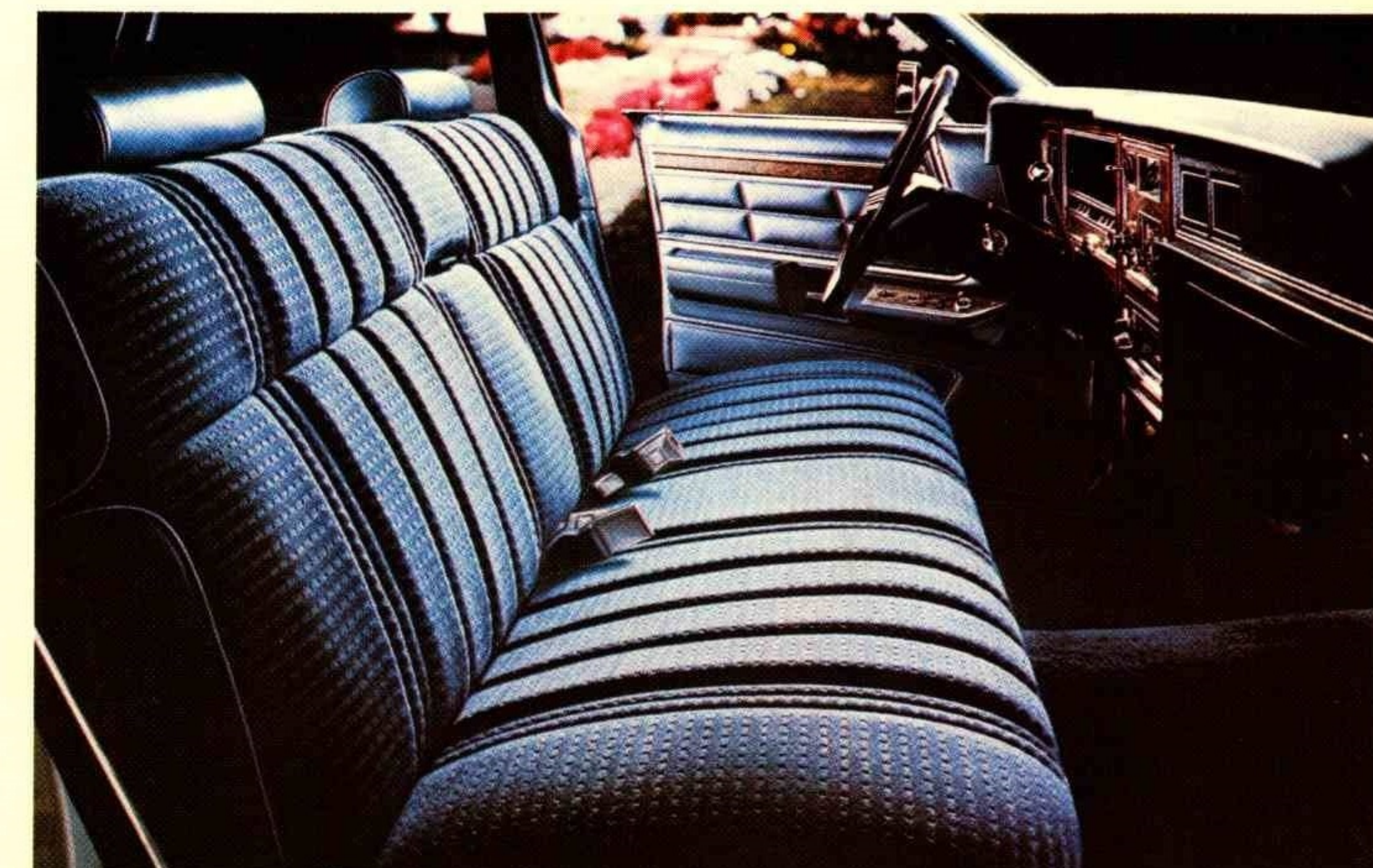
Luxury well within your reach.

The length of their wheelbase has a lot to do with their luxurious ride and sense of solidity.

Marquis and Marquis Meteor share the same long wheelbase with the widely acclaimed riding virtues as our top-of-the-line and elegant Grand Marquis; the same mechanical improvements like a new lower-ratio rear axle, new DuraSpark ignition system, improved emission system technology, longer oil-and filter-change intervals; the same refinements inside and out — new exterior colours, new interior colours, desirable new options. When it comes to workmanship few cars at any price offer them a serious challenge. Marquis Meteor, our easiest-to-own full-size Mercury, proves a point that luxury can be well within your reach.

If there is any doubt about the smartness and completeness of Marquis interior, have a look for yourself. Shown above is the standard bench seat arrangement in medium blue Aviemore cloth and vinyl, also available in optional all-vinyl. Other colours you can choose are dark red, saddle, jade and (in all-vinyl only) gold. Shown below is the Marquis Meteor standard cloth-and-vinyl interior.

Mercury Marquis and Marquis Meteor standard features include: 400-2V V8 engine (351-2V V8 on Marquis Meteor) • Select-Shift automatic transmission • Power steering • Power brakes • Power ventilation • DuraSpark solid state ignition • Concealed headlamps and electric windshield wipers • HR78 x 15 steel-belted radial tires • Deluxe sound insulation • Cut-pile colour-keyed carpeting • Locking steering column • Glove box light • Automatic parking brake release • Full complement of Ford Motor Company Safety Design Features.



UPPER LEFT: Marquis 4-Door Pillared Hardtop

LOWER LEFT: Marquis Meteor 4-Door Pillared Hardtop

For 1977 from the Mercury ride specialists: the "Ride-Engineered Environment."

The Mercury ride is known far and wide. Among car owners and car makers alike, it is famous.

"The Mercury ride" is a term that has become quite synonymous with "excellence" in an engineering sense. Actually it is the sum of a lot of things, large and small, that go to make up the total environment we call the Mercury ride.

"Road paving" smoothness, a geometry problem neatly solved

Much of the riding comfort you'll experience in your 1977 Mercury Marquis stems from its road-tuned suspension design front and rear. In front, fully independent coil springs cushion front wheel movements, soaking up the bumps. Shock absorbers dampen the spring action to smooth the ride still further. A link-type stabilizer bar fights excessive sway and "lean" when cornering. The rear suspension is based on helical

springs and hydraulic telescopic shock absorbers. Butyl rubber bushings are used at all pivot points, front and rear, reducing vibration and road noise even further.

One good turn leads to another

Standard power steering on your 1977 Mercury Marquis gives you hydraulic assistance for fingertip control and nearly effortless guidance. Flex coupling in the steering shaft helps isolate road jolts from your hands at the wheel. Marquis' wide stance, front and rear, also contributes to its sureness on the road and through the winding turns.

The bottom line

Remarkable seating comfort — another phase of the Mercury ride! Mercury seat design gives you softness where you want it, firmness where you need it. The secret is in the seat spring system, calibrated to flex at controlled rates for the maximum riding comfort.

Room at the top — and everywhere else

Mercury Marquis, unlike some other cars for '77, is not down-sized. Its passenger compartment/wheelbase

ratio retains generously dimensioned headroom, hiproom and legroom. The body is strong and rigid, working with a unique torque box frame to help keep road shocks, noise and vibration down. From box-framed roof panel to reinforced floor pan, the body is welded as a solid unit. You ride in roomy comfort, in a cocoon of rigid steel.

A secret between you and the outside world

An interior so quiet, you'll shout for joy! Over 100 pounds of body insulation in such major areas as roof, floor, fenders, roof pillars, cowl, dash, hood, luggage compartment — even behind the rear seat — add to the sense of peaceful quiet as you drive, arriving refreshed and relaxed at your destination free of fatigue and driving strain. The Power Ventilation system forecasts "fair weather" no matter what conditions prevail outside.

Put a stop to all that

Power brakes (front disc, rear drum) put a sophisticated hydraulic power assist system at your command to afford positive stopping power with a minimum of human braking effort. A built-in mechanism adjusts the brakes when they are applied as the car moves in reverse, helping to keep your brakes in fine adjustment automatically.

Reduced scheduled maintenance

The 1977 Marquis features 7,500 mile oil and oil filter change intervals, and 30,000 mile chassis lubrication intervals (applies to engines that are designed to operate on unleaded fuel).

Mercury really puts it together with "Personality".

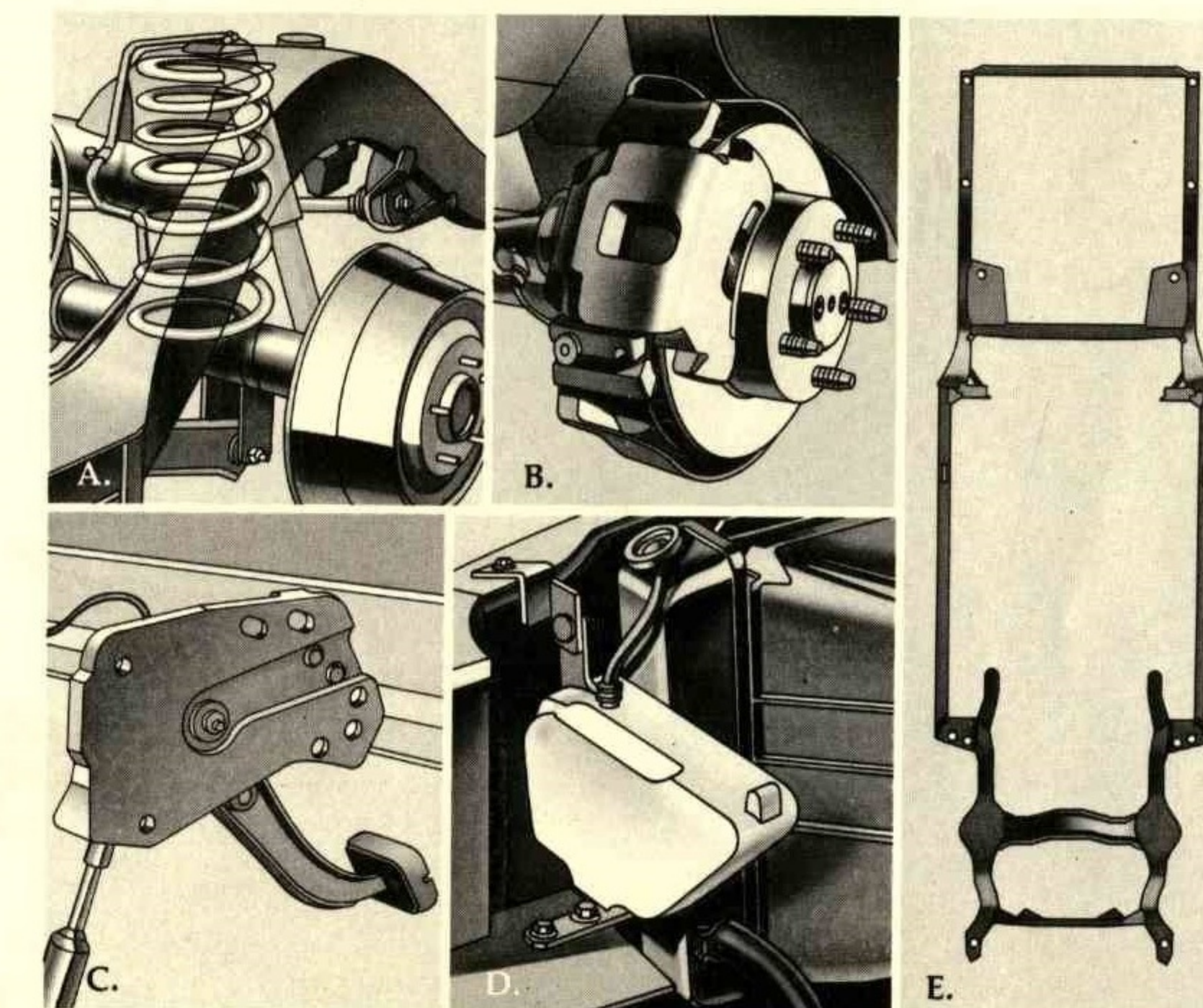
Now you can see why we think of the "Mercury ride" as more than just a system of components, wheels, tires, suspension, steering. It is the *total environment* of the car — a personality you can attune to . . . a considered concern for all the elements which go to make up the way a car rides and handles, the quietness of its interior, the certainty with which it negotiates difficult terrain, the ease of parking it, and more. This is what we mean when we say "Mercury ride" — the *total environment!* And you make it all your own with a touch of your own personality. Your Marquis can be as individual as your own fingerprint. Distinguish yourself. See how a 1977 Mercury Marquis can be a part of you. Because you too are elegant. Distinguished. And Professional.

A. Coil-Link Rear Suspension. Marquis' rear springs, transverse track bar and shock absorbers work as a unit to help provide smooth, controlled ride.

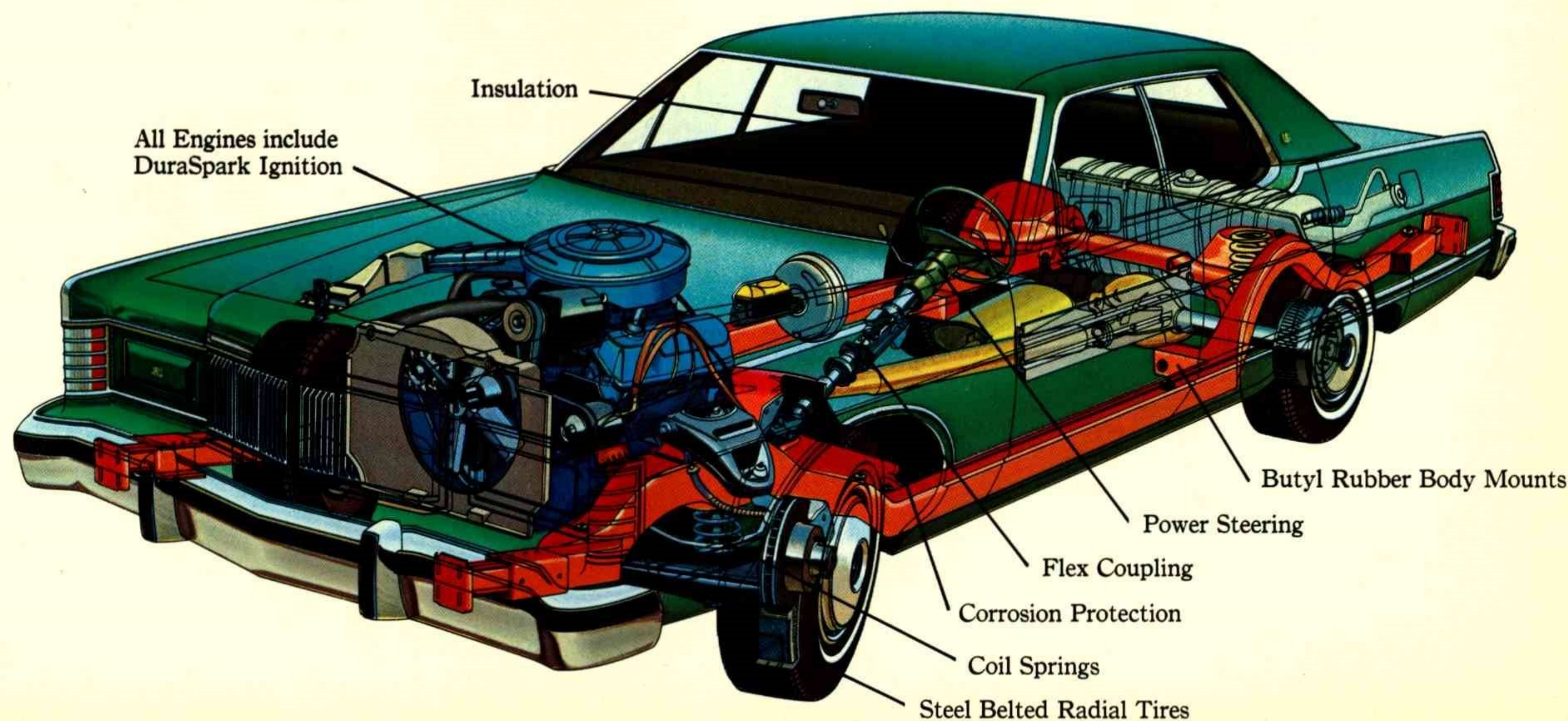
B. Power Brakes. Optional four-wheel disc. This system is hydraulically assisted and offers a total front and rear brake swept area of 466 square inches.

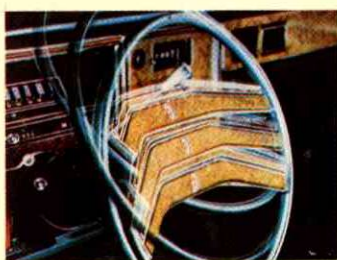
C. Automatic Parking Brake Release. Simply start engine, and put car in gear; the parking brake will release.

D. Closed Coolant Recovery System. Heated coolant overflow is captured and retained in the reservoir and returned to radiator automatically when it cools.



E. Body/Frame Construction. For riding comfort, Marquis' body/frame unit offers strategically located butyl rubber mounts to help reduce road shock from reaching the passenger compartment.





Options & Specifications

Options

Performance Related

460-4V V8 Engine • 400-2V V8 Engine • Engine Block Heater • Heavy Duty Alternator • Cross-Country Ride Suspension • Trailer Towing Package • Traction-Lok Differential • Higher Ratio Axle • Heavy-Duty Battery.

Comfort and Convenience

Twin Comfort Lounge Seats with Passenger Recliner • Vinyl Seat Trim • Leather Seat Trim • Brakes, Four Wheel Power Disc • Power Antenna • Power Lock Group and Deck Lid Release • Power Side Windows • Power

Bench Seat, 6-Way • Power Seat, 6-Way, Driver Only • Power Seat, 6-Way, Driver and Passenger • Automatic Temperature Control Air Conditioning • Manual Control Air Conditioning • Tinted Glass • Digital Clock • Electric Rear Window Defroster • Illuminated Entry System • Cornering Lamps • Left Hand Remote-Control Mirror • Illuminated Visor Vanity Mirror • Radio, AM • Radio, AM/FM/MPX Stereo • Radio, AM/FM/MPX Stereo with Search Feature • Radio, AM/FM/MPX with Tape Player • Radio, AM/FM/MPX with Quadraonic 8

Tape Player • Dual Rear Seat Speakers • Speed Control • Tilt Steering Wheel • Visibility Light Group • Interval Windshield Wipers.

Appearance and Protection

Glamour Metallic Paint • Full Vinyl Roof • Landau Vinyl Roof • Specialty Tutone Group • Bumper Protection Group • Door Edge Guards • Fender Skirts • Protective Bodyside Moulding • Rocker Panel Moulding • Upper Bodyside Paint Stripes • Deluxe Seat Belts • Luxury Wheel Covers • White Sidewall Tires • Wire Wheel Covers • Forged Aluminum Wheels (4).

Specifications

(All dimensions in inches unless otherwise specified)	2 Door	4 Door
Wheelbase	124.0	124.0
Overall Length	229.0	229.0
Overall Height	53.7	54.7
Overall Width	79.6	79.6
Tread—Front	64.1	64.1
—Rear	64.3	64.3
Front Headroom	37.3	37.8
Leg Room	41.8	41.9
Shoulder Room	61.3	61.3
Hip Room	59.6	57.8
Rear Headroom	35.8	36.9
Leg Room	35.2	39.4
Shoulder Room	60.8	61.4
Hip Room	59.1	58.0
Luggage Capacity (cu. ft.)	22.7	22.7
Fuel Capacity (Imp. gals.)	20.2	20.2

Powertrain Combinations

	Marquis Meteor	Marquis Brougham	Grand Marquis
351-2V Automatic	Std.*	NA	NA
400-2V "	Opt.*	Std.*	NA
460-4V "	Opt.	Opt.	Std.

*Powertrain is also available with an engine that is designed to use regular (leaded) fuel.

Corrosion Resistance

We take extra steps to see that your new Mercury is engineered and built to high quality standards. And in order to help your car remain new-looking longer, we have increased the use of galvanized steel, corrosion-resistant primer coats, precoated steel in critical areas, aluminized wax, and acrylic enamel as a finishing coat.

And in addition to the many other Marquis anti-corrosion measures, a new feature for 1977: a new protective vinyl coating has been added behind the wheel house openings. This vinyl coating is sprayed on and, by providing a flexible base for the enamel, results in improved resistance to stone chipping and abrasion from sand. Vehicles may be ordered without this feature.

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. Always consult your Mercury Dealer for the latest, most complete information on models, features, prices and availability.

Motorcraft 



REPLACEMENT PARTS—For continued top performance specify genuine Motorcraft parts and Autolite Spark Plugs whenever they need replacement.

FUEL WARNING: Unless you have selected an optional engine that is designed to use regular gasoline (leaded), all Marquis engines require **UNLEADED FUEL ONLY**. The use of leaded fuel in these engines can damage the catalytic converter and affect other emission control components.

Litho in Canada

8/76

MERCURY MARQUIS



DAMS LINCOLN-MERCURY SALES LTD.

14530 — 104th AVENUE
SURREY, B.C. V3R 1L9

