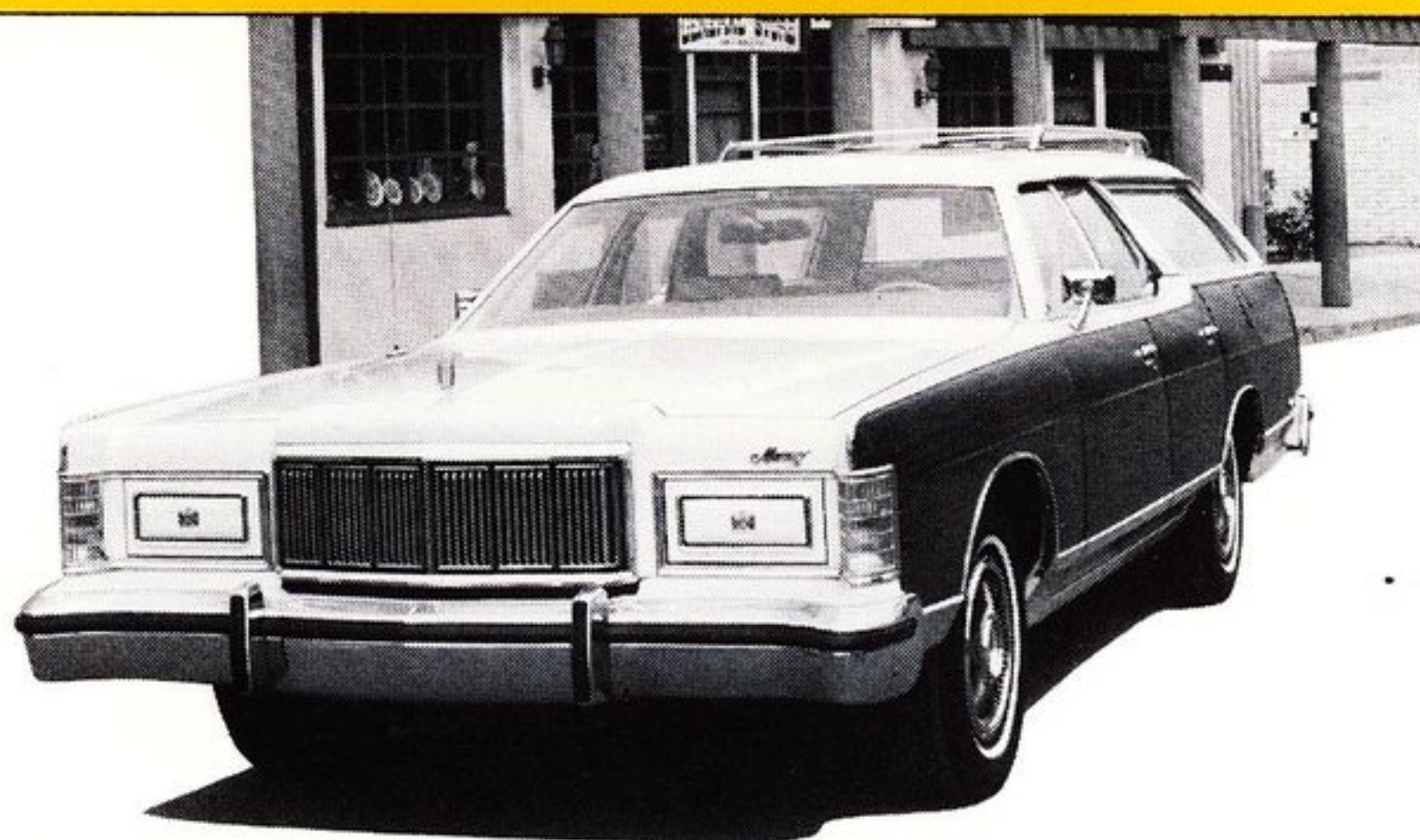


1977 PRICE/PRODUCT COMPARISON

LINCOLN-MERCURY STATION WAGONS VS. COMPETITION

ALL STATES EXCEPT CALIFORNIA

JANUARY 5, 1977



Marquis Station Wagon with Colony Park Option

STATION WAGONS FOR ALL NEEDS AND TASTES... A WIDE SELECTION FROM THE 1977 LINCOLN-MERCURY WAGON LINE-UP

The buyer with thoughts of purchasing a station wagon in 1977 can confidently look to the Lincoln-Mercury team of Marquis, Cougar and Bobcat wagons to provide for his personal needs and tastes. There are full-size wagons, sporty new mid-size wagons and small subcompact wagons — carefully designed and engineered by Lincoln-Mercury to meet a buyer's desire for a beautifully styled, comfortable, convenient, roomy and versatile station wagon.

One look at the **Marquis Station Wagon** tells you immediately that this is a full-size wagon, with distinctive styling and all of the comfort, convenience and room for passengers and cargo one could ask for. The Colony Park option is unmistakable with its popular woodgrain bodyside panel applique and generous blend of interior comfort and luxury. And it is spacious... accommodating all the passengers and cargo a full-size wagon is designed to carry.

In the mid-size field, the Cougar line-up presents two all-new wagons — the practical **Cougar Station Wagon**, sporty and clean-looking in appearance; and the luxurious **Cougar Villager**, distinctive with its gleaming cherry woodgrain bodyside panel applique. Both wagons combine all-new styling with practicality, versatility and performance. They offer "big wagon" features in a handsome, family-size package.

Lincoln-Mercury's smallest wagons are the FUN-TO-DRIVE **Bobcat Villager** and new **Bobcat Station Wagon**. Whether a buyer chooses the Bobcat Villager or the Bobcat Station Wagon, he will get plenty of room with traditional Lincoln-Mercury quality and comfort.

All 1977 Lincoln-Mercury station wagons provide a high level of standard equipment and offer a wide assortment of special options to make these outstanding wagons even more comfortable and convenient. Lincoln-Mercury station wagons for 1977... outstanding values at a very competitive price.

THE MARKET

The **Marquis Station Wagon** attracts buyers in the medium-price wagon market who desire a high level of exterior appearance, interior spaciousness, riding comfort and ease of handling. The Marquis wagon is in an excellent competitive position in 1977, especially in view of GM's move to downsize its "full-size" line of station wagons. The Marquis wagon's large size and well-accepted styling offer a distinctively different choice to buyers in 1977.

The sporty **Cougar Station Wagon** and **Cougar Villager** are the first station wagons styled in the Cougar tradition. These new mid-size wagons will appeal to the large group of 30 to 40-year-old buyers who dominate this segment of the market.

They will also appeal to full-size station wagon owners who want to move down in size without sacrificing the roominess and level of comfort they are accustomed to. Those who want a wagon that is both sporty and practical will like the Cougar Station Wagon. The Cougar Villager will be most attractive to the luxury-minded buyer who admires the Cougar XR-7's special level of sportiness.

The **Bobcat Villager** and the new **Bobcat Station Wagon** offer cost-conscious buyers good performance and reliability. Handling and performance improvements, coupled with the optional V-6 engine, make the Bobcat wagons spunky little sportsters or functional workhorses. Bobcat Station Wagons, packed with built-in value and features, are sturdy, fun to drive and practical to own. They offer you a bright sales opportunity in 1977.

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1977 MARQUIS STATION WAGON WITH COLONY PARK OPTION VS. 1977 BUICK ESTATE WAGON WITH WOODGRAIN BODYSIDE OPTION

(All States Except California)



Marquis Station Wagon
with Colony Park Option*



Buick Estate Wagon
with Woodgrain Bodyside Option*

	Marquis with Colony Park Option	Buick Estate Wagon
Manufacturers' Suggested Retail Prices for Base Vehicles**	\$5,982.00 ^(a)	\$5,903.00
DIFFERENCE	Marquis with Colony Park Option within \$79.00 of Buick Estate Wagon	
Flight Bench Seat with Fold-Down Center Armrest	STD	224.00
Exterior Woodgrain Paneling Applique	STD	198.00
Left-Hand Remote-Control Mirror	STD	15.00
Deluxe Lap and Shoulder Belts	STD	18.00
Lockable Storage Compartment	46.00	STD
Cargo Area Light	STD	13.00
Bright Rocker Panel Molding	28.00	STD
Manufacturers' Suggested Retail Prices for Comparably Equipped Vehicles**	\$6,056.00	\$6,371.00
DIFFERENCE		Buick Estate Wagon \$315 MORE than Marquis with Colony Park Option

** Manufacturers' suggested retail prices excluding title taxes and destination charges, which may affect comparisons in some cases.
(a) Price includes cost of Colony Park Option.

PRICE ANALYSIS

The Marquis Station Wagon with Colony Park Option is base priced within \$79 of the Buick Estate Wagon. However, when both cars are comparably equipped, the Buick Estate Wagon is priced \$315 MORE than the Marquis Station Wagon with Colony Park Option.

In addition to this price advantage, the Marquis Station Wagon with Colony Park Option offers many extra-value features (shown below) which are not available on the Buick Estate Wagon.

Other Marquis Station Wagon with Colony Park Option Features Over Buick Estate Wagon with Woodgrain Bodyside Option

- Longer wheelbase †
- Longer overall †
- Wider front tread †
- More front shoulder room †
- More hip room, front and rear †
- Longer cargo area (tailgate closed) †
- Wider cargo area (between wheelhouses) †
- Greater cargo compartment height at rear opening †
- Greater cargo capacity †
- Concealed dual headlamps
- Automatic parking brake release
- Ashtray in front portion of passenger door armrest
- Cigar lighters in rear door ashtrays

- Door belt molding (available on Estate Wagon with Exterior Molding Package)
- Front bumper guards with vertical rub strips (vs. front and rear horizontal rub strips on Estate Wagon)
- Electric clock (available on Estate Wagon with Accessory Group)

Options Available on Marquis Station Wagon with Colony Park Option Not Available on Buick Estate Wagon with Woodgrain Bodyside Option — for Added Luxury and Convenience

- 4-Wheel Power Disc Brakes
- Radio, AM/FM/MPX with Quadrasonic-8 Tape
- Radio, AM/FM/MPX Search
- Dual-Facing Rear Seats
- Power Vent Windows
- Illuminated Entry System

* Cars shown may include optional equipment not covered in price comparison.
† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information sheets.

MARQUIS STATION WAGON — FOR FULL-SIZE PERFORMANCE AND FUEL ECONOMY

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
49 STATES													
MARQUIS STATION WAGON							BUICK ESTATE WAGON						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	400 CID 2V V-8	Auto.	13	18	15	\$650	STD	350 CID 4V V-8(a)	Auto.	16	21	18	\$542
OPT	460 CID 4V V-8	Auto.	11	16	13	\$750	OPT	403 CID 4V V-8	Auto.	15	21	18	\$542
CALIFORNIA †													
MARQUIS STATION WAGON							BUICK ESTATE WAGON						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	400 CID 2V V-8	Auto.	10	16	12	\$812	STD	350 CID 4V V-8	Auto.	14	20	16	\$609

(a) Not available in high altitude areas. * Based on an average of 15,000 miles annually, \$0.65 per gallon average fuel cost and the "combined" miles per gallon figure. † There are no EPA-designated high altitude areas in California; therefore, high altitude engine restrictions are not applicable in California.

NOTE: These mileage figures are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

ADVERTISING CLAIMS

BUICK ESTATE WAGON

This Is What Buick Estate Wagon Advertising Tells the Public:

- The Estate Wagon . . . a vehicle of remarkable capabilities
- Convenient, functional
- Handsome testimony that this is a vehicle as luxurious as it is functional

MARQUIS STATION WAGON WITH COLONY PARK OPTION

Marquis Station Wagon with Colony Park Option Advertising Emphasizes the Following Points:

- Dedicated to giving you an exceptional ride
- A heritage of ride smoothness and quiet, ease of handling, sureness of control
- The Colony Park Option adds fine car luxury to the station wagon life

MARQUIS WITH COLONY PARK OPTION — A LUXURIOUS FULL-SIZE STATION WAGON

KEY MARQUIS STATION WAGON WITH COLONY PARK OPTION SELLING FEATURES

Be Prepared to Counter Buick Estate Wagon's Claims with the Following Marquis Station Wagon with Colony Park Option Significant Features:

- Retains traditional full-size roominess for passengers and cargo
- Elegant interior appointments
- Traditional luxury, quiet and comfort plus convenience and versatility
- High level of standard features
- Large selection of special options
- Improved corrosion protection with expanded use of precoated steel panels
- Distinctive styling highlighted by bright vertical box-textured grille
- Full-length woodgrain bodyside and door-gate paneling applique standard
- Flight bench seat with fold-down center armrest standard

1977 MARQUIS STATION WAGON WITH COLONY PARK OPTION VS. 1977 OLDSMOBILE CUSTOM CRUISER WITH WOODGRAIN BODYSIDE OPTION

(All States Except California)



Marquis Station Wagon with Colony Park Option*



Oldsmobile Custom Cruiser with Woodgrain Bodyside Option*

	Marquis with Colony Park Option	Oldsmobile Custom Cruiser
Manufacturers' Suggested Retail Prices for Base Vehicles**	\$5,982.00(a)	\$5,923.00
DIFFERENCE	Marquis with Colony Park Option within \$59.00 of Olds Custom Cruiser	
Exterior Woodgrain Paneling Applique	STD	172.00
Left-Hand Remote-Control Mirror	STD	15.00
Deluxe Lap and Shoulder Belts	STD	16.00
Lockable Storage Compartment	46.00	STD
Electric Clock	STD	21.00
Manufacturers' Suggested Retail Prices for Comparably Equipped Vehicles**	\$6,028.00	\$6,147.00
DIFFERENCE		Olds Custom Cruiser \$119 MORE than Marquis with Colony Park Option

** Manufacturers' suggested retail prices excluding title, taxes and destination charges, which may affect comparisons in some cases. (a) Price includes cost of Colony Park Option.

PRICE ANALYSIS

The Marquis Station Wagon with Colony Park Option is base priced within \$59 of the Oldsmobile Custom Cruiser. However, when both wagons are comparably equipped, the Oldsmobile Custom Cruiser is priced \$119 MORE than the Marquis Station Wagon with Colony Park Option.

Other Marquis Station Wagon with Colony Park Option Features Over Oldsmobile Custom Cruiser with Woodgrain Bodyside Option

- Longer wheelbase †
- Longer overall †
- Wider front tread †
- More front shoulder room †
- More hip room, front and rear †
- Longer cargo area (tailgate closed) †
- Wider cargo area (between wheelhouses) †
- Greater cargo compartment height at rear opening †
- Greater cargo capacity †
- Concealed dual headlamps
- Automatic parking brake release
- Ashtray in front portion of passenger door armrest
- Cigar lighters in rear door ashtrays

In addition to this price advantage, the Marquis Station Wagon with Colony Park Option offers many extra-value features (shown below) which are not available on the Olds Custom Cruiser.

- Front bumper guards with vertical rub strips (vs. Olds' standard front and rear horizontal rub strips)
- Full-length fender peak molding

Options Available on Marquis Station Wagon with Colony Park Option Not Available on Oldsmobile Custom Cruiser with Woodgrain Bodyside Option — for Added Luxury and Convenience

- 4-Wheel Power Disc Brakes
- Dual-Facing Rear Seats
- Radio, AM/FM/MPX with Quadrasonic-8 Tape
- Radio, AM/FM/MPX Search
- Power Vent Windows

* Cars shown may include optional equipment not covered in price comparison. † For actual dimensions, refer to your Product Facts Book. Competitive Comparison Information sheets.

MARQUIS STATION WAGON —
FOR FULL-SIZE PERFORMANCE AND FUEL ECONOMY

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
49 STATES													
MARQUIS STATION WAGON							OLDSMOBILE CUSTOM CRUISER						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	400 CID 2V V-8	Auto.	13	18	15	\$650	STD	350 CID 4V V-8	Auto.	16	21	18	\$542
OPT	460 CID 4V V-8	Auto.	11	16	13	\$750	OPT	403 CID 4V V-8	Auto.	15	21	18	\$542
CALIFORNIA													
MARQUIS STATION WAGON							OLDSMOBILE CUSTOM CRUISER						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	400 CID 2V V-8	Auto.	10	16	12	\$812	STD	350 CID 4V V-8	Auto.	14	20	16	\$609
							OPT	403 CID 4V V-8	Auto.	13	19	15	\$650

* Based on an average of 15,000 miles annually, \$0.65 per gallon average fuel cost and the "combined" miles per gallon figure.
NOTE: These mileage figures are estimates. The actual mileage you get may vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

ADVERTISING CLAIMS

OLDSMOBILE CUSTOM CRUISER
STATION WAGON

This Is What Oldsmobile Custom Cruiser Advertising Tells the Public:

- Oldsmobile Custom Cruiser . . . a new kind of wagon
- A reputation for uncommon luxury, comfort and quiet
- New three-way tailgate . . . opens to cargo space that's cleaner, squarer and richly carpeted
- You may have difficulty remembering you're in a wagon if you don't look back

MARQUIS STATION WAGON WITH
COLONY PARK OPTION

Marquis Station Wagon with Colony Park Option Advertising Emphasizes the Following Points:

- Dedicated to giving you an exceptional ride
- A heritage of ride smoothness and quiet, ease of handling, and sureness of control
- The Colony Park Option adds fine car luxury to the station wagon life

MARQUIS WITH COLONY PARK OPTION —
A LUXURIOUS FULL-SIZE STATION WAGON

KEY MARQUIS STATION WAGON
WITH COLONY PARK OPTION
SELLING FEATURES

Be Prepared to Counter Oldsmobile Custom Cruiser's Claims with the Following Marquis Station Wagon with Colony Park Option Significant Features:

- Retains traditional full-size roominess for passengers and cargo
- Elegant interior appointments
- Traditional luxury, quiet and comfort plus convenience and versatility
- High level of standard equipment
- Large selection of special options
- Improved corrosion protection with expanded use of precoated steel panels
- Distinctive styling highlighted by bright vertical box-textured grille
- Full-length woodgrain bodyside and doorgate paneling applique standard

1977 COUGAR STATION WAGON VS.
1977 OLDSMOBILE VISTA CRUISER

(All States Except California)



Cougar Station Wagon*



Oldsmobile Vista Cruiser*

	Cougar Station Wagon	Oldsmobile Vista Cruiser
Manufacturers' Suggested Retail Prices for Base Vehicles**	\$5,104.00	\$5,243.00
DIFFERENCE		Olds Vista Cruiser \$139.00 MORE than Cougar Station Wagon
Power Lock Group ● Power Door Locks ● Power Doorgate Release	121.00	96.00 STD
Bumper Protection Group ● Front and Rear Bumper Guards ● Horizontal Bumper Rub Strips	68.00	38.00 STD
Load Floor Carpet	STD	23.00
Protective Bodyside Molding	42.00	STD
Manufacturers' Suggested Retail Prices for Comparably Equipped Vehicles**	\$5,335.00	\$5,400.00
DIFFERENCE		Olds Vista Cruiser \$65 MORE than Cougar Station Wagon

** Manufacturers' suggested retail prices excluding title, taxes and destination charges, which may affect comparison in some cases.

PRICE ANALYSIS

The Oldsmobile Vista Cruiser is base priced \$139 MORE than the Cougar Station Wagon. When both cars are comparably equipped, the Oldsmobile Vista Cruiser is priced \$65 MORE than the Cougar Station Wagon.

In addition to this price advantage, the Cougar wagon has many standard extra-value features (shown below) which are not available on the Oldsmobile Vista Cruiser.

Other Cougar Station Wagon Standard
Features Over Oldsmobile Vista Cruiser

- All-new Cougar wagon with fresh new styling
- Longer wheelbase †
- Longer overall †
- Wider overall †
- Wider tread, front and rear †
- More hip room, front and rear †
- More rear leg room †
- Wider cargo area (between wheelhouses) †
- Greater cargo compartment height at rear opening †
- Distinctive Continental-type vertical grille with swing-away feature
- 3-way doorgate

- Bright features include:
Door belt molding
Window frame moldings

Cougar Station Wagon Options Not
Available on Oldsmobile Vista Cruiser
— for Added Luxury and Convenience

- Radio, AM/FM/MPX with Quadrasonic-8 Tape
- Radio, AM/FM/MPX Search
- Illuminated Entry System
- Power Doorgate Window
- Automatic Parking Brake Release
- Cornering Lamps
- Day/Date Clock

* Cars shown may include optional equipment not covered in price comparison.
† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information sheets.

COUGAR STATION WAGON — PRACTICAL PERFORMANCE
IN THE MID-SIZE FIELD

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
49 STATES													
COUGAR STATION WAGON							OLDSMOBILE VISTA CRUISER						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	351 CID 2V V-8(a)	Auto.	13	19	15	\$650	STD	350 CID 4V V-8(a)	Auto.	14	19	16	\$609
OPT	400 CID 2V V-8	Auto.	13	18	15	\$650	OPT	403 CID 4V V-8	Auto.	13	19	15	\$650
CALIFORNIA †													
COUGAR STATION WAGON							OLDSMOBILE VISTA CRUISER						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	400 CID 2V V-8	Auto.	10	16	12	\$812	STD	350 CID 4V V-8	Auto.	13	18	15	\$650
							OPT	403 CID 4V V-8	Auto.	12	18	14	\$696

(a) Not available in high altitude areas. * Based on an average of 15,000 miles annually, \$0.65 per gallon average fuel cost and the "combined" miles per gallon figure. † There are no EPA-designated high altitude areas in California; therefore, high altitude engine restrictions are not applicable in California.

NOTE: These mileage figures are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

ADVERTISING CLAIMS

OLDSMOBILE VISTA CRUISER

This Is What Oldsmobile Vista Cruiser Advertising Tells the Public:

- Oldsmobile's quality ride, handling and durability in a mid-size wagon
- Comfortable, practical and dependable
- Stylish grille with vertical accent appearance and rectangular headlamps

COUGAR STATION WAGON

Cougar Station Wagon Advertising Emphasizes the Following Points:

- Cougar Station Wagon . . . a new Cougar Running Mate in the image of the elegant Cougar XR-7
- A sporty new wagon that packs a lot of excitement
- The strong, bold new look in wagons
- A luxurious "Ride Engineered by Lincoln-Mercury"
- Yards of cargo space
- Precoated steel panels to help resist corrosion
- There's never been a wagon like it, because there's never been a Cougar like it
- Everything you want in a wagon

COUGAR STATION WAGON —
"BIG WAGON" FEATURES IN A FAMILY-SIZE WAGON

KEY COUGAR STATION WAGON
SELLING FEATURES

Be Prepared to Counter Oldsmobile Vista Cruiser's Claims with the Following Cougar Station Wagon Significant Features:

- All-new Cougar wagon with fresh new styling
- Sporty and practical interior trim
- Mid-size wagon with full-size appeal
- High level of standard equipment
- Large selection of useful options
- Improved corrosion protection with expanded use of precoated steel panels
- Distinctive Continental-type vertical grille with swing-away feature
- 3-way doorgate
- Bright door belt and window frame moldings

1977 COUGAR STATION WAGON VS.
1977 PONTIAC LEMANS SAFARI

(All States Except California)



Cougar Station Wagon*



Pontiac LeMans Safari*

	Cougar Station Wagon	Pontiac LeMans Safari
Manufacturers' Suggested Retail Prices for Base Vehicles**	\$5,104.00	\$4,878.00
DIFFERENCE	Cougar Station Wagon within \$226.00 of Pontiac LeMans Safari	
Wheelip Moldings	STD	18.00
Rocker Panel Molding	STD	16.00
Inside Hood Latch Release	STD	14.00
Load Floor Carpet	STD	24.00
Manufacturers' Suggested Retail Prices for Comparably Equipped Vehicles**	\$5,104.00	\$4,950.00
DIFFERENCE	Cougar Station Wagon within \$154 of Pontiac LeMans Safari	

** Manufacturers' suggested retail prices excluding title, taxes and destination charges, which may affect comparisons in some cases.

PRICE ANALYSIS

The Cougar Station Wagon is base priced within \$226 of the Pontiac LeMans Safari. When both cars are comparably equipped, the Cougar Station Wagon is priced within \$154 of the Pontiac LeMans Safari.

However, the Cougar wagon has many standard extra-value features (shown below) which are not available on the Pontiac LeMans Safari.

Other Cougar Station Wagon
Standard Features Over
Pontiac LeMans Safari

- All-new Cougar wagon with fresh new styling
- Longer wheelbase †
- Longer overall †
- Wider overall †
- Wider tread, front and rear †
- More hip room, front and rear †
- More rear leg room †
- Wider cargo area (between wheelhouses) †
- Greater cargo compartment height at rear opening †
- Larger standard engine †
- Distinctive Continental-type vertical grille with swing-away feature
- 3-way doorgate
- Cargo area light (available on Safari with Light Group)

- Bright features include:
 - Stand-up hood ornament
 - Door belt molding (available on Safari with hood rear edge molding)
 - Window frame moldings

Cougar Station Wagon Options
Not Available on Pontiac LeMans Safari
— for Added Luxury and Convenience

- Radio, AM/FM/MPX with Quadrasonic-8 Tape
- Radio, AM/FM/MPX Search
- Illuminated Entry System
- Power Doorgate Window
- Automatic Parking Brake Release
- Cornering Lamps
- Day/Date Clock

* Cars shown may include optional equipment not covered in price comparison.
† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information sheets.

COUGAR STATION WAGON — PRACTICAL PERFORMANCE
IN THE MID-SIZE FIELD

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
49 STATES													
COUGAR STATION WAGON							PONTIAC LEMANS SAFARI						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	351 CID 2V V-8 (a)	Auto.	13	19	15	\$650	STD	301 CID 2V V-8 (a)	Auto.	16	23	19	\$513
OPT	400 CID 2V V-8	Auto.	13	18	15	\$650	OPT	400 CID 4V V-8 (a)	Auto.	13	18	15	\$650
							OPT	403 CID 4V V-8 (b)	Auto.	12	18	14	\$696
CALIFORNIA †													
COUGAR STATION WAGON							PONTIAC LEMANS SAFARI						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	400 CID 2V V-8	Auto.	10	16	12	\$812	STD	350 CID 4V V-8	Auto.	13	18	15	\$650
							OPT	403 CID 4V V-8	Auto.	12	18	14	\$696

(a) Not available in high altitude areas. (b) Available only in high altitude areas. * Based on an average of 15,000 miles annually, \$0.65 per gallon average fuel cost and the "combined" miles per gallon figure. † There are no EPA-designated high altitude areas in California; therefore, high altitude engine restrictions are not applicable in California.

NOTE: These mileage figures are estimates. The actual mileage you get may vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

ADVERTISING CLAIMS

PONTIAC LEMANS SAFARI

This Is What Pontiac LeMans Safari Advertising Tells the Public:

- LeMans Safari . . . every bit a station wagon
- The sporty good looks of a mid-size Pontiac
- A new wagon that can really deliver the goods
- Capable, dependable and spacious

COUGAR STATION WAGON

Cougar Station Wagon Advertising Emphasizes the Following Points:

- Cougar Station Wagon . . . a new Cougar Running Mate in the image of the elegant Cougar XR-7
- A sporty new wagon that packs a lot of excitement
- The strong, bold new look in wagons
- A luxurious "Ride Engineered by Lincoln-Mercury"
- Yards of cargo space
- Precoated steel panels to help resist corrosion
- There's never been a wagon like it, because there's never been a Cougar like it
- Everything you want in a wagon

COUGAR STATION WAGON —
"BIG WAGON" FEATURES IN A FAMILY-SIZE WAGON

KEY COUGAR STATION WAGON
SELLING FEATURES

Be Prepared to Counter Pontiac LeMans Safari's Claims with the Following Cougar Station Wagon Significant Features:

- All-new Cougar wagon with fresh new styling
- Sporty and practical interior trim
- Mid-size wagon with full-size appeal
- High level of standard equipment
- Large selection of useful options
- Improved corrosion protection with expanded use of precoated steel panels
- Distinctive Continental-type vertical grille with swing-away feature
- 3-way doorgate
- Bright stand-up hood ornament
- Bright wheelip, door belt and window frame moldings

1977 COUGAR VILLAGER STATION WAGON VS.
1977 DODGE MONACO CRESTWOOD STATION WAGON

(All States Except California)



Cougar Villager Station Wagon*



Dodge Monaco Crestwood Station Wagon*

	Cougar Villager Station Wagon	Dodge Monaco Crestwood Station Wagon
Manufacturers' Suggested Retail Prices for Base Vehicles**	\$5,363.00	\$5,224.00
DIFFERENCE	Cougar Villager Station Wagon within \$139.00 of Dodge Monaco Crestwood Station Wagon	
Steel-Belted Radial Ply BSW Tires	STD	150.00
WSW Tires	41.00	
Power Doorgate Window	STD	44.00
Inside Hood Latch Release	STD	13.00
Deluxe Wheel Covers	STD	35.00
Electric Clock	STD	21.00
Manufacturers' Suggested Retail Prices for Comparably Equipped Vehicles**	\$5,404.00	\$5,487.00
DIFFERENCE		Dodge Monaco Crestwood Station Wagon \$83 MORE than Cougar Villager Station Wagon

** Manufacturers' suggested retail prices, excluding title, taxes and destination charges, which may affect comparisons in some cases.

PRICE ANALYSIS

The Cougar Villager Station Wagon is base priced within \$139 of the Dodge Monaco Crestwood Station Wagon. However, when both cars are comparably equipped, the Dodge Monaco Crestwood is priced \$83 MORE than the Cougar Villager.

In addition to this price advantage, the Cougar Villager has many standard extra-value features (shown below) which are not available on the Dodge Monaco Crestwood.

Other Cougar Villager
Standard Features Over Dodge
Monaco Crestwood Station Wagon

- Longer wheelbase †
- Wider overall †
- Wider front tread †
- More rear leg room †
- Greater cargo compartment height at rear opening †
- Distinctive Continental-type vertical grille with swing-away feature
- Bright features include:
 - Door belt molding
 - Doorgate belt molding

* Cars shown may include optional equipment not covered in price comparison.
† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information sheets.

Cougar Villager Options not Available
on Dodge Monaco Crestwood
Station Wagon — for Added
Luxury and Convenience

- Deluxe Color-Keyed Lap and Shoulder Belts
- Day/Date Clock
- Cornering Lamps
- Air Conditioning with Automatic Temperature Control
- Radio, AM/FM/MPX with Quadrasonic-8 Tape
- Radio, AM/FM/MPX Search
- Illuminated Entry System
- Illuminated Visor Vanity Mirror
- Automatic Parking Brake Release
- Interval Windshield Wipers
- Lockable Storage Compartment

COUGAR VILLAGER — PRACTICAL PERFORMANCE
IN THE MID-SIZE FIELD

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
49 STATES													
COUGAR VILLAGER							DODGE MONACO CRESTWOOD						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	351 CID 2V V-8(a)	Auto.	13	19	15	\$650	STD	360 CID 2V V-8(a)	Auto.	12	18	14	\$696
OPT	400 CID 2V V-8	Auto.	13	18	15	\$650	OPT	360 CID 4V V-8	Auto.	11	18	13	\$750
							OPT	400 CID 4V V-8(a)	Auto.	11	18	13	\$750
CALIFORNIA †													
COUGAR VILLAGER							DODGE MONACO CRESTWOOD						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	400 CID 2V V-8	Auto.	10	16	12	\$812	STD	360 CID 4V V-8	Auto.	11	18	13	\$750

(a) Not available in high altitude areas. * Based on an average of 15,000 miles annually, \$0.65 per gallon average fuel cost and the "combined" miles per gallon figure. † There are no EPA-designated high altitude areas in California; therefore, high altitude engine restrictions are not applicable in California.

NOTE: These mileage figures are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

ADVERTISING CLAIMS

DODGE MONACO CRESTWOOD
STATION WAGON

This Is What Dodge Monaco Crestwood Advertising Tells the Public:

- Monaco Crestwood . . . new wagon luxury
- One of the roomiest, most luxurious mid-size wagons on the road
- A good-looking wagon with a lot of value appeal
- Outstanding for a "just right" combination of mid-size handling and carrying capacity

COUGAR VILLAGER STATION WAGON

Cougar Villager Advertising Emphasizes the Following Points:

- Cougar Villager . . . a new Cougar Running Mate in the image of the elegant Cougar XR-7
- A sporty new wagon that packs a lot of excitement
- The strong, bold new look in wagons
- A luxurious "Ride Engineered by Lincoln-Mercury"
- Gleaming cherry woodgrain paneling applique and yards of cargo space
- Precoated steel panels to help resist corrosion
- There's never been a wagon like it, because there's never been a Cougar like it
- Everything you want in a wagon

COUGAR VILLAGER — A FAMILY-SIZE SPORTS WAGON
IN THE COUGAR XR-7 TRADITION

KEY COUGAR VILLAGER
SELLING FEATURES

Be Prepared to Counter Dodge Monaco Crestwood's Claims with the Following Cougar Villager Significant Features:

- Luxurious interior trim
- High level of standard equipment
- Large selection of unique options
- Improved corrosion protection with expanded use of precoated steel panels
- Distinctive Continental-type vertical grille with swing-away feature
- Steel-belted radial ply tires standard
- Power doorgate window standard
- Deluxe wheel covers standard
- Bright door and doorgate belt moldings

1977 COUGAR VILLAGER STATION WAGON VS.
1977 BUICK CENTURY CUSTOM STATION WAGON
WITH WOODGRAIN BODYSIDE OPTION

(All States Except California)



Cougar Villager Station Wagon*



Buick Century Custom Station Wagon
with Woodgrain Bodyside Option*

	Cougar Villager Station Wagon	Buick Century Custom Station Wagon
Manufacturers' Suggested Retail Prices for Base Vehicles**	\$5,363.00	\$5,219.00
DIFFERENCE	Cougar Villager Station Wagon within \$144.00 of Buick Century Custom Station Wagon	
Exterior Woodgrain Paneling Applique	STD	185.00
Bumper Protection Group <ul style="list-style-type: none">• Front and Rear Bumper Guards• Horizontal Bumper Rub Strips	68.00	38.00 STD
Deluxe Wheel Covers	STD	34.00
Protective Bodyside Molding	42.00	STD
Electric Clock	STD	21.00
Load Floor Carpet	STD	24.00
Manufacturers' Suggested Retail Prices for Comparably Equipped Vehicles**	\$5,473.00	\$5,521.00
DIFFERENCE		Buick Century Custom Station Wagon \$48 MORE than Cougar Villager Station Wagon

** Manufacturers' suggested retail prices excluding title, taxes and destination charges, which may affect comparisons in some cases.

PRICE ANALYSIS

Cougar Villager Station Wagon is base priced within \$144 of the Buick Century Custom Station Wagon. However, when both cars are comparably equipped, the Buick Century Custom is priced \$48 MORE than the Cougar Villager.

Other Cougar Villager Standard Features
Over Buick Century Custom Station
Wagon with Woodgrain Bodyside Option

- All-new Cougar wagon with fresh new styling
- Longer wheelbase †
- Longer and wider overall †
- Wider tread, front and rear †
- More hip room, front and rear †
- Wider cargo area (between wheelhouses) †
- Greater cargo compartment height at rear opening †
- Distinctive Continental-type vertical grille with swing-away feature
- 3-way doorgate
- Power doorgate window
- Cargo area light

* Cars shown may include optional equipment not covered in price comparison.
† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information sheets.

In addition to this price advantage, the Cougar Villager has many standard extra-value features (shown below) which are not available on the Buick Century Custom Station Wagon.

- Bright features include:
 - Door belt molding
 - Doorgate belt molding

Cougar Villager Options Not Available on
Buick Century Custom Station Wagon
with Woodgrain Bodyside Option —
for Added Luxury and Convenience

- Twin Comfort Lounge Seats with Six-Way Power
- Radio, AM/FM/MPX with Quadrasonic-8 Tape
- Radio, AM/FM/MPX Search
- Illuminated Entry System
- Day/Date Clock
- Illuminated Visor Vanity Mirror
- Automatic Parking Brake Release
- Cornering Lamps

COUGAR VILLAGER — PRACTICAL PERFORMANCE
IN THE MID-SIZE FIELD

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
49 STATES													
COUGAR VILLAGER							BUICK CENTURY CUSTOM STATION WAGON						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	351 CID 2V V-8 (a)	Auto.	13	19	15	\$650	STD	350 CID 4V V-8 (a)	Auto.	14	19	16	\$609
OPT	400 CID 2V V-8	Auto.	13	18	15	\$650	OPT	403 CID 4V V-8 (b)	Auto.	13	19	15	\$650
CALIFORNIA †													
COUGAR VILLAGER							BUICK CENTURY CUSTOM STATION WAGON						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	400 CID 2V V-8	Auto.	10	16	12	\$812	STD	350 CID 4V V-8	Auto.	13	18	15	\$650

(a) Not available in high altitude areas. (b) Available only in high altitude areas. * Based on an average of 15,000 miles annually, \$0.65 per gallon average fuel cost and the "combined" miles per gallon figure. † There are no EPA-designated high altitude areas in California; therefore, high altitude engine restrictions are not applicable in California.
NOTE: These mileage figures are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

ADVERTISING CLAIMS

BUICK CENTURY CUSTOM
STATION WAGON

This Is What Buick Century Custom Advertising Tells the Public:

- A notable exception to what "mid-size" has traditionally implied
- Lets your personality and Century Custom's match almost perfectly
- A personal mid-size wagon
- Fuses some of the best full-size Buick features into a mid-size wagon

COUGAR VILLAGER STATION WAGON

Cougar Villager Advertising Emphasizes the Following Points:

- Cougar Villager . . . a new Cougar Running Mate in the image of the elegant Cougar XR-7
- A sporty new wagon that packs a lot of excitement
- The strong, bold new look in wagons
- A luxurious "Ride Engineered by Lincoln-Mercury"
- Gleaming cherry woodgrain paneling applique and yards of cargo space
- Precoated steel panels to help resist corrosion
- There's never been a wagon like it, because there's never been a Cougar like it
- Everything you want in a wagon

COUGAR VILLAGER —
A FAMILY-SIZE SPORTS WAGON IN THE COUGAR XR-7 TRADITION

KEY COUGAR VILLAGER
SELLING FEATURES

Be Prepared to Counter Buick Century Custom's Claims with the Following Cougar Villager Significant Features:

- All-new Cougar wagon with fresh new styling
- Luxurious interior trim
- Mid-size wagon with full-size appeal
- High level of standard equipment
- Large selection of useful options
- Improved corrosion protection with expanded use of precoated steel panels
- Distinctive Continental-type vertical grille with swing-away feature
- 3-way doorgate with standard power window
- Woodgrain bodyside and doorgate paneling applique standard
- Bright door and doorgate belt moldings

1977 BOBCAT STATION WAGON VS.
1977 PONTIAC ASTRE SAFARI

(All States Except California)



Bobcat Station Wagon*



Pontiac Astre Safari*

	Bobcat Station Wagon	Pontiac Astre Safari
Manufacturers' Suggested Retail Prices for Base Vehicles**	\$3,629.00	\$3,595.00
DIFFERENCE	Bobcat Station Wagon within \$34.00 of Pontiac Astre Safari	
Bright Exterior Moldings	STD	63.00(a)
Full Wheel Covers	STD	49.00
Right-Hand Door Courtesy Lamp Switch	STD	5.00
Manufacturers' Suggested Retail Prices for Comparably Equipped Vehicles**	\$3,629.00	\$3,712.00
DIFFERENCE		Pontiac Astre Safari \$83 MORE than Bobcat Station Wagon

** Manufacturers' suggested retail prices, excluding title, taxes and destination charges, which may affect comparisons in some cases.
(a) Custom Exterior Group includes side window frame moldings, lower bodyside moldings, wheelip moldings, and color-keyed door handle inserts.

PRICE ANALYSIS

Bobcat Station Wagon's base price is within \$34 of Pontiac Astre Safari. When the cars are comparably equipped, the Pontiac Astre Safari is \$83 MORE than Bobcat Station Wagon.

And Bobcat offers many standard extra-value features (shown below) that are not available on Pontiac Astre Safari.

Other Bobcat Station Wagon
Standard Features Over
Pontiac Astre Safari

- Longer overall †
- Wider overall †
- Wider rear track †
- More front shoulder room †
- More front hip room †
- More front leg room †
- More rear shoulder room †
- Greater cargo length at floor †
- More cargo volume †
- Rack-and-pinion steering
- Inside hood latch release
- Mini-console
- Simulated woodgrain brake lever handle and transmission shift lever knob
- Cargo lamp
- "Liftgate ajar" warning lamp
- Rear ashtray (available on Astre Safari with Custom Interior Group)

- Hinged center side window
- Bright features include:
 - Vertical center grille
 - Grille surround molding
 - Aluminum bumpers
 - Parking lamp overlay
 - Rocker panel molding
 - Door belt molding
 - Center pillar molding
- Color-keyed front and rear bumper sight shields

Bobcat Station Wagon Options Not
Available on Pontiac Astre Safari —
for Extra Comfort and Convenience

- 2.8 Liter 2V V-6 Engine
- Appearance Protection Group
- Four-Way Adjustable Bucket Seats

* Cars shown may include optional equipment not covered in price comparison.
† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information sheets.

BOBCAT STATION WAGON — FOR FUN-TO-DRIVE PERFORMANCE
AND PRACTICAL FUEL ECONOMY

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
49 STATES													
BOBCAT STATION WAGON							PONTIAC ASTRE SAFARI						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	2.3 Liter 2V 4-Cyl(a)	Man.	23	33	26	\$375	STD	2.5 Liter 2V 4-Cyl	Man.	26	37	30	\$325
OPT	2.3 Liter 2V 4-Cyl	Auto.	21	29	24	\$406	OPT	2.5 Liter 2V 4-Cyl	Auto.	24	32	27	\$361
OPT	2.8 Liter 2V V-6(a)	Auto.	18	23	20	\$488	OPT	2.3 Liter 2V 4-Cyl(b)	Man.	23	33	27	\$361
CALIFORNIA †													
BOBCAT STATION WAGON							PONTIAC ASTRE SAFARI						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	2.3 Liter 2V 4-Cyl	Man.	22	34	26	\$375	DELETE OPT	2.3 Liter 2V 4-Cyl	Man.	23	33	27	\$361
OPT	2.3 Liter 2V 4-Cyl	Auto.	19	26	22	\$443	STD	2.5 Liter 2V 4-Cyl	Auto.	19	25	21	\$464
OPT	2.8 Liter VV V-6	Auto.	17	20	18	\$542							

(a) Not available in high altitude areas. (b) Available only in high altitude areas. *Based on an average of 15,000 miles annually, \$0.65 per gallon average fuel cost and the "combined" miles per gallon figure. † There are no EPA-designated high altitude areas in California; therefore, high altitude engine restrictions are not applicable in California.
NOTE: These mileage figures are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

ADVERTISING CLAIMS

PONTIAC ASTRE SAFARI

This Is What Pontiac Astre Safari Advertising Tells the Public:

- Inside the sporty little road machine a station wagon is lurking
- There's a big league sportiness in these little wagons
- Every Astre Safari sports a rugged new engine
- The interior says sportiness, too
- Thick, cut-pile carpeting and countoured bucket seats

BOBCAT STATION WAGON

Bobcat Station Wagon Advertising Emphasizes the Following Points:

- The small wagon for people who love to drive
- Bobcat offers a lot of luxury and quality
- An eyeful of high style that's long on comfort
- Bobcat comes with rack-and-pinion steering... deep padded bucket seats... generous sound insulation... front disc brakes... a gutsy 2.3 liter overhead cam "four"... cargo room that won't quit
- The counterbalanced liftgate opens easily with one hand
- A warning system alerts you when the liftgate is open

BOBCAT STATION WAGON — LOTS OF SIZE AND VALUE
IN A SPORTY, FUN-TO-DRIVE WAGON

KEY BOBCAT STATION WAGON
SELLING FEATURES

Be Prepared to Counter Pontiac Astre Safari's Claims with the Following Bobcat Station Wagon Significant Features:

- The sporty FUN-TO-DRIVE package is standard and so is the improved shorter "throw" manual transmission shift lever
- Handles like a small car but has wagon roominess
- Improved response throttle linkage and new DuraSpark ignition make the tough little Bobcat wagons even tougher in '77
- Color-keyed, cut-pile carpeting and standard bucket seats
- A high level of bright exterior trim in keeping with Bobcat's traditional good looks

1977 BOBCAT VILLAGER STATION WAGON VS.
1977 PONTIAC ASTRE SAFARI
WITH WOODGRAIN BODYSIDE OPTION

(All States Except California)



Bobcat Villager Station Wagon*



Pontiac Astre Safari
with Woodgrain Bodyside Option*

	Bobcat Villager	Pontiac Astre Safari
Manufacturers' Suggested Retail Prices for Base Vehicles**	\$3,771.00	\$3,595.00
DIFFERENCE	Bobcat Villager within \$176.00 of Pontiac Astre Safari	
Full Wheel Covers	STD	49.00
Exterior Woodgrain Paneling Applique	STD	160.00
Right-Hand Door Courtesy Lamp Switch	STD	5.00
Manufacturers' Suggested Retail Prices for Comparably Equipped Vehicles**	\$3,771.00	\$3,809.00
DIFFERENCE		Pontiac Astre Safari \$38 MORE than Bobcat Villager

** Manufacturers' suggested retail prices, excluding title, taxes and destination charges, which may affect comparisons in some cases.

PRICE ANALYSIS

Bobcat Villager's base price is within \$176 of Pontiac Astre Safari. When the cars are comparably equipped, the Pontiac Astre Safari is \$38 MORE than Bobcat Villager.

And Bobcat Villager offers many standard extra-value features that are not available on Pontiac Astre Safari.

Other Bobcat Villager Station Wagon
Standard Features Over Pontiac
Astre Safari with
Woodgrain Bodyside Option

- Longer overall †
- Wider overall †
- Wider rear track †
- More front shoulder room †
- More front hip room †
- More rear shoulder room †
- More cargo space †
- Rack-and-pinion steering
- Inside hood latch release
- Mini-console
- Simulated woodgrain brake lever handle and transmission shift lever knob
- Cargo lamp
- "Liftgate ajar" warning lamp

- Rear ashtray (available on Astre Safari with Custom Interior Group)
- Hinged center side window
- Bright features include:
 - Vertical center grille
 - Grille surround molding
 - Aluminum bumpers
 - Parking lamp overlay
 - Door belt molding
 - Center pillar molding
- Color-keyed front and rear bumper sight shields

Bobcat Villager Options Not Available
on Pontiac Astre Safari
with Woodgrain Bodyside Option —
for Extra Comfort and Convenience

- 2.8 Liter 2V V-6 Engine
- Appearance Protection Group
- Four-Way Adjustable Bucket Seats

* Cars shown may include optional equipment not covered in price comparison.
† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information sheets.

BOBCAT VILLAGER — FOR FUN-TO-DRIVE PERFORMANCE
AND PRACTICAL FUEL ECONOMY

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
49 STATES													
BOBCAT VILLAGER							PONTIAC ASTRE SAFARI						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	2.3 Liter 2V 4-Cyl(a)	Man.	23	33	26	\$375	STD	2.5 Liter 2V 4-Cyl	Man.	26	37	30	\$325
OPT	2.3 Liter 2V 4-Cyl	Auto.	21	29	24	\$406	OPT	2.5 Liter 2V 4-Cyl	Auto.	24	32	27	\$361
OPT	2.8 Liter 2V V-6(a)	Auto.	18	23	20	\$488	OPT	2.3 Liter 2V 4-Cyl(b)	Man.	23	33	27	\$361
CALIFORNIA †													
BOBCAT VILLAGER							PONTIAC ASTRE SAFARI						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	2.3 Liter 2V 4-Cyl	Man.	22	34	26	\$375	DELETE OPT	2.3 Liter 2V 4-Cyl	Man.	23	33	27	\$361
OPT	2.3 Liter 2V 4-Cyl	Auto.	19	26	22	\$443	STD	2.5 Liter 2V 4-Cyl	Auto.	19	25	21	\$464
OPT	2.8 Liter VV V-6	Auto.	17	20	18	\$542							

(a) Not available in high altitude areas. (b) Available only in high altitude areas. * Based on an average of 15,000 miles annually, \$0.65 per gallon average fuel cost and the "combined" miles per gallon figure. † There are no EPA-designated high altitude areas in California; therefore, high altitude engine restrictions are not applicable in California.
NOTE: These mileage figures are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

ADVERTISING CLAIMS

PONTIAC ASTRE SAFARI

This Is What Pontiac Astre Safari Advertising Tells the Public:

- Inside the sporty little road machine a station wagon is lurking
- There's big league sportiness in these little wagons
- Every Astre Safari sports a rugged new engine
- The interior says sportiness, too
- Thick, cut-pile carpeting and contoured bucket seats

BOBCAT VILLAGER STATION WAGON

Bobcat Villager Advertising Emphasizes the Following Points:

- The small wagon for people who love to drive
- Bobcat offers a lot of luxury and quality
- An eyeful of high style that's long on comfort
- Bobcat comes with rack-and-pinion steering... deep padded bucket seats... generous sound insulation... front disc brakes... a gutsy 2.3 liter overhead cam "four"... cargo room that won't quit
- The counterbalanced liftgate opens easily with one hand
- A warning system alerts you when the liftgate is open

BOBCAT VILLAGER — LOTS OF STYLE, SIZE AND VALUE
IN A SPORTY, FUN-TO-DRIVE WAGON

1977 BOBCAT VILLAGER STATION WAGON VS.
1977 VW DASHER STATION WAGON

(All States Except California)



Bobcat Villager Station Wagon*



VW Dasher Station Wagon*

	Bobcat Villager	VW Dasher Station Wagon
Manufacturers' Suggested Retail Prices for Base Vehicles**	\$3,771.00	\$5,629.00
DIFFERENCE		VW Dasher Station Wagon \$1,858.00 MORE than Bobcat Villager
Power Front Disc Brakes	57.00	STD
Electric Rear Window Defroster	70.00	STD
BSW Steel-Belted Radial Ply Tires	125.00	STD
Protective Bodyside Molding	37.00	STD
Rocker Panel Molding	20.00	STD
Manufacturers' Suggested Retail Prices for Comparably Equipped Vehicles**	\$4,080.00	\$5,629.00
DIFFERENCE		VW Dasher Station Wagon \$1,549 MORE than Bobcat Villager

** Manufacturers' suggested retail prices, excluding title, taxes and destination charges, which may affect comparisons in some cases.

PRICE ANALYSIS

VW Dasher Station Wagon's base price is a whopping \$1,858 MORE than Bobcat Villager. When the vehicles are comparably equipped, the VW Dasher Station Wagon is still priced \$1,549 MORE than Bobcat Villager.

Even with that large price advantage, Bobcat Villager offers many extra-value features (shown below) as standard equipment that are not available on VW Dasher Station Wagon.

Other Bobcat Villager Station Wagon Standard Features Over VW Dasher Station Wagon

- Longer wheelbase †
- Longer overall †
- Wider overall †
- Wider front track †
- Wider rear track †
- Larger engine †
- DuraSpark ignition
- Bright features include:
 - Vertical center grille
 - Headlamp frames
 - Parking lamp overlay
 - Door belt molding
 - Center pillar molding
 - Taillamp surround molding
- Rosewood woodgrain paneling applique with bright surround molding and integral wheelip moldings

* Cars shown may have optional equipment not covered in price comparison.
† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information sheets.

- Color-keyed front and rear bumper sight shields
- Hinged quarter window
- Simulated woodgrain brake lever handle and transmission shift lever knob

Bobcat Villager Options Not Available on VW Dasher Station Wagon — for Extra Comfort and Convenience

- 2.8 Liter 2V V-6 Engine
- Sports Instrumentation/Handling Group
- Wire Wheel Covers
- Four-Way Manual Bucket Seat
- Light/Convenience Group
- AM Radio with Stereo Tape Player
- Sports Accent Group
- Alpine Plaid Seat Trim

BOBCAT VILLAGER — FOR FUN-TO-DRIVE PERFORMANCE AND PRACTICAL FUEL ECONOMY

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
49 STATES													
BOBCAT VILLAGER							VW DASHER STATION WAGON						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	2.3 Liter 2V 4-Cyl(a)	Man.	23	33	26	\$375	STD	1.6 Liter F.I. 4-Cyl	Man.	24	36	28	\$348
OPT	2.3 Liter 2V 4-Cyl	Auto.	21	29	24	\$406	OPT	1.6 Liter F.I. 4-Cyl	Auto.	24	33	28	\$348
OPT	2.8 Liter 2V V-6(a)	Auto.	18	23	20	\$488							
CALIFORNIA †													
BOBCAT VILLAGER							VW DASHER STATION WAGON						
	Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*		Engine	Trans.	City	Hwy	Comb.	Av. Annual Fuel Cost*
STD	2.3 Liter 2V 4-Cyl	Man.	22	34	26	\$375	STD	1.6 Liter F.I. 4-Cyl	Man.	22	37	27	\$361
OPT	2.3 Liter 2V 4-Cyl	Auto.	19	26	22	\$443	OPT	1.6 Liter F.I. 4-Cyl	Auto.	23	32	27	\$361
OPT	2.8 Liter VV V-6	Auto.	17	20	18	\$542							

(a) Not available in high altitude areas. * Based on an average of 15,000 miles annually, \$0.65 per gallon average fuel cost and the "combined" miles per gallon figure. † There are no EPA-designated high altitude areas in California; therefore, high altitude engine restrictions are not applicable in California.

NOTE: These mileage figures are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

ADVERTISING CLAIMS

VW DASHER STATION WAGON

This Is What VW Dasher Station Wagon Advertising Tells the Public:

- The elegant Volkswagen
- A striking interior for a gracious station wagon
- A cultivated car, in size, in performance, in economy
- Features like steel-belted radial tires, fuel injection, and front wheel drive
- Volkswagens have been elegantly simple, Dasher is simply elegant

BOBCAT VILLAGER STATION WAGON

Bobcat Villager Advertising Emphasizes the Following Points:

- The small wagon for people who love to drive
- Bobcat offers a lot of luxury and quality
- An eyeful of high style that's long on comfort
- Bobcat comes with rack-and-pinion steering . . . deep padded bucket seats . . . generous sound insulation . . . front disc brakes . . . a gutsy 2.3 liter overhead cam "four" . . . cargo room that won't quit
- The counterbalanced liftgate opens easily with one hand
- A warning system alerts you when the liftgate is open

KEY BOBCAT VILLAGER SELLING FEATURES

Be Prepared to Counter VW Dasher Station Wagon's Claims with the Following Bobcat Villager Significant Features:

- The classy Bobcat wagons are Lincoln-Mercury's import fighters
- The sporty FUN-TO-DRIVE package is standard and there is an improved shorter "throw" manual transmission shift lever
- A sporty 2.3 liter 2V 4-cyl. engine and 4-speed manual floor-mounted transmission are standard
- A high level of bright exterior trim and the standard bodyside and tailgate woodgrain applique in keeping with Bobcat's traditional good looks

**BOBCAT VILLAGER — LOTS OF STYLE, SIZE AND VALUE
IN A SPORTY, FUN-TO-DRIVE WAGON**