

1977 MERCURY

PRODUCT FACTS BOOK



PROPERTY OF _____

DEALERSHIP _____

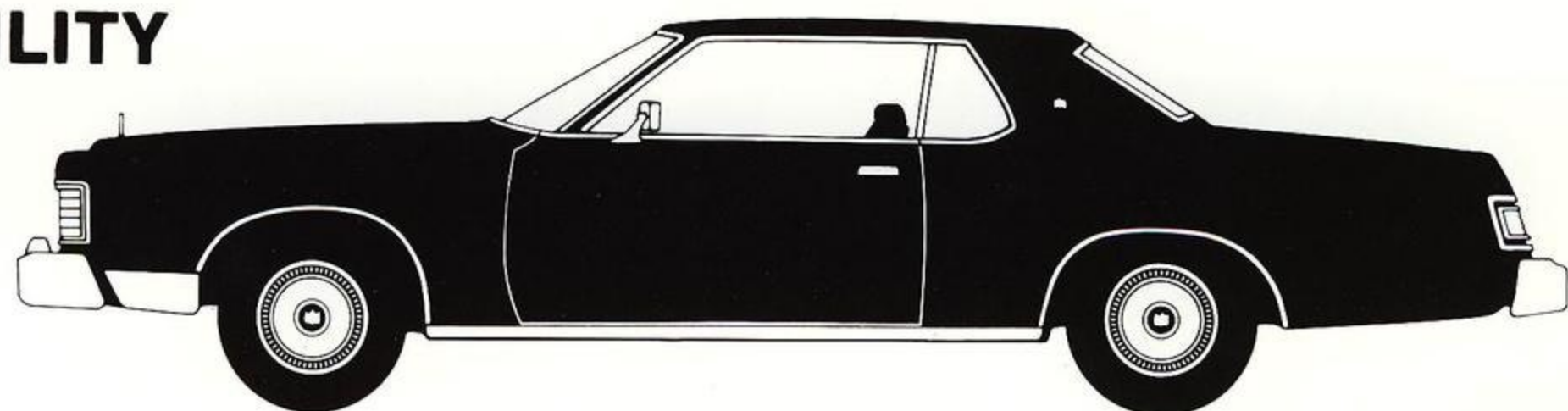
MARQUIS

INDEX

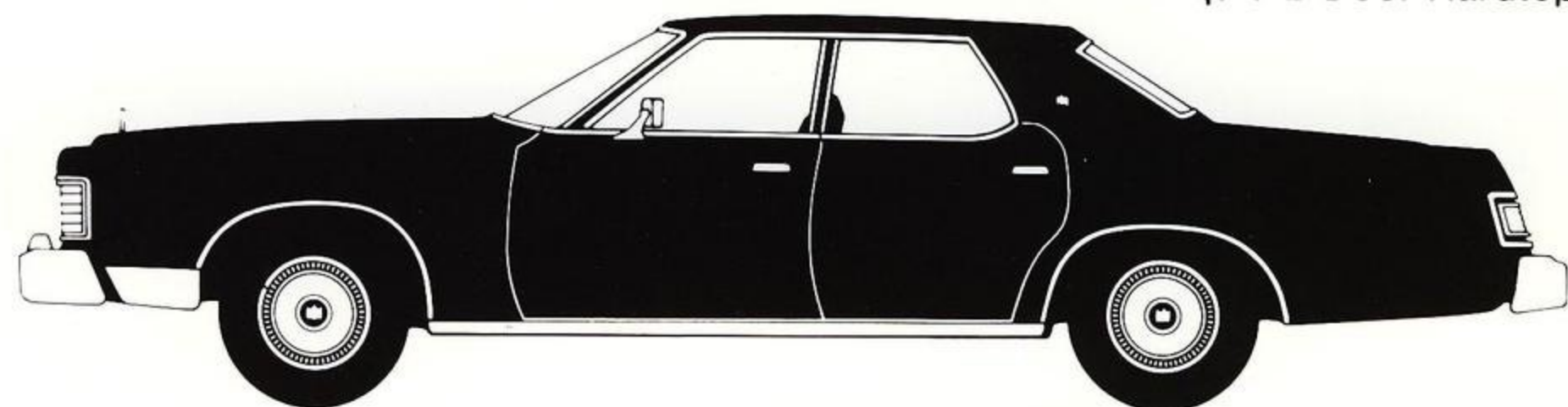
	PAGE
MODEL AVAILABILITY	3
MARQUIS STANDARD EQUIPMENT	4
MARQUIS STANDARD FEATURES	5
MARQUIS BROUGHAM STANDARD EQUIPMENT	6
MARQUIS BROUGHAM STANDARD FEATURES	7
GRAND MARQUIS STANDARD EQUIPMENT	8
GRAND MARQUIS STANDARD FEATURES	9
POWER TEAMS	10
Engine and Transmission Availability	10
Axle Ratios	10
DIMENSIONS AND CAPACITIES	11
COLOR AND UPHOLSTERY	11
IMPORTANT ENGINEERING FEATURES	12 - 13
Body Construction	12
Front Suspension	12
Body Insulation	13
Rear Suspension	13
INSTRUMENT PANEL	14
STEERING WHEELS	14
WHEEL COVERS	14
OPTIONS	15 - 18
Engines	15
Regular Production Options	15 - 18
Limited Production Options	18
Tires	19
EXTERIOR MOLDINGS	20
Marquis	20
Marquis Brougham	20
Grand Marquis	21
Tu-Tone Option	21

MARQUIS

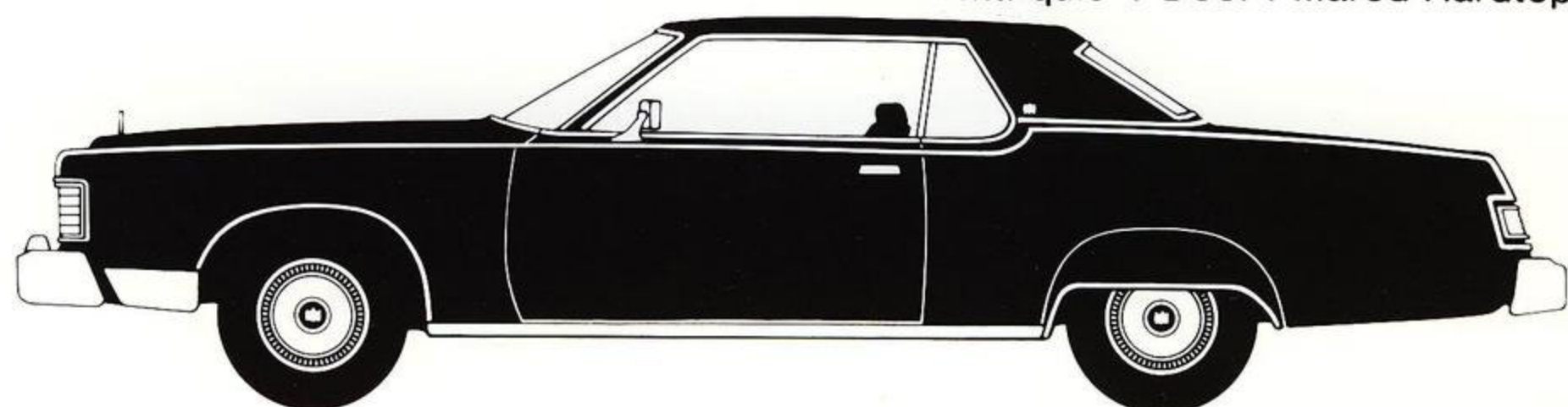
MODEL AVAILABILITY



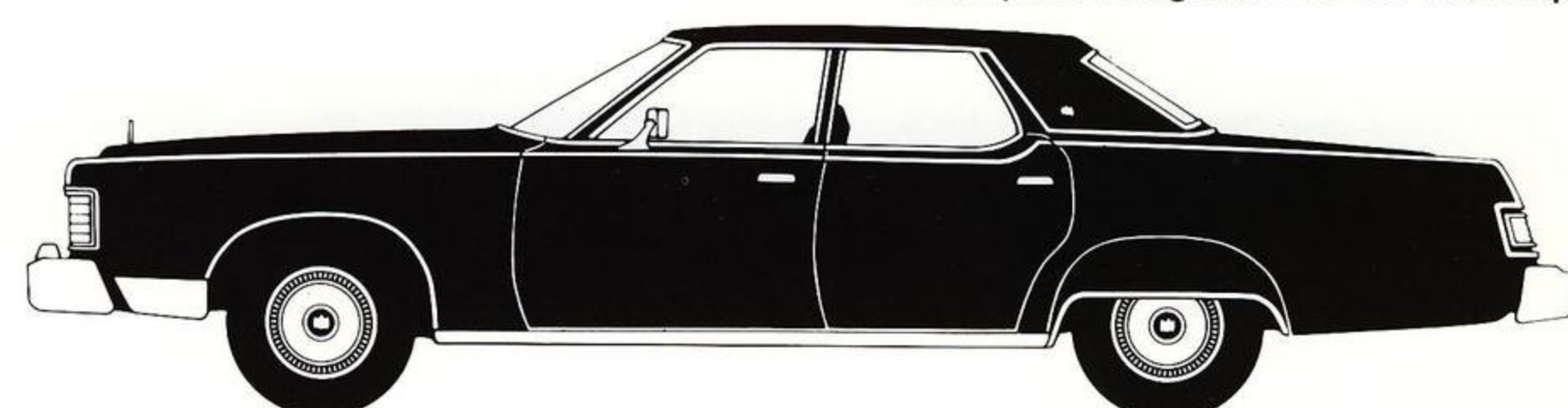
Marquis 2-Door Hardtop



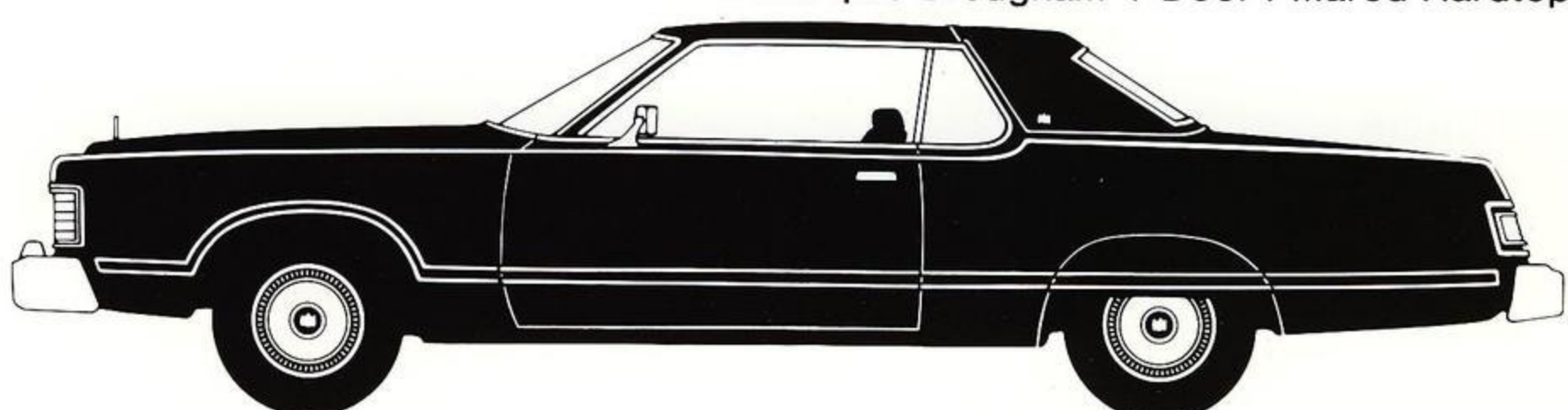
Marquis 4-Door Pillared Hardtop



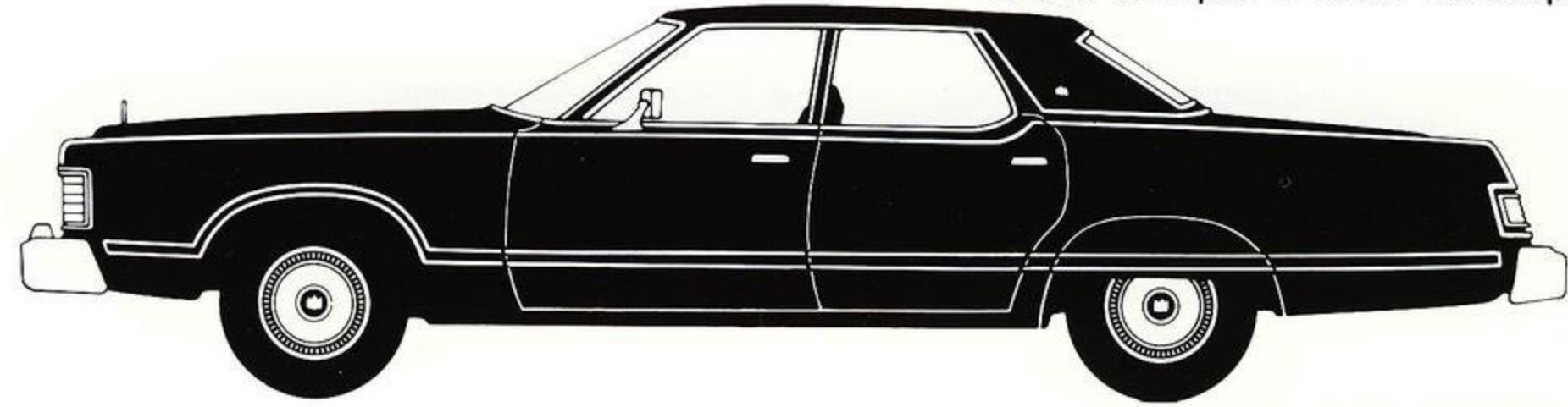
Marquis Brougham 2-Door Hardtop



Marquis Brougham 4-Door Pillared Hardtop



Grand Marquis 2-Door Hardtop



Grand Marquis 4-Door Pillared Hardtop

Marquis Station Wagon

Station Wagon Model is covered separately under the Tab labeled "Station Wagons."

MARQUIS



Marquis 4-Door Pillared Hardtop

MARQUIS STANDARD EQUIPMENT

EXTERIOR

Front:

- Bright vertical box-textured center grille
- Concealed dual headlamps with body color textured pad and Marquis crest
- Integral parking/turn signal/side marker light
- Bright stand-up hood ornament
- Concealed windshield wipers
- Front vertical bumper guards with black inserts

Side:

- Deluxe wheel covers
- Marquis plaque on rear pillar
- Bright metal features include:
 - Rocker panel molding with front extension
 - Full wheelip moldings
 - Roof drip rail molding
 - Left-hand outside mirror
 - Door belt molding
 - Recessed door handle

Rear:

- Wraparound horizontal ribbed taillamp assembly
- Textured color-keyed rear center applique with integral backup lamps
- Bright deck lid and quarter molding
- Rear side marker light integral with taillamp

Finish:

- Electrostatic paint process
- Baked acrylic super enamel finish
- Improved corrosion protection with expanded use of precoated steel panels

INTERIOR

- Front bench seats in Ardmore cloth and vinyl with fold-down center armrest
- Bright front seat side shields
- Full-width woodgrain instrument panel cluster applique
- Color-keyed instrument panel

- 2-spoke color-keyed steering wheel with padded insert
- Day/night rearview mirror
- Color-keyed cut-pile carpeting
- Door trim panel with light burl woodgrain applique and full armrest

- Ashtray in front portion of front passenger door armrest
- Cigar lighter in instrument panel
- Instrument panel ashtray light
- Large lockable glove box with light
- Luggage compartment fiber mat

FUNCTIONAL

- 400 CID 2V V-8 engine
- SelectShift 3-speed automatic transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- Electric windshield wipers
- Wiper-mounted windshield washer spray jets
- Steel-belted radial ply tires
- 63-amp.-hr. battery
- 40-amp. alternator

- Single exhaust system
- Deluxe sound insulation
- Inside hood latch release
- Automatic parking brake release
- Power ventilation
- Separate body/frame construction
- Front bumper guards with black vertical protection strips
- Anti-theft ignition lock
- Coolant recovery system
- Cushion-link front and coil-link rear suspension (coil springs)

DIMENSIONS & CAPACITIES

	2-Door/4-Door
Overall Length	229.0"
Wheelbase	124.0"
Track	
Front	64.1"
Rear	64.3"
Luggage Capacity (cu. ft.)	22.7"
Fuel Tank Capacity (gals.)	24.2

STANDARD FEATURES

MARQUIS — A LUXURIOUS FULL-SIZE CAR

Marquis' impressively well-balanced exterior features a distinctive bright vertical box-textured grille. Integral parking/turn signal/side marker lights and front bumper guards add distinction to the front end styling. Wrap-around taillamps surrounding a textured rear-center applique highlight the refined rear end contours.

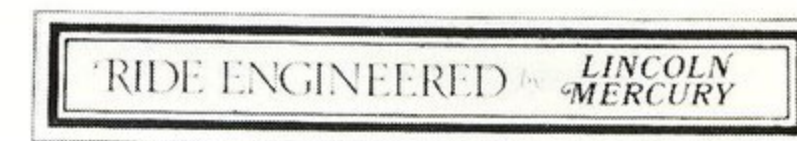


FULL SIX-PASSENGER COMFORT

The roomy Marquis seats six adults in full-size comfort. The styled front bench seat with a folding center armrest for added comfort and convenience is complemented by a new door trim panel with woodgrain applique and a molded armrest. The unusually large Marquis luggage compartment — the largest in the industry — features a deep well design that permits suitcases to be stored upright for greater convenience and easier removal.



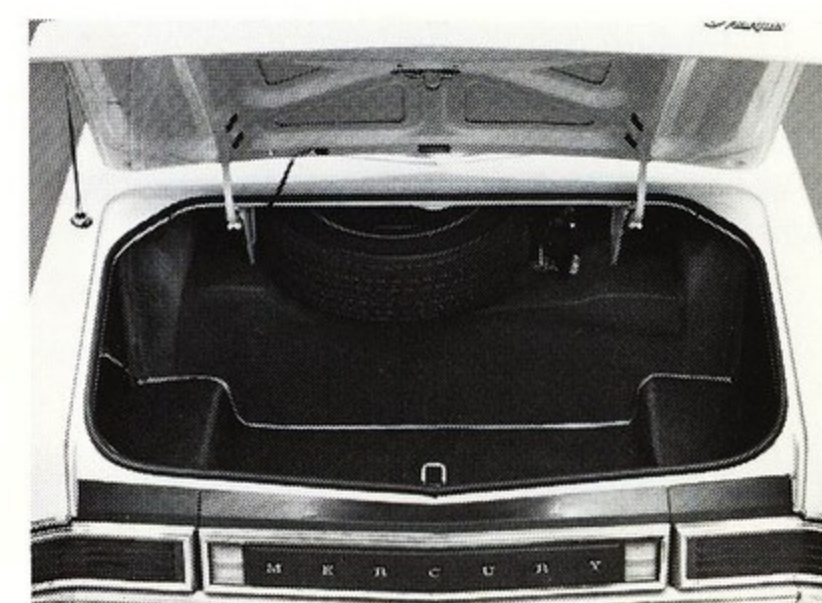
MARQUIS — TRADITIONAL VALUE IN A FULL-SIZE CAR



BUILT-IN INTEGRITY AND VALUE

Marquis enters 1977 with mechanical improvements such as new Dura-Spark ignition, improved-response throttle-linkage and a new improved technology, higher volume catalytic converter for the feel of improved engine responsiveness and driveability. Expanded use of pre-coated steel panels improves corrosion protection.

The sophisticated suspension — specially tuned to complement the standard steel-belted radial ply tires — combines with standard power steering and power brakes to help provide ease of handling and positive road control.



MARQUIS BROUGHAM



Marquis Brougham 2-Door Hardtop

MARQUIS BROUGHAM STANDARD EQUIPMENT OVER MARQUIS

EXTERIOR

Side:

- Full vinyl roof (4-door) or Landau vinyl roof (2-door) with bright surround molding

- Fender skirt with bright molding
- Full-length upper body peak molding
- Bright left-hand remote-control mirror

Rear:

- Deck lid lock cover with Lincoln-Mercury crest

INTERIOR

- Flight bench seat in cloth and vinyl trim with folding center armrest
- Luxury door trim panel with pull straps
- Electric clock
- Deluxe color-keyed 2-spoke steering wheel

- Deluxe color-keyed lap and shoulder belts
- Cigar lighter in rear door ashtrays (4-door)
- Luggage compartment wheelhouse covers

- Luggage compartment light
- Rear door dome lamp jamb switches
- Under instrument panel light

FUNCTIONAL

- Power windows
- Automatic seat back release (2-door)

DIMENSIONS & CAPACITIES

	2-Door/4-Door
Overall Length	229.0"
Wheelbase	124.0"
Track	
Front	64.1"
Rear	64.3"
Luggage Capacity (cu. ft)	22.7
Fuel Tank Capacity (gals.)	24.2

STANDARD FEATURES

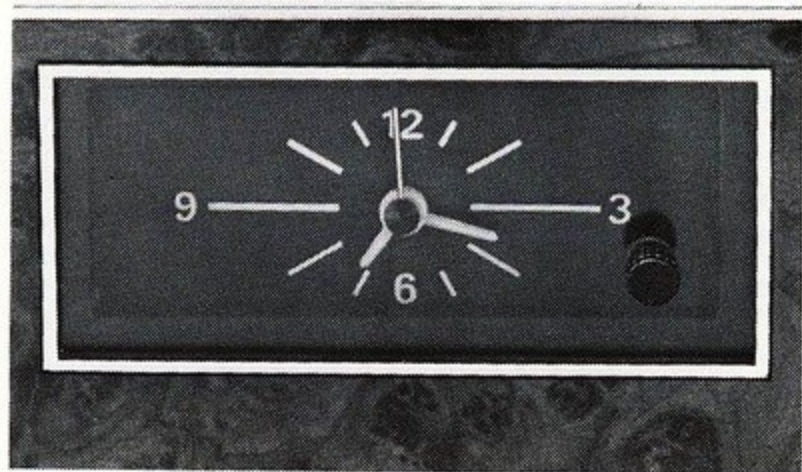
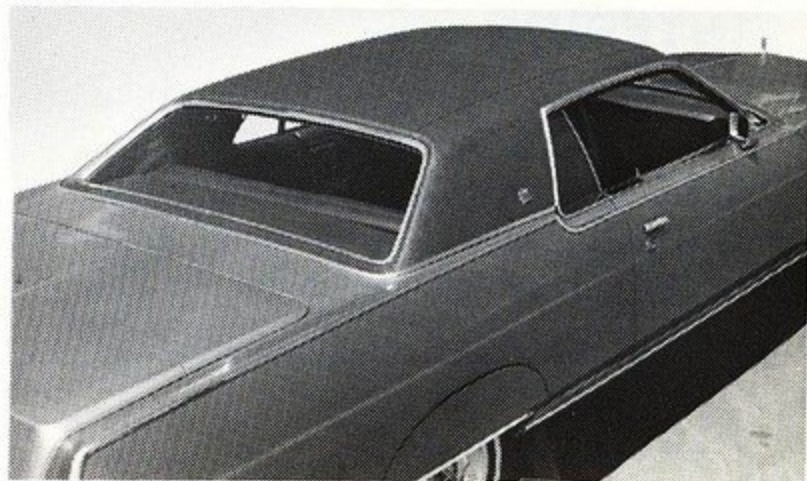
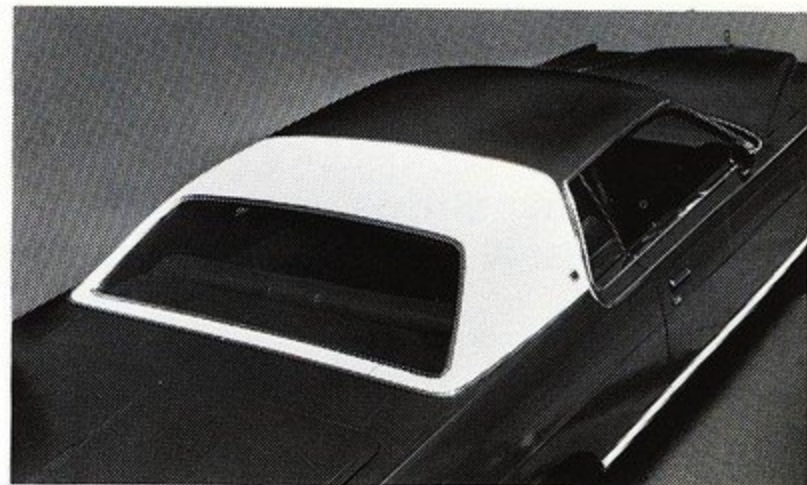
MARQUIS BROUGHAM — LUXURIOUS INTERIOR APPOINTMENTS

Inside the Brougham model, deluxe door trim panels with convenient pull straps surround the comfortable flight bench seat, which has an automatic seat back release (2-door model) for convenient entry and exit. The centrally located electric clock is readily visible to driver and passenger for an added mark of convenience and luxury.



BEAUTIFUL EXTERIOR STYLING

The exterior beauty of the Marquis Brougham is enhanced with either a full or Landau vinyl roof with bright surround molding. The Landau vinyl roof is standard on the 2-door model; the full vinyl roof is standard on the 4-door or optional at no extra cost on the 2-door.



MARQUIS BROUGHAM — FOR THOSE WHO WANT THE CONVENIENCE, COMFORT AND STYLING OF A TRADITIONAL FULL-SIZE CAR

GRAND MARQUIS



Grand Marquis 4-Door Pillared Hardtop

GRAND MARQUIS STANDARD EQUIPMENT OVER MARQUIS BROUGHAM

EXTERIOR

Front:

- Hood paint stripes
- Gold Marquis crest on headlamp cover

Side:

- Full-length wide bodyside molding with color-keyed vinyl insert (rocker panel, extension and wheelip moldings are deleted)
- Gold Marquis crest on rear pillar

Rear:

- Deck lid paint stripes
- Grand Marquis script on deck lid

INTERIOR

- Twin Comfort Lounge seats with dual center folding armrests
- Reclining passenger seat
- Distinctive seat trim in velour or leather seating surfaces

- Luxury steering wheel with bright Lincoln-Mercury crest
- Digital clock
- Dual beam dome/map light
- Visor-mounted vanity mirror

- Thick color-keyed cut-pile carpeting
- Luggage compartment trim, spare tire cover and integral wheelhouse and side lining covers
- Rear pillar courtesy light

FUNCTIONAL

- 460 CID 4V V-8 engine (400 CID 2V V-8 in California)
- Tinted glass

DIMENSIONS & CAPACITIES

	2-Door/4-Door
Overall Length	229.0"
Wheelbase	124.0"
Track	
Front	64.1"
Rear	64.3"
Luggage Capacity (cu. ft.)	22.7
Fuel Tank Capacity (gals)	24.2

STANDARD FEATURES

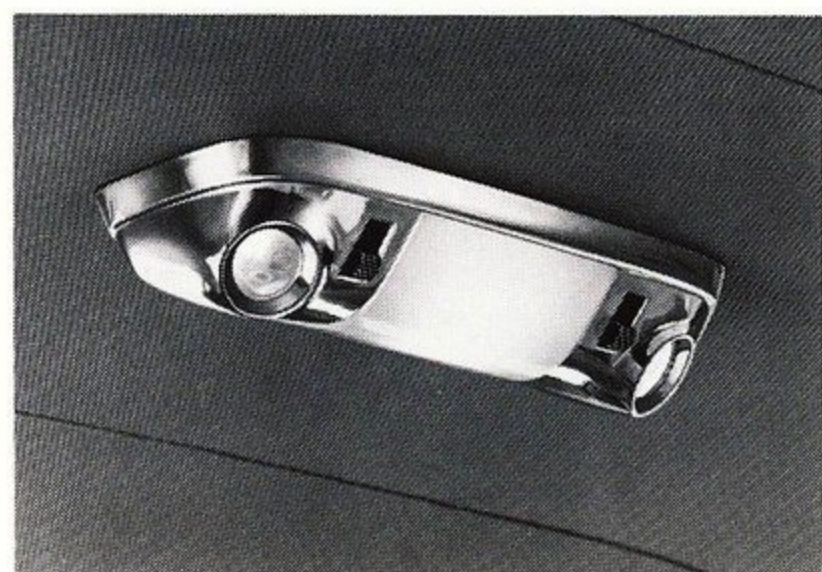
GRAND MARQUIS — FULLY EQUIPPED LUXURY

From the smooth sweep of its hood and sculptured deck lid to its contoured roofline, the Grand Marquis' design is impressive. Full-length bodyside moldings with color-keyed inserts add a new dimension of elegance.

INTERIOR REFINEMENTS



Interior Luxury is unreserved, in soft velour bodycloth or natural grain leather seating surfaces with individually adjustable Twin Comfort Lounge seats with dual center folding armrests. Other luxury touches include a visor-mounted vanity mirror, dome/dual beam map lamp and centrally located digital clock.



GRAND MARQUIS — FOR A FULL MEASURE OF LUXURY

MARQUIS POWER TEAMS

ENGINE AND TRANSMISSION AVAILABILITY				
49 STATES				
Engine	Transmission	Marquis	Marquis Brougham	Grand Marquis
400 CID 2V V-8	SelectShift	STD STD	STD STD	NA NA
460 CID 4V V-8	SelectShift	OPT STD	OPT STD	STD STD
CALIFORNIA				
Engine	Transmission	Marquis	Marquis Brougham	Grand Marquis
400 CID 2V V-8	SelectShift	STD STD	STD STD	STD STD
HIGH ALTITUDE AREAS*				
Engine	Transmission	Marquis	Marquis Brougham	Grand Marquis
400 CID 2V V-8	SelectShift	STD STD	STD STD	NA NA
460 CID 4V V-8	SelectShift	OPT STD	OPT STD	STD STD

*These power teams are required for previously notified dealers located in counties with altitudes above 4000 ft. Not available elsewhere.

AXLE RATIOS		
	400 CID 2V V-8	460 CID 4V V-8
SelectShift		
Standard	2.47 (a) (b)	2.50 (a)
Optional	3.00 (b) (c)	3.00 (d)
Traction-Lok	3.00 (b) (c)	3.00

(a) 3.00 in high altitude areas
(b) 2.47 in California
(c) Not available in California
(d) Not available in high altitude areas

Legend: STD = Standard
OPT = Optional
NA = Not Available

MARQUIS DIMENSIONS AND CAPACITIES*

	MARQUIS		MARQUIS BROUGHAM		GRAND MARQUIS	
	2-Dr.	4-Dr.	2-Dr.	4-Dr.	2-Dr.	4-Dr.
Wheelbase	124.0	124.0	124.0	124.0	124.0	124.0
Overall Length	229.0	229.0	229.0	229.0	229.0	229.0
Overall Height	53.7	54.7	53.8	54.8	53.8	54.8
Overall Width	79.6	79.6	79.6	79.6	79.6	79.6
Tread, Front	64.1	64.1	64.1	64.1	64.1	64.1
Rear	64.3	64.3	64.3	64.3	64.3	64.3
FRONT, Head Room	37.3	37.8	37.3	38.4	36.9	38.0
Shoulder Room	61.3	61.3	61.0	61.0	61.0	61.0
Hip Room	59.6	57.8	59.6	59.7	59.6	58.5
Leg Room	41.8	41.9	41.8	41.8	41.8	41.8
REAR, Head Room	35.8	36.9	35.8	36.9	35.8	36.9
Shoulder Room	60.8	61.4	60.0	60.8	60.0	60.8
Hip Room	61.2	58.0	61.0	58.0	61.0	58.0
Leg Room	35.2	39.4	35.2	39.4	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7	22.7	22.7	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2	24.2	24.2	24.2	24.2
Curb Weight (Pounds)	4483	4516	4540	4598	4603	4659

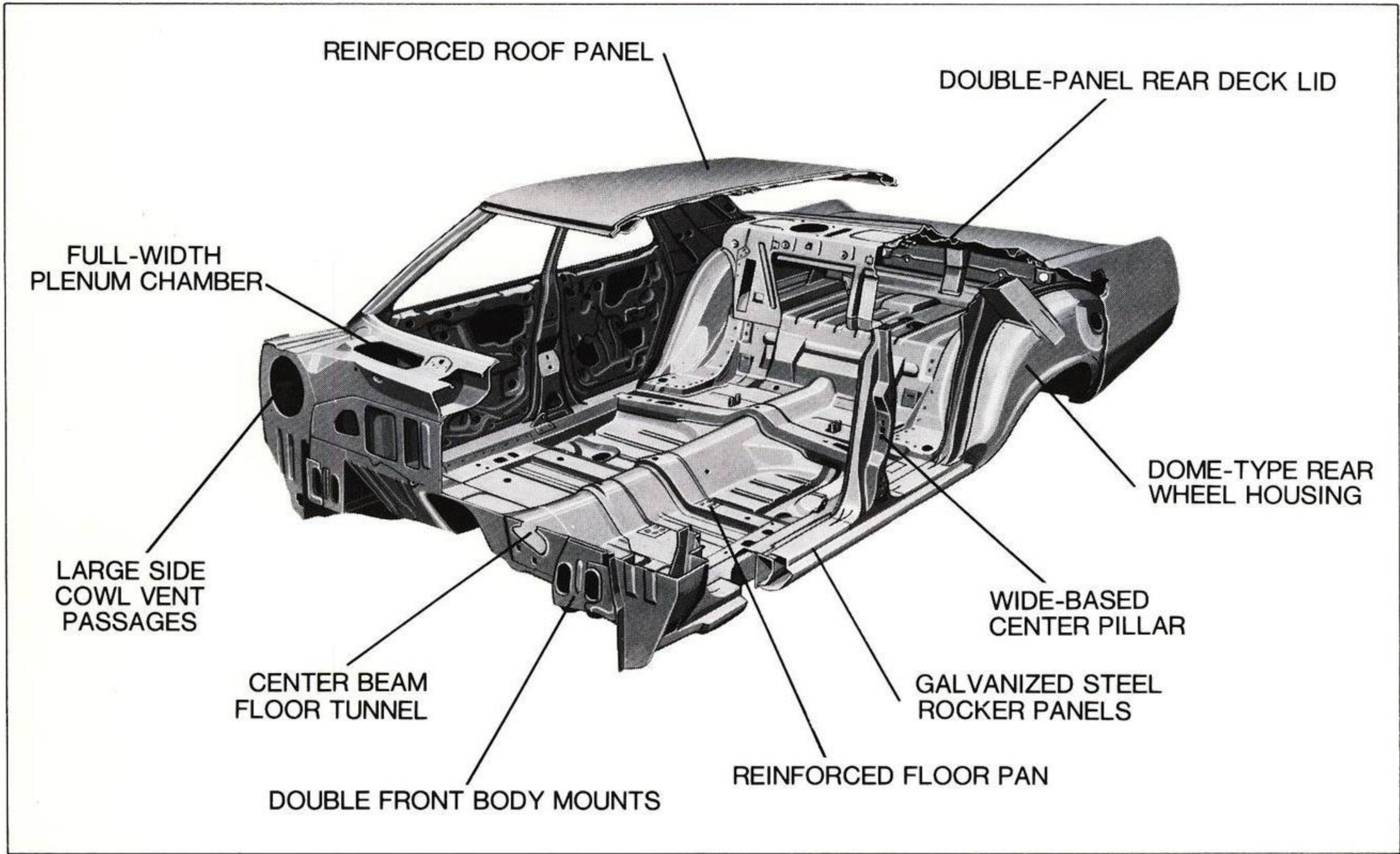
*Dimensions in inches unless otherwise stated
Source: Motor Vehicle Manufacturers Association Specifications

MARQUIS COLOR AND UPHOLSTERY

1977 MARQUIS Color and Trim Chart			DOVE GREY	DARK RED	MEDIUM BLUE	JADE	GOLD	SADDLE	SADDLE/ WHITE	CREAM/ GOLD	LT. JADE/ JADE
MARQUIS	Ardmore Cloth & Vinyl	BENCH		LD	LB	LR		LZ			
	Ruffino Vinyl (RPO)			HD	HB	HR	HY	HZ			
MARQUIS BROUGHAM	Willshire Cloth & Vinyl	FLIGHT BENCH		RD	RB	RR	RY	RZ			
	Valino Vinyl	TWIN COMFORT (RPO)	VS	VD	VB			VZ		VV	VR
	Willshire Cloth & Vinyl		MS	MD	MB	MR	MY	MZ			
GRAND MARQUIS	Touraine Velour & Leather	TWIN COMFORT	JS	JD	JB	JR	JY	JZ			
	Leather & Vinyl		FS	FD	FB			FZ	F3	FV	FR
MARQUIS WAGON	Ruffino Vinyl	BENCH		HD	HB	HR	HY	HZ			
COLONY PARK OPTION	Valino Vinyl	FLIGHT BENCH		SD	SB			SZ		SV	SR
	Valino Vinyl	TWIN COMFORT (RPO)		VD	VB			VZ		VV	VR
	Decor Option Leather & Vinyl			FD	FB			FZ			FR
PAINT COLORS			VINYL ROOF COMBINATIONS								
BLACK	1C	A/P	A/D				A				
WHITE	9D	A/W	W/D	W/B	W/R	W/V	W/T	W/T	W/V	W/R	
DARK RED	2M	A/D	A/W/D/P								
SILVER MET.	1G	A/P	D/P	B/P							
DARK BLUE MET.	3G			W/B							
LIGHT BLUE	3U			W/B							
DARK JADE MET.	* 46				W/R						W/R
CHAMPAGNE MET.	8Y						T	T			
CREAM	6P					W/V	W/V/T	W/V/T	W/V		
BRIGHT SADDLE MET.	8K						W/T	W/T			
DARK BROWN MET.	5Q						W/T	W/T			
DOVE GREY	1N	A/E	D/E								
GLAMOUR PAINT (Optional)											
BRIGHT BLUE MET.	3V			W/B							
LIGHT JADE MET.	7L				W/R						W/R
MEDIUM GOLD MET.	6V					W/V			W/V		

IMPORTANT MARQUIS ENGINEERING FEATURES

BODY CONSTRUCTION

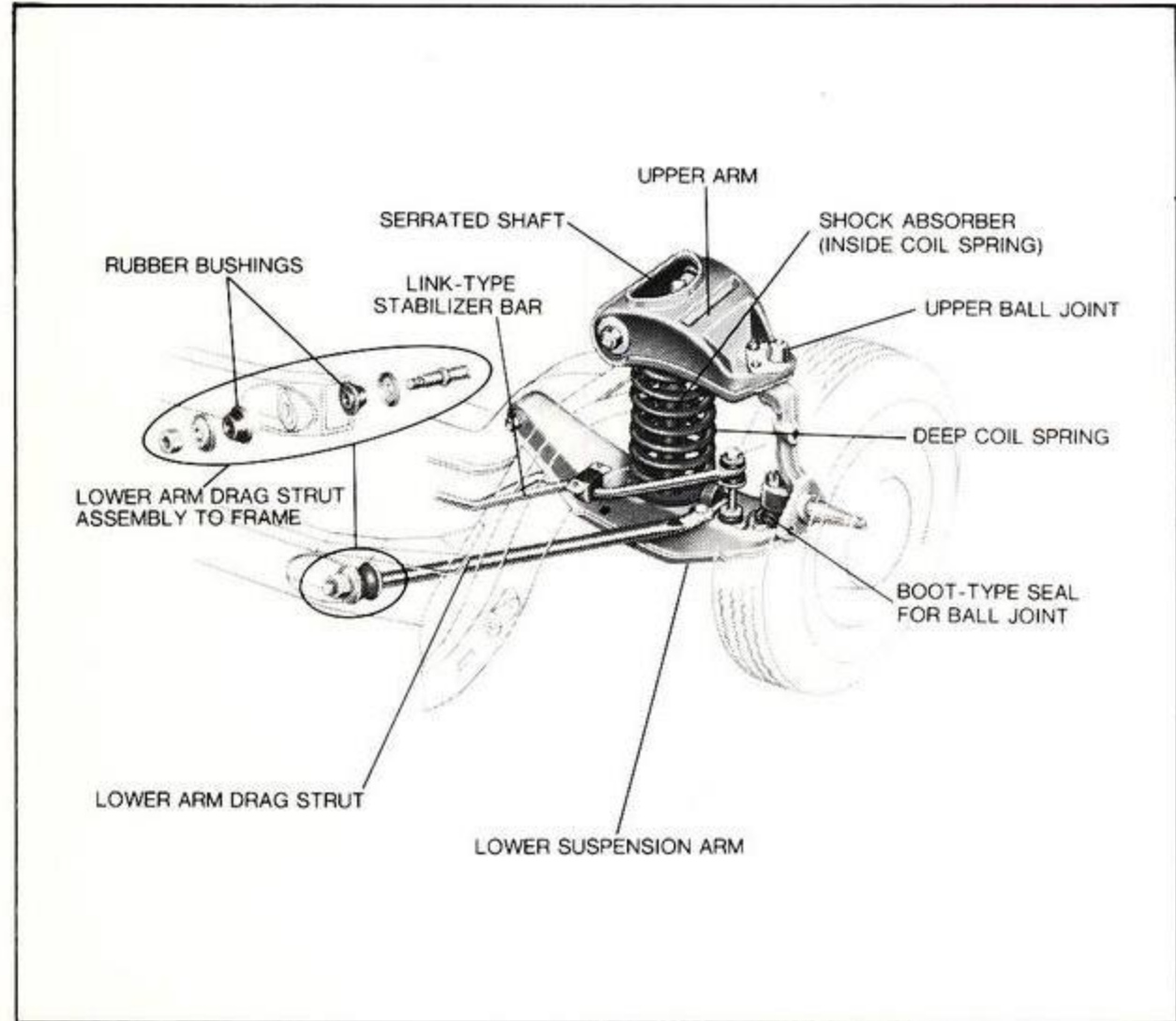


Body Construction

Marquis features separate body/frame construction. A rigid body working with a torque box frame helps reduce road shock, noise and vibration. The floor pan is reinforced with five heavy sheet metal crossmembers that tie

rocker panels to the driveline tunnel. Box section rocker panels provide additional strength at the side. As illustrated above, the remainder of the body is heavy-duty reinforced and entirely welded together to form a rigid unit.

FRONT SUSPENSION



Front Suspension

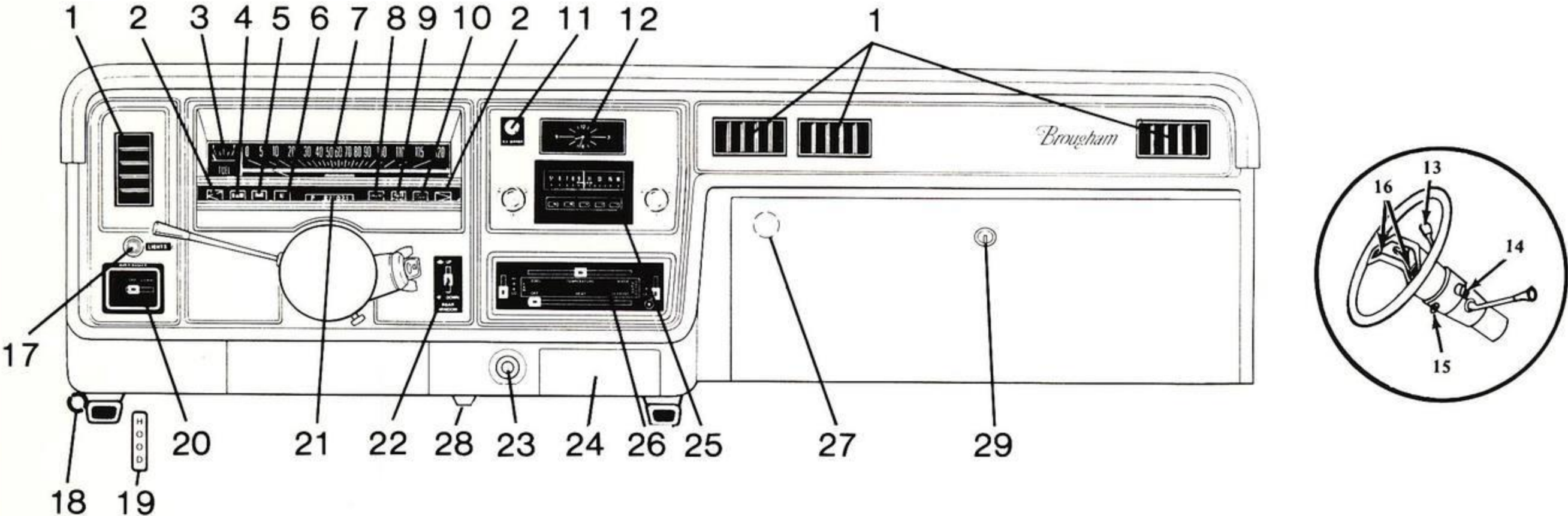
The Marquis car line features an independent coil spring front suspension. Suspension components are attached to the frame at rubber insulated mounting points, eliminating metal-to-metal contact. This helps minimize the transfer of road noise and vibration to the passenger compartment.

The lower arm drag struts are anchored through resilient rubber insulators (thick doughnut-shaped washers) which act as cushions to absorb road shocks such as those caused by tar strips.

The stabilizer bar contributes to positive steering control. Also, it is designed to control the roll of the car body when cornering. Roll is caused by centrifugal force when rounding a turn. The resistance to twisting in the bar is designed to counteract this force and stabilize the car body when cornering.

Shock absorbers are mounted through the center of the coil springs for easy replacement, contributing to the overall practicality of the system.

MARQUIS INSTRUMENT PANEL



1. Air Conditioner and Vent Registers

2. Turn Indicator Lights

3. Fuel Gauge

4. High-Beam Indicator Light

5. Brake System Warning Light

6. Alternator Warning Light

7. Speedometer and Odometer

8. Oil Pressure Warning Light

9. Fasten Seat Belts Warning Light

10. Engine Temperature Warning Light

11. Right-hand Rearview Mirror Control (optional)
12. Clock

13. Turn Signal Indicator

14. Ignition Switch

15. Hazard Warning Flasher System

16. Speed Control Switch (optional)

17. Headlamp Switch

18. Air Vent Controls

19. Hood Release

20. Windshield Wiper/Washer Control

21. SelectShift Transmission Quadrant

22. Station Wagon Rear Window Control or Power Antenna Switch (optional)
23. Light

24. Ashtray

25. Radio (optional)

26. Heater and Air Conditioner Systems (optional Air Conditioner)

27. Concealed Remote Trunk Release (optional)

28. Rear Speaker Fader Control (optional with AM Radio)

29. Lockable Glove Box

MARQUIS STEERING WHEELS



2-Spoke Color-Keyed Steering Wheel, Standard on Marquis

Deluxe 2-Spoke Color-Keyed Steering Wheel, Standard on Marquis Brougham

Luxury 2-Spoke Color-Keyed Steering Wheel, Standard on Grand Marquis

MARQUIS WHEEL COVERS



Deluxe Wheel Cover, Standard on All Models

Luxury Wheel Cover, Optional on All Models

Wire Wheel Cover, Optional on All Models

Forged Aluminum Wheel (4), Optional on All Models

MARQUIS OPTIONS

ENGINES

- 460 CID 4V V-8 — Includes dual exhausts and 68-amp. battery. Not available in California.

Marquis	Marquis Brougham	Grand Marquis std
•	•	

REGULAR PRODUCTION OPTIONS

- Air Conditioning, Automatic Temperature Control — Tinted glass recommended. Includes 60-amp. alternator. Manual blower control.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Air Conditioning, Manual Control — Tinted glass recommended. Includes 60-amp. alternator.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Axle, Higher Ratio — Included in Trailer Towing Package.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Axle, Traction-Lok Differential.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Battery, Heavy-duty — 77-amp. included in Trailer Towing Package.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Bracket, Front License Plate — Required in states requiring front license plates.

Marquis nec	Marquis Brougham nec	Grand Marquis nec

- Brakes, Four-Wheel Power Disc.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Bumper Protection Group — Includes rear bumper guards and front and rear rub strips.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

LEGEND: • = Available at Extra Cost
std = Standard
na = Not Available
nec = Available at No Extra Cost

- California Emissions System — Required in California, optional in 49 states.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Clock, Digital

Marquis	Marquis Brougham	Grand Marquis std
•	•	

- Defroster, Electric Rear Window — Includes tinted rear window and 60-amp. alternator. Required option on passenger cars in New York State.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Door Edge Guards

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Fender Skirts

Marquis	Marquis Brougham std	Grand Marquis std
•		

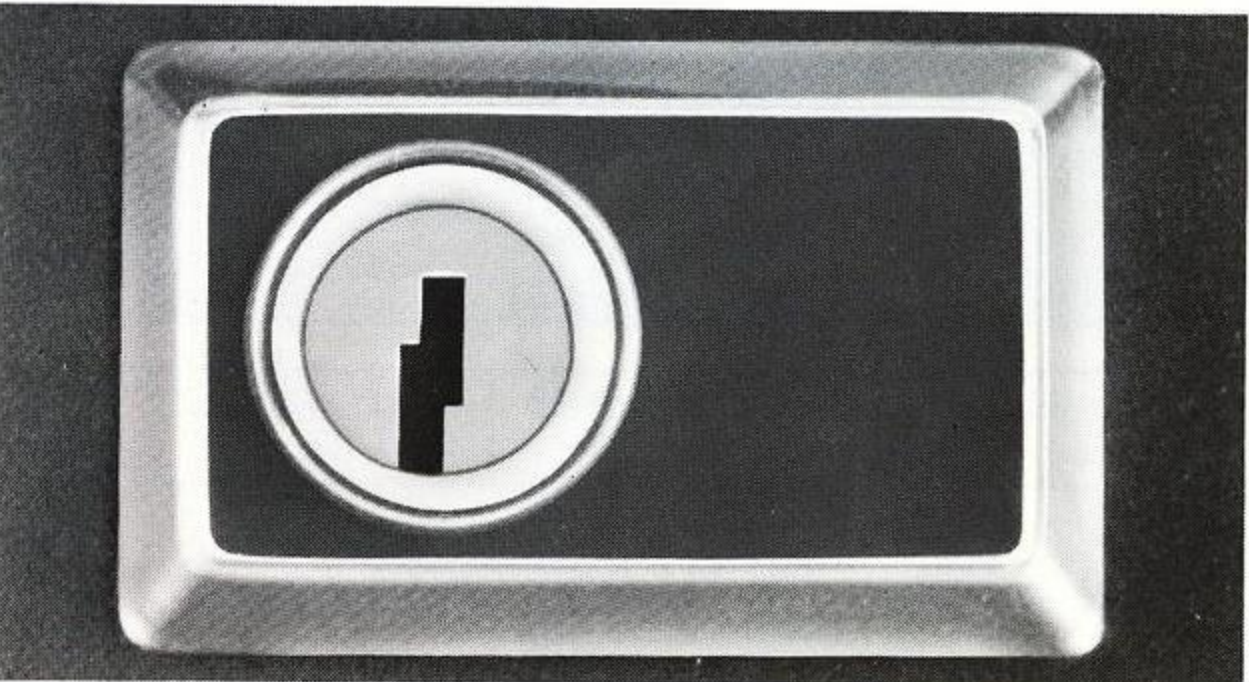
- Glass, Tinted — Complete.

Marquis	Marquis Brougham	Grand Marquis std
•	•	

- High Altitude Emissions Equipment — This option is required for previously notified dealers located in counties above 4000 feet. Not available elsewhere.

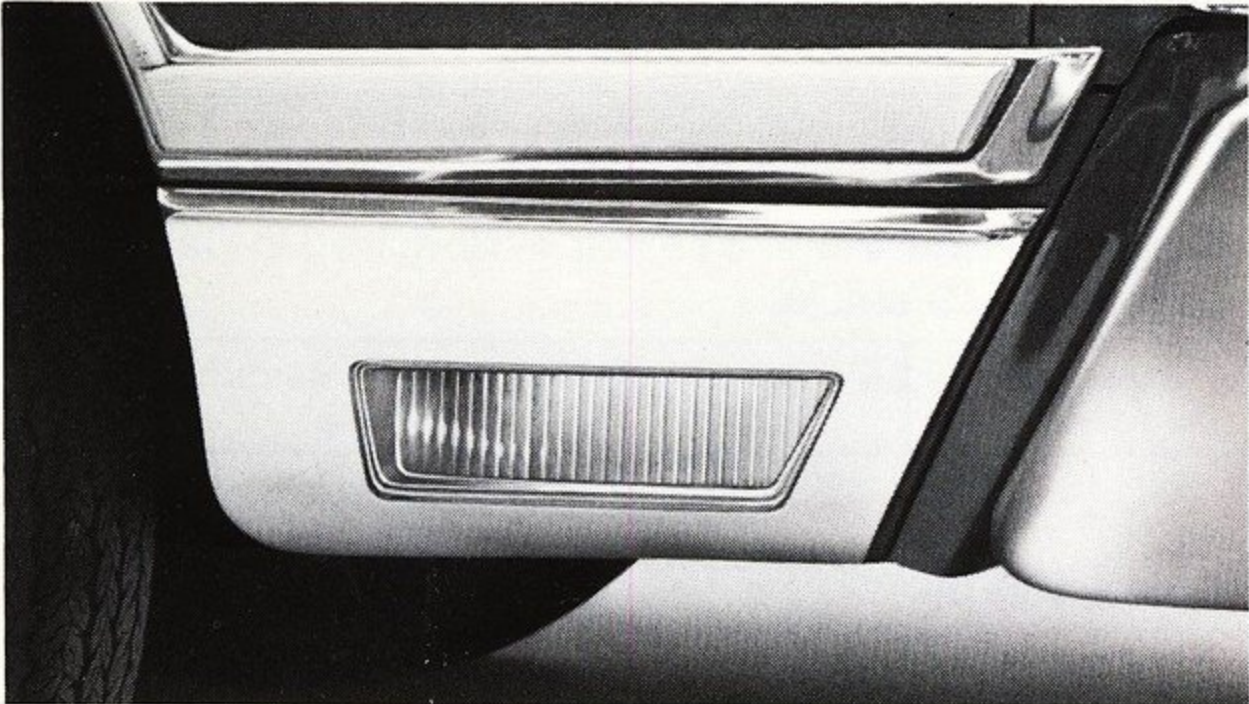
Marquis	Marquis Brougham	Grand Marquis
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- Illuminated Entry System — Includes ring of light around key hole for key insertion and activation of interior lights by outside door handle.



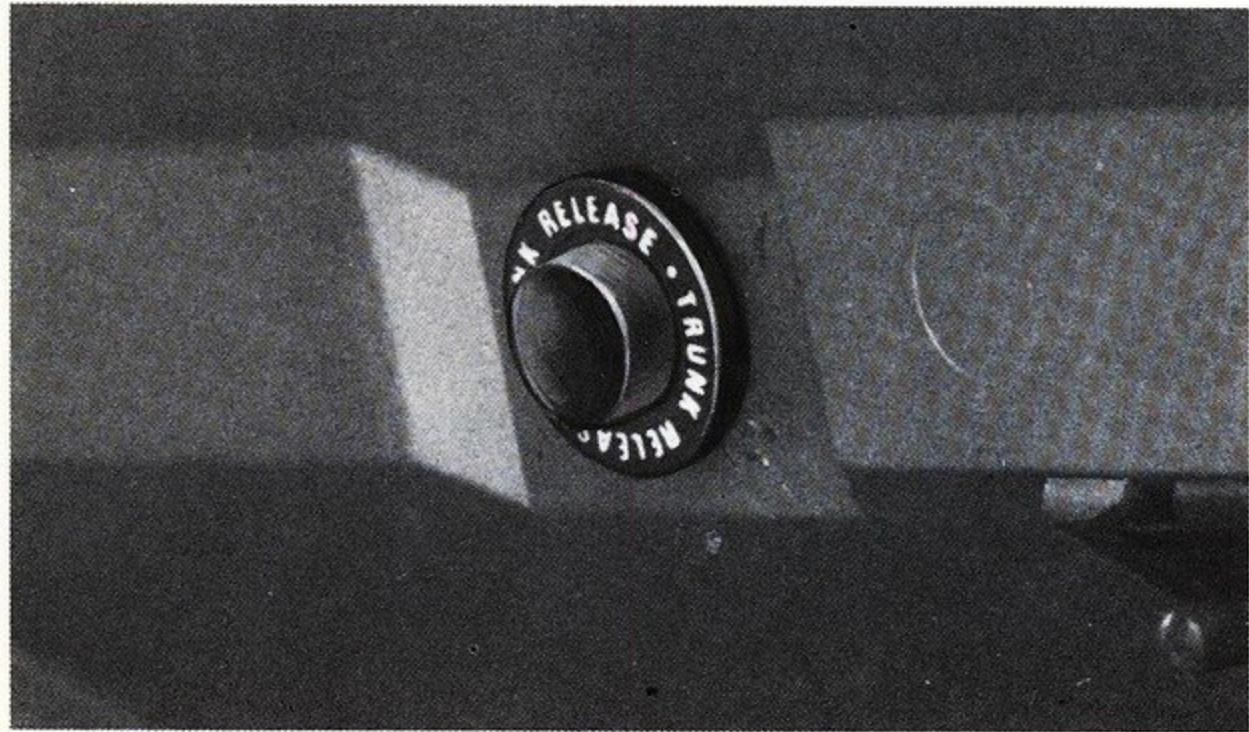
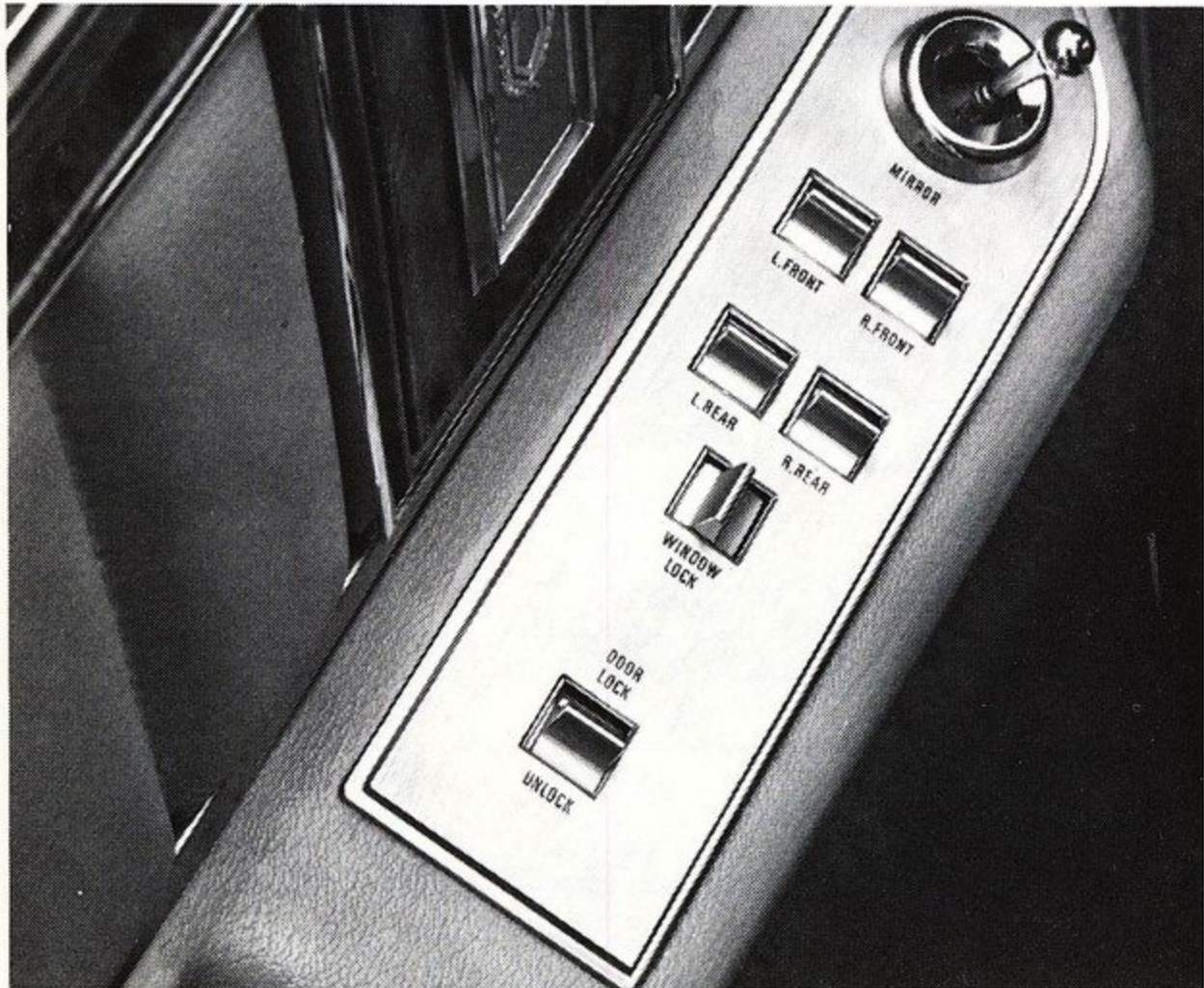
Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Lamps, Cornering



Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Lock Convenience Group — Includes power door locks and remote-control trunk lid release. Left-hand remote-control mirror included on Marquis.



Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Mirror, Illuminated Visor Vanity

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Mirror, Left-Hand Remote-Control — Included in Lock Convenience Group and Power Window Option.

Marquis	Marquis Brougham	Grand Marquis
•	std	std

- Molding, Narrow Protective Bodyside — Black insert.

Marquis	Marquis Brougham	Grand Marquis
•	•	na

- Molding, Rocker Panel

Marquis	Marquis Brougham	Grand Marquis
std	std	•

- Moonroof, Power — Requires vinyl roof or Tu-Tone option.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Paint, — Glamour Metallic

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Paint Stripes — Upper bodyside paint stripes (automatically selected color based on color and trim). Not available with Landau vinyl roof on 2-door models.

Marquis	Marquis Brougham	Grand Marquis
•	na	na

- Power Antenna — Available on 2-door hardtops and 4-door pillared hardtops only, but not in combination with AM radio. Antenna located on driver's side quarter panel. Required with all FM radios.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Radio, AM — Includes separate fader control when combined with dual rear seat speaker option.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Radio, AM/FM/MPX — Includes two 5½" diameter door-mounted speakers and two 6" x 9" speakers mounted in package tray. Power antenna option required.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Radio, AM/FM/MPX with Stereo Tape — Includes four speaker system as with AM/FM/MPX. Power Antenna option required.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Radio, AM/FM/MPX "Search" — Four speaker system included. Power antenna option required.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Radio, AM/FM/MPX with Quad-8 Tape — Includes four speaker system. Power antenna option required.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Roof, Vinyl, Full — Standard on Marquis Brougham and Grand Marquis 4-door models. Available at no extra cost on Marquis Brougham and Grand Marquis 2-door models.

Marquis	Marquis Brougham	Grand Marquis
•	nec	nec

- Roof, Vinyl, Landau — Not available on 4-door models. Includes upper body peak molding.

Marquis	Marquis Brougham	Grand Marquis
•	std	std

- Seat Belts, Deluxe

Marquis	Marquis Brougham	Grand Marquis
•	std	std

- Seat, Power Bench — 6-Way non-reclining.

Marquis	Marquis Brougham	Grand Marquis
•	•	na

- Seat, Power Twin Comfort — 6-Way driver's side only, reclining passenger.



Marquis	Marquis Brougham	Grand Marquis
na	•	•

- Seat, Power Twin Comfort — 6-Way/6-Way reclining passenger seat.

Marquis	Marquis Brougham	Grand Marquis
na	•	•

- Seats, Twin Comfort Lounge — with passenger recliner.

Marquis	Marquis Brougham	Grand Marquis
na	•	std

- Seat, Vinyl Bench

Marquis	Marquis Brougham	Grand Marquis
•	na	na

- Speakers, Dual Rear Seat — Optional with AM radio. Includes two 6"x9" speakers mounted in rear package tray.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Speed Control — Controls mounted in luxury two-spoke steering wheel.



Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Steering Wheel, Tilt

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- Trailer Towing Package, Class III — Refer to Trailer Towing Section.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- **Tu-Tone Group** — Not available with full or half-vinyl roof. Option includes Tu-Tone leather interior, Twin Comfort Lounge Seats (available in all-vinyl in the Marquis Brougham and with leather trim in the Grand Marquis.)

Exterior treatment is common to both models utilizing upper peak molding and parallel tape stripes to break colors on bodyside upper and roof. Marquis Brougham has tape treatment on lower bodyside. Paint treatment is dark tone paint on hood and front of roof, light tone paint on rear of roof, deck lid, and bodyside between peak moldings and lower body contour line.

Vinyl roof, quarter panel peak molding, fender skirts and rocker panel and extension moldings are deleted when option is ordered on Marquis Brougham.

Marquis na	Marquis Brougham ●	Grand Marquis ●
---------------	-----------------------	--------------------

- **Visibility Light Group**— Includes the following:

	Marquis	Marquis Brougham	Grand Marquis
-Dome/dual beam map light	x	x	std
-Under hood light	x	x	x
-Right-hand remote-control mirror	x	x	x
-Headlamp-on buzzer	x	x	x
-Rear pillar lights	x	x	std
-Left-hand remote-control mirror	x	std	std
-Under instrument panel lights	x	std	std
-Trunk light	x	std	std
-Rear door courtesy light switch	x	std	std

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Wheel Covers, Luxury**

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Wheel Covers, Wire**— Not available with fender skirts. Available on all Marquis models and Marquis Brougham 2-Door models with Tu-Tone Option.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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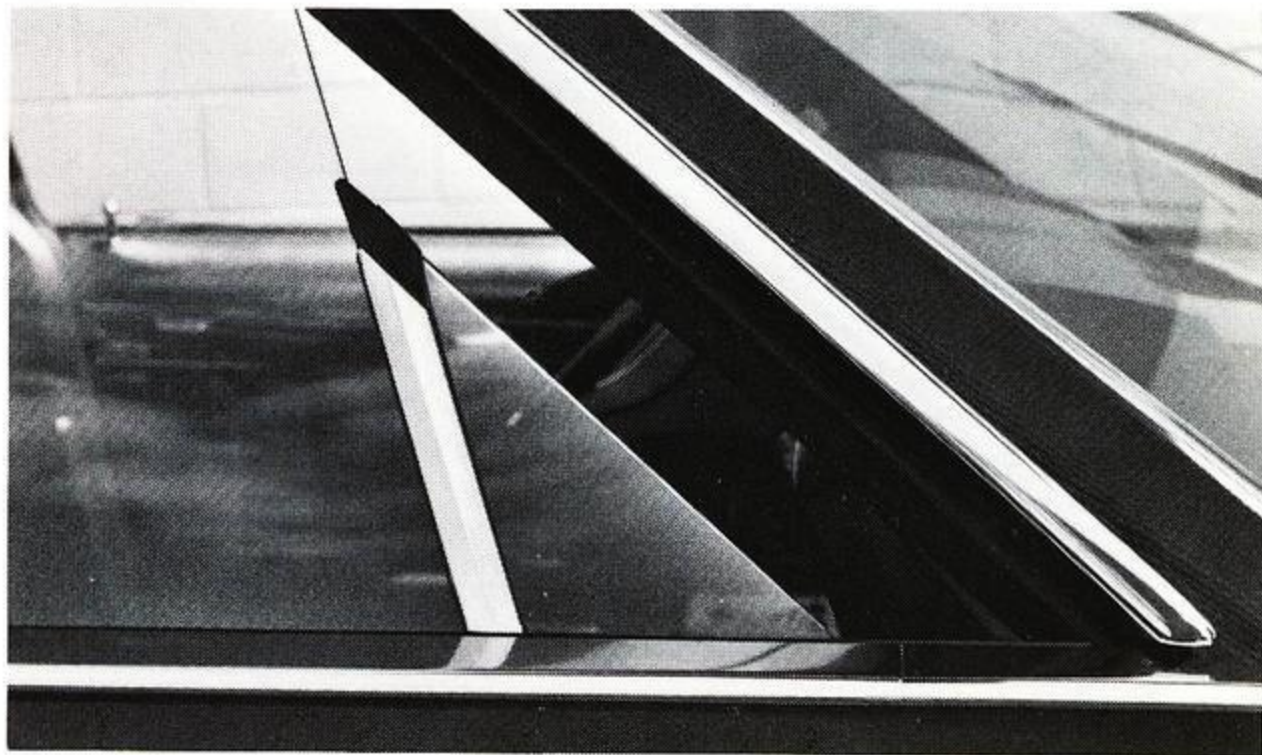
- **Wheels, Forged Aluminum**— Four wheels per set.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Windows, Power Side**— Requires left-hand remote-control mirror.

Marquis ●	Marquis Brougham std	Grand Marquis std
--------------	-------------------------	----------------------

- **Windows, Power Vent**— Available on 4-door models only. Requires power side windows and tinted glass.



Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- **Windshield Wipers, Interval**

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

LIMITED PRODUCTION OPTIONS

- **Cross-Country Ride Package**— Included in Trailer Towing Package (Class III).

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- **Engine Block Heater**

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- **Heavy-Duty Alternator**— 70-amp.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

Legend: ● = Available at extra cost
std = Standard
na = Not Available
nec = Available at no extra cost

TIRES*

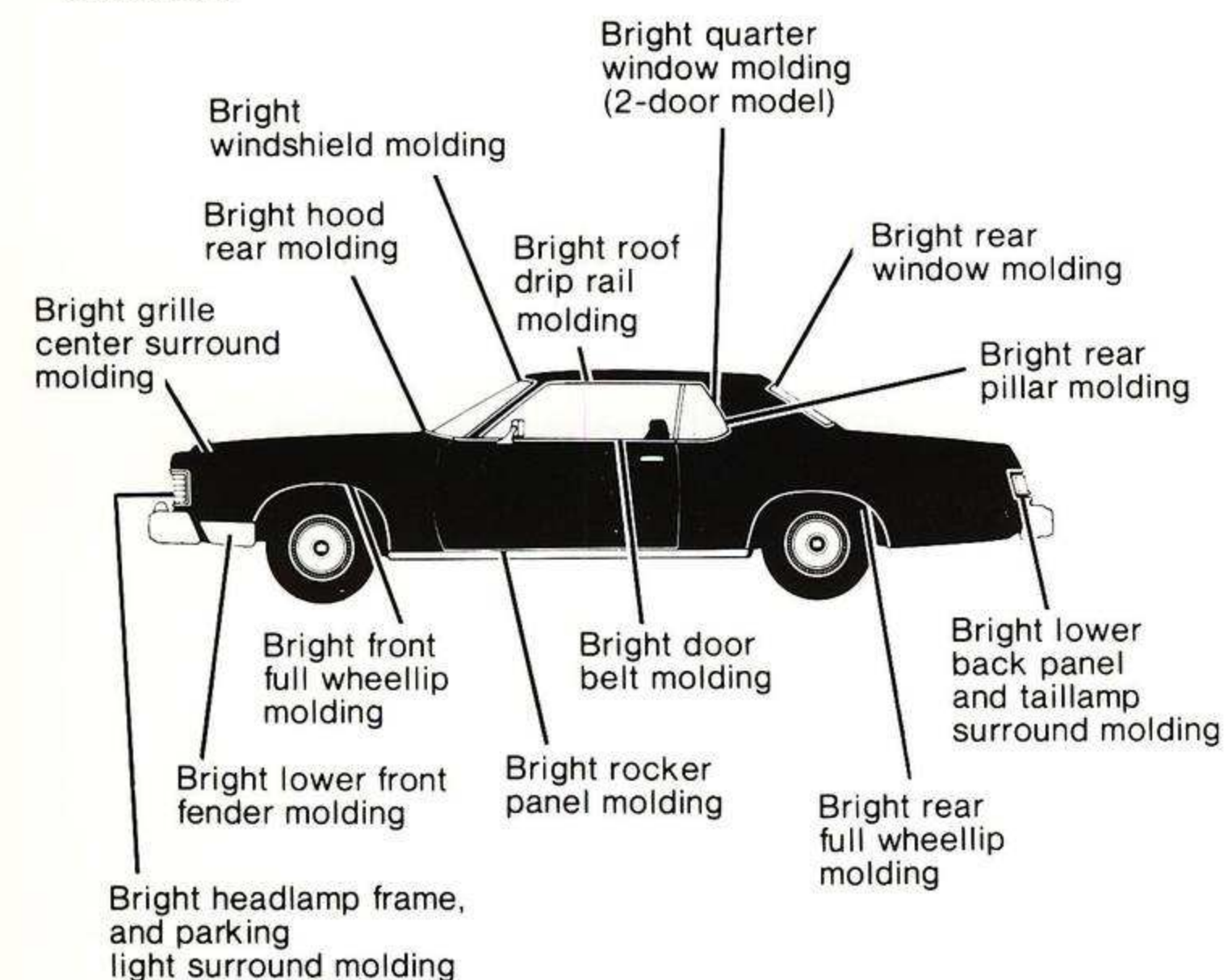
49 STATES & CALIFORNIA	HR78 x 15		JR78 x 15			LR78 x 15	
	BSW	WSW	BSW	WSW	WWSW	BSW	WSW
2-Door Models 400 CID 2V V-8 without A/C with A/C	STD STD	OPT OPT	OPT OPT	OPT OPT	OPT OPT	OPT OPT	OPT OPT
460 CID 4V V-8 without A/C with A/C	STD STD (a)	OPT STD (a)	OPT STD (b)	OPT OPT	OPT OPT	OPT OPT	OPT OPT
4-Door Models 400 CID 2V V-8 without A/C with A/C	STD STD	OPT OPT	OPT OPT	OPT OPT	OPT OPT	OPT OPT	OPT OPT
460 CID 4V V-8 without A/C with A/C	STD STD (a)	OPT OPT (a)	OPT STD (b)	OPT OPT	OPT OPT	OPT OPT	OPT OPT

*All tire applications are load range "B."
(a) Available on Marquis; Not available on Marquis Brougham and Grand Marquis
(b) Standard on Marquis Brougham and Grand Marquis; Optional on Marquis

LEGEND: BSW = Black Sidewall
WSW = White Sidewall
WWSW = Wide Band White Sidewall
STD = Standard
OPT = Optional

MARQUIS EXTERIOR MOLDINGS

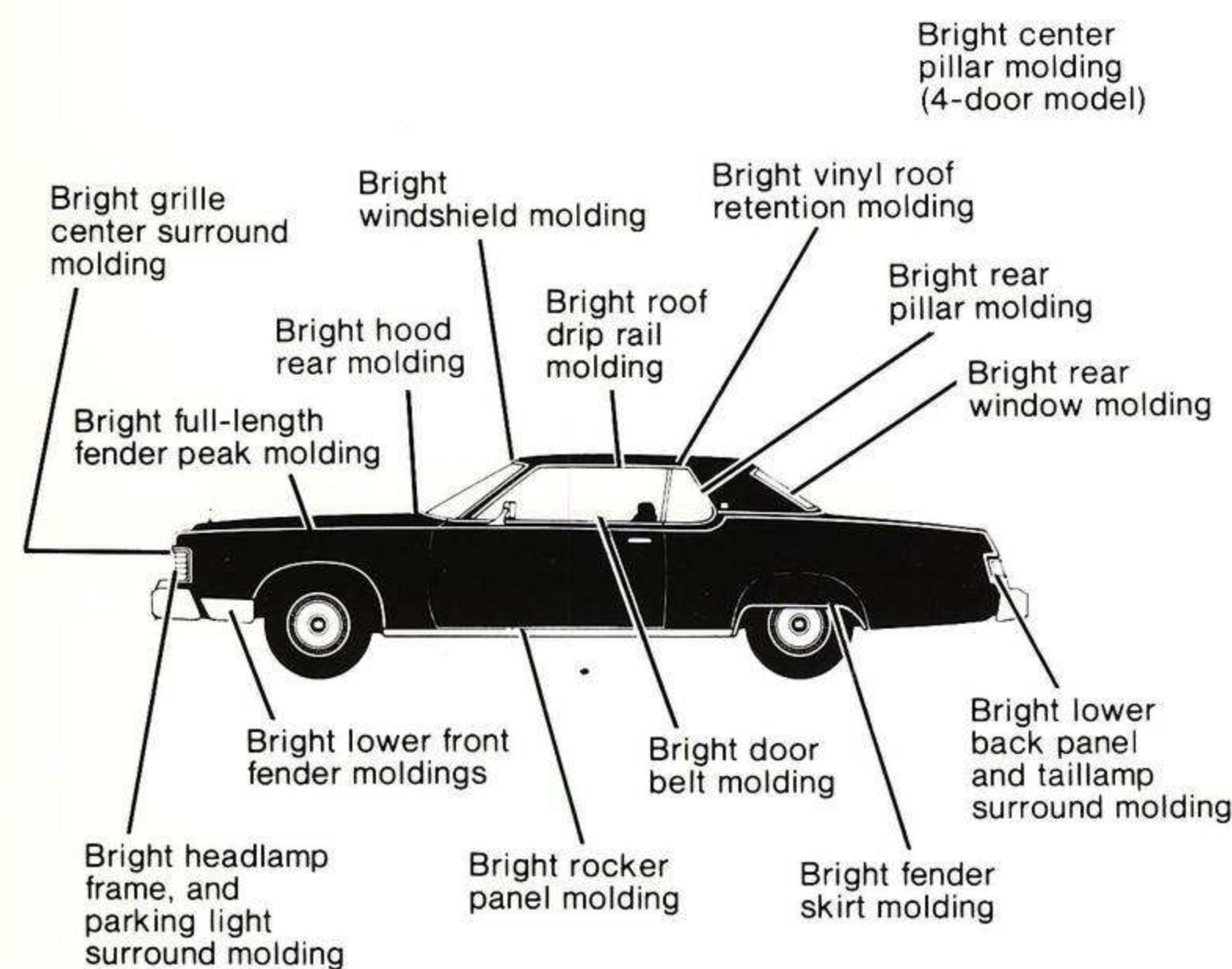
MARQUIS Standard



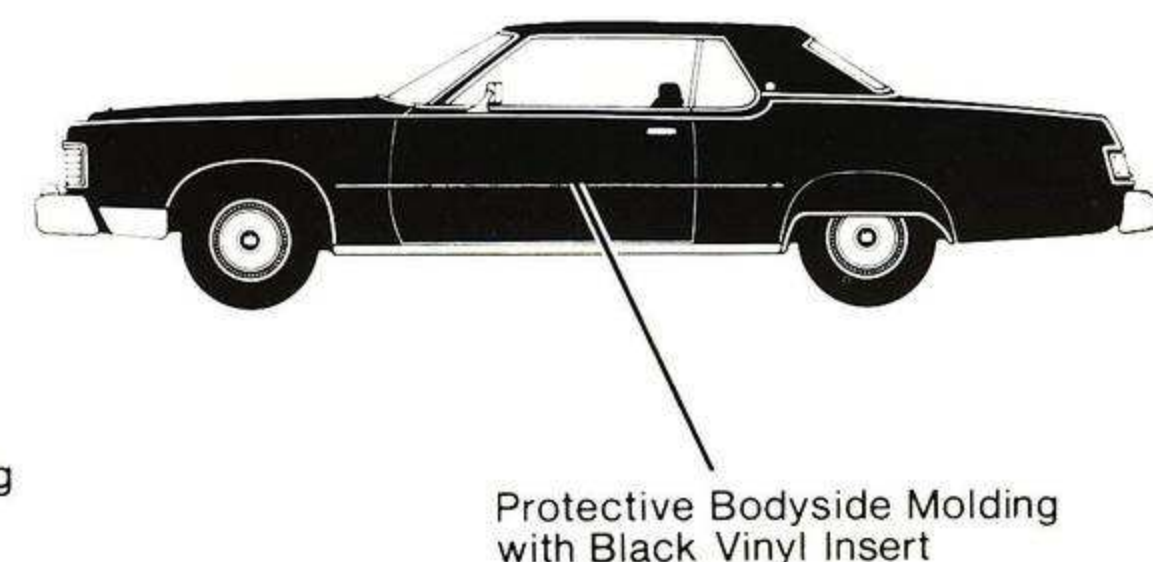
Optional



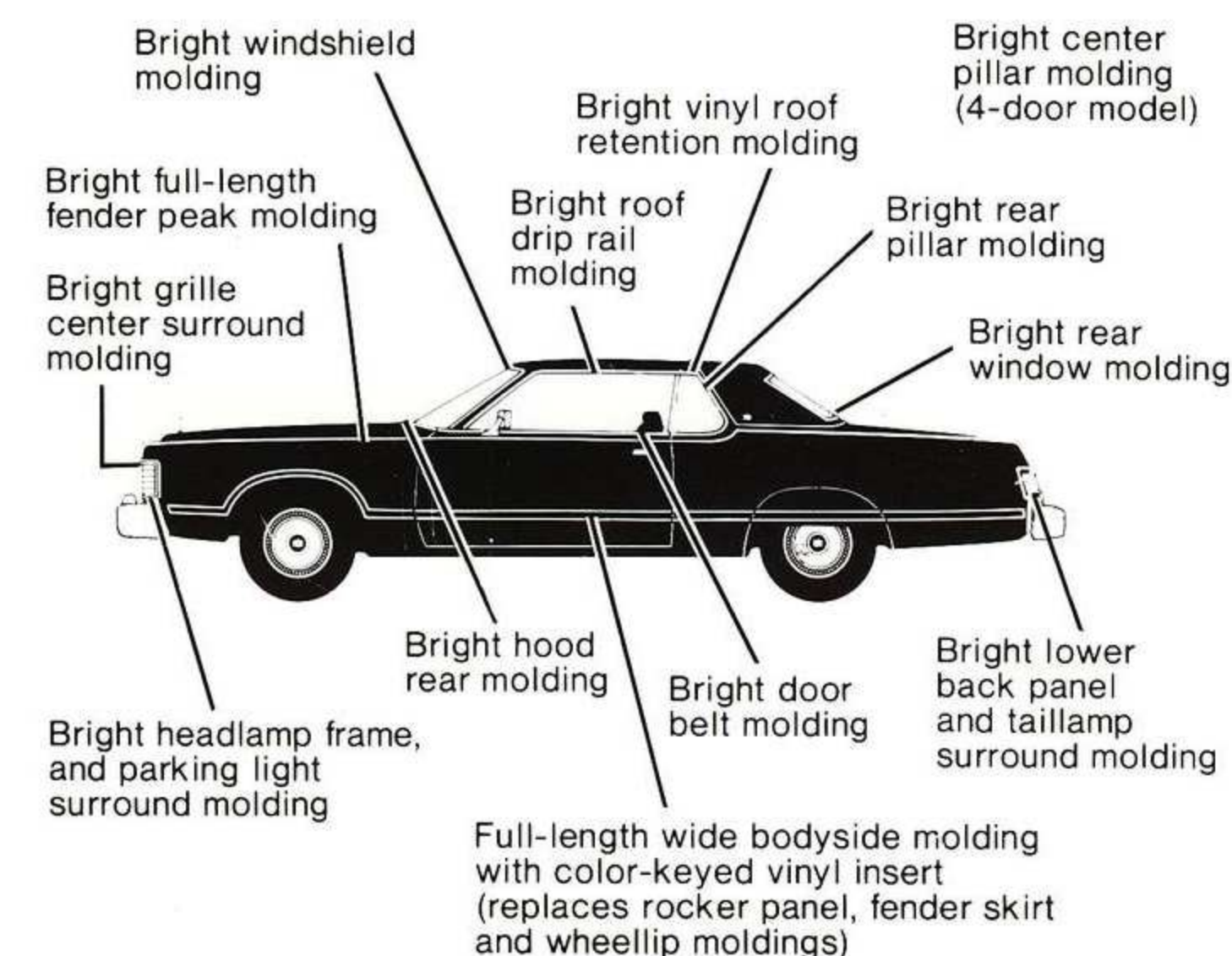
MARQUIS BROUGHAM Standard



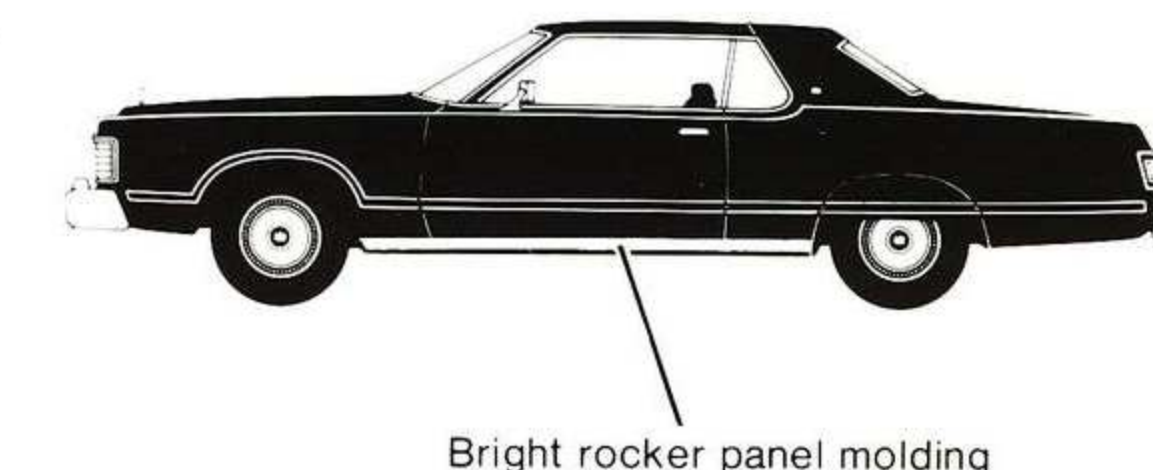
Optional



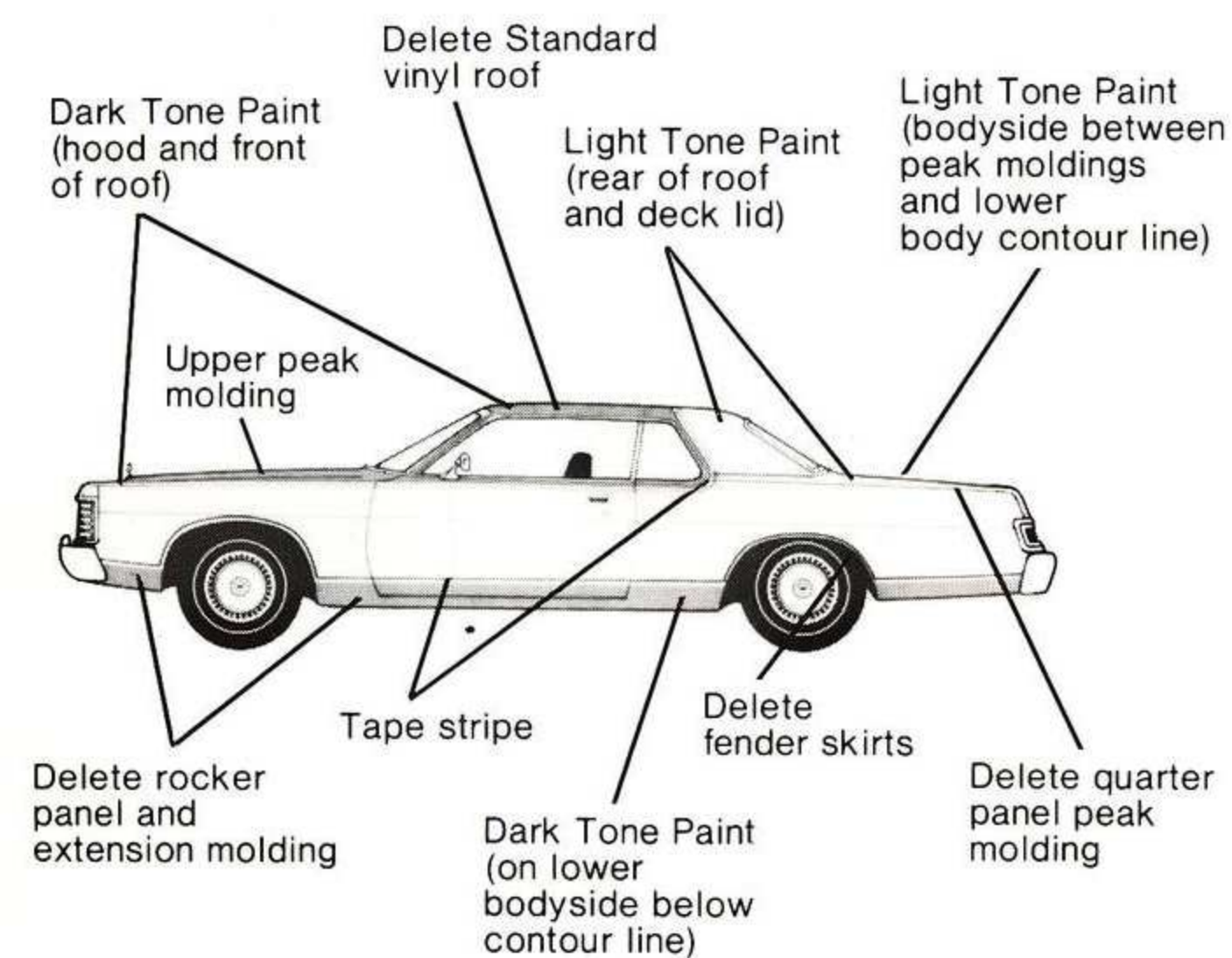
GRAND MARQUIS Standard



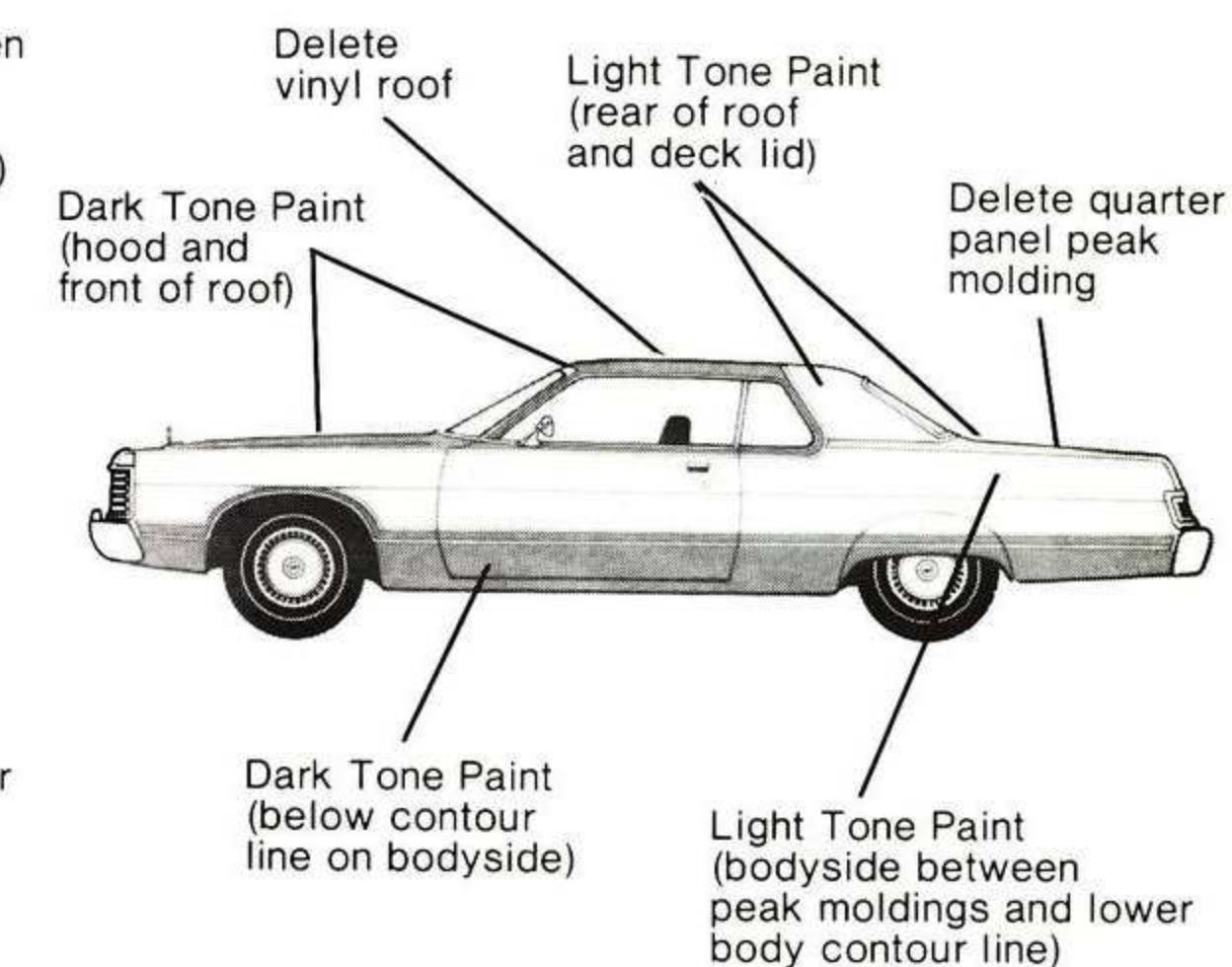
Optional



MARQUIS BROUGHAM TU-TONE GROUP OPTION



GRAND MARQUIS TU-TONE GROUP OPTION



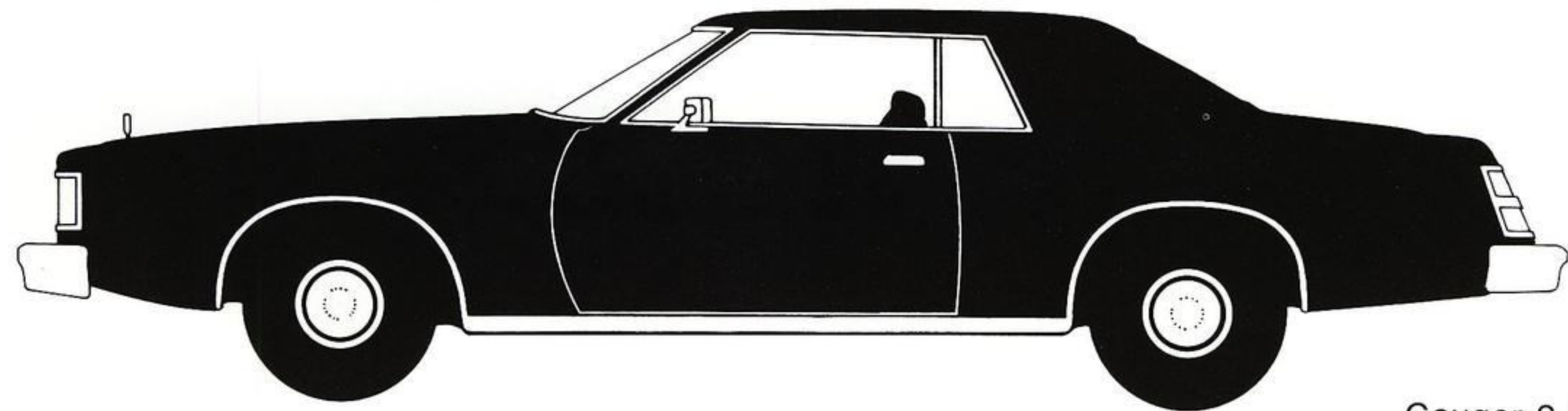
COUGAR

INDEX

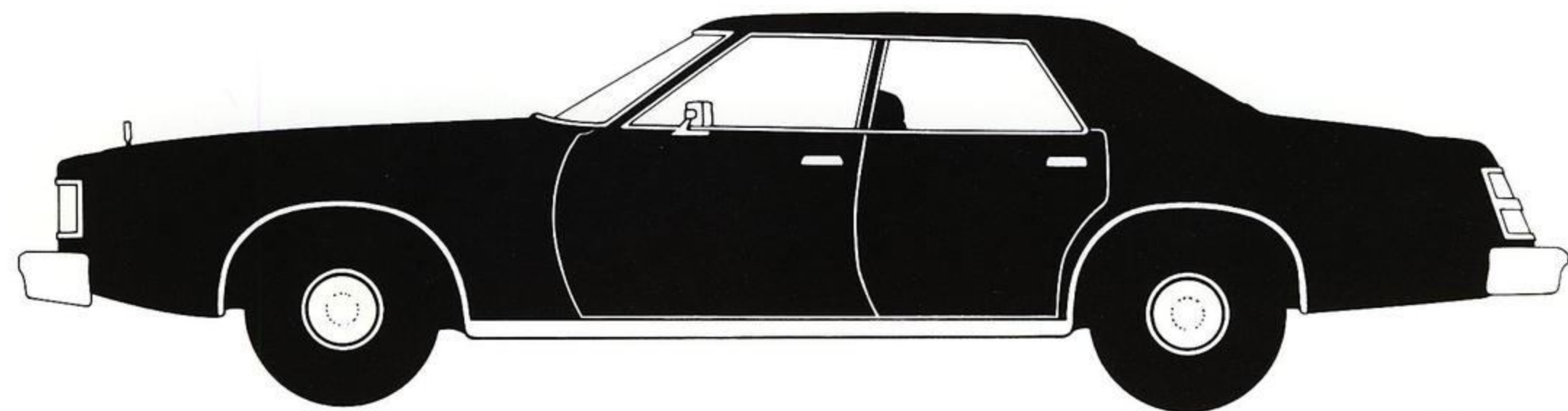
	PAGE
MODEL AVAILABILITY	3
COUGAR STANDARD EQUIPMENT	4
COUGAR STANDARD FEATURES	5
COUGAR BROUGHAM STANDARD EQUIPMENT	6
COUGAR BROUGHAM STANDARD FEATURES	7
COUGAR XR-7 STANDARD EQUIPMENT	8
COUGAR XR-7 STANDARD FEATURES	9
POWER TEAMS	10
Engine and Transmission Availability	10
Axle Ratios	10
DIMENSIONS AND CAPACITIES	10
COLOR AND UPHOLSTERY	11
IMPORTANT ENGINEERING FEATURES	12 & 13
Body Construction	12
Front Suspension	12
Body Insulation	13
Rear Suspension	13
INSTRUMENT PANEL	14
STEERING WHEELS	15
WHEEL COVERS	15
OPTIONS	16 — 20
Engines	16
Regular Production Options	16 — 20
Limited Production Options	20
Tires	20
EXTERIOR MOLDINGS	21
Cougar	21
Cougar Brougham	21
Cougar XR-7	21

COUGAR

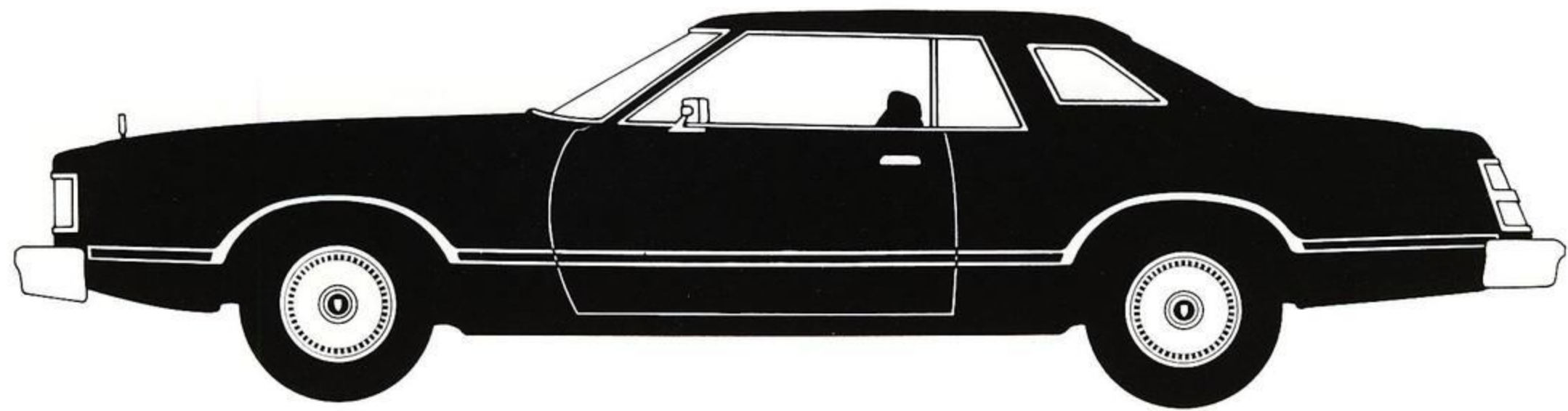
MODEL AVAILABILITY



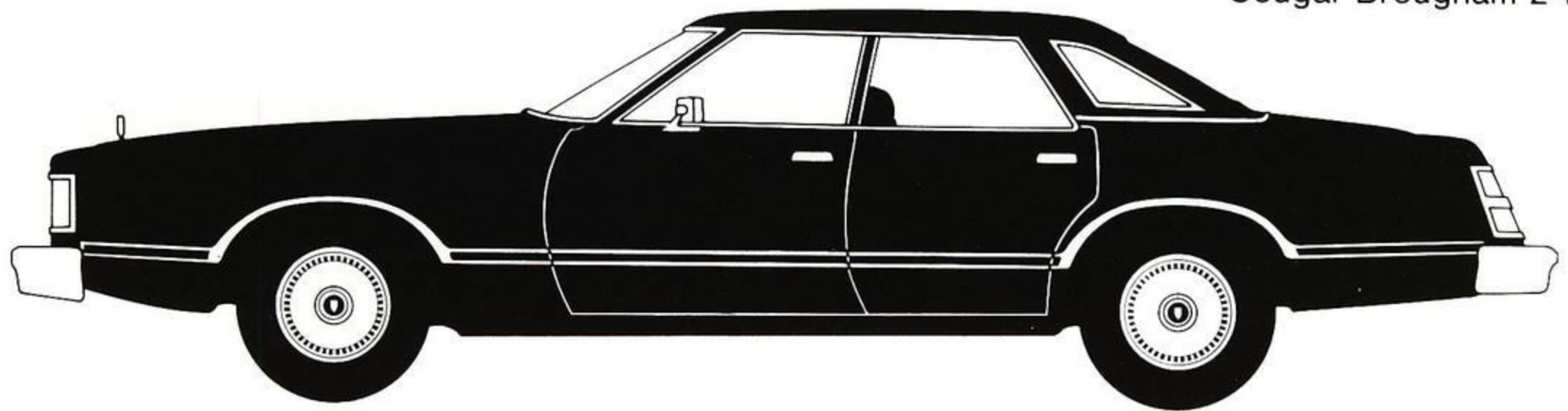
Cougar 2-Door Hardtop



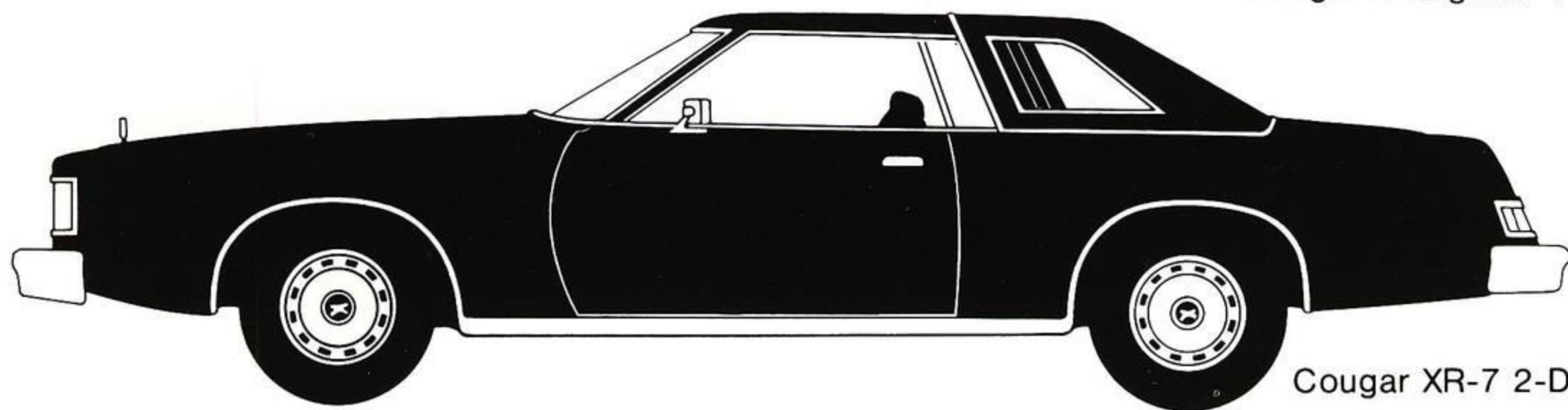
Cougar 4-Door Sedan



Cougar Brougham 2-Door Hardtop



Cougar Brougham 4-Door Sedan

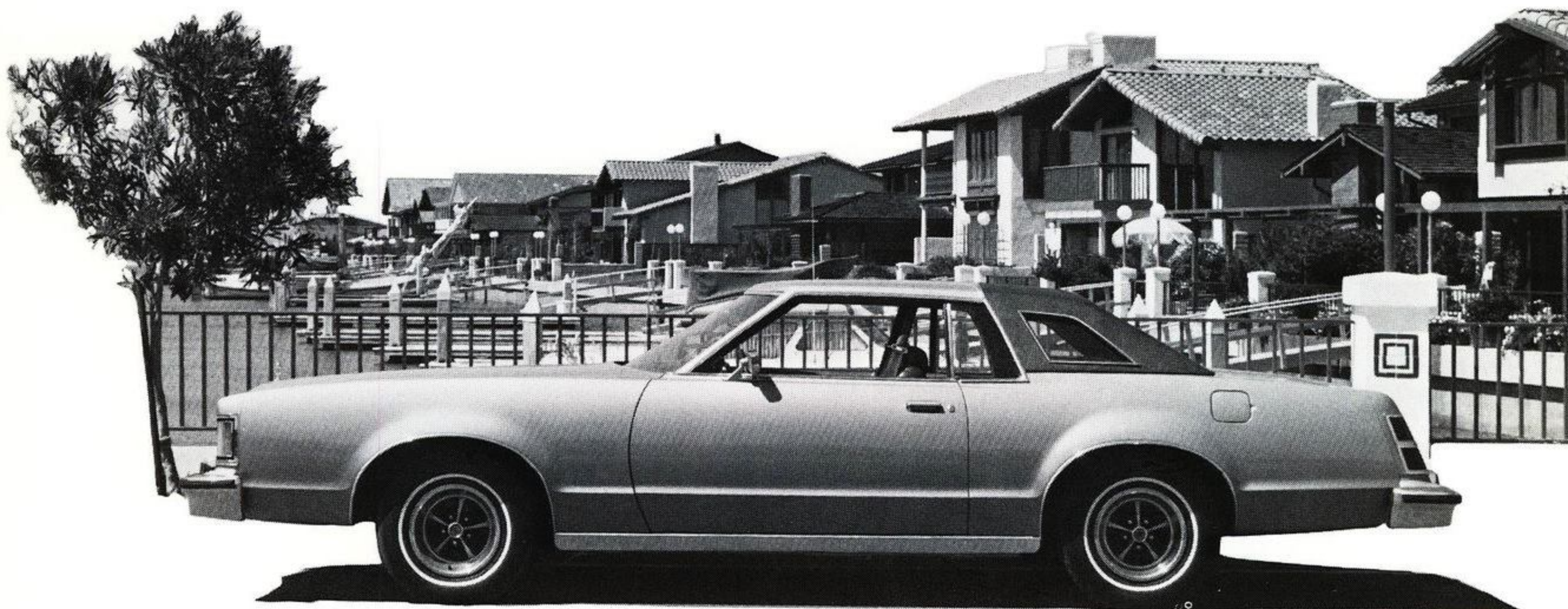


Cougar XR-7 2-Door Hardtop

Cougar Station Wagon
Cougar Villager Station Wagon

Station Wagon models are covered separately under the Tab labeled "Station Wagons."

COUGAR



Cougar 2-Door Hardtop

COUGAR STANDARD EQUIPMENT

EXTERIOR

Front:

- Distinctive Continental-type swing-away grille
- Dual rectangular headlamps
- Bright new stand-up Cougar hood ornament

Side:

- Bright metal features include:
 - Rocker panel molding
 - Full wheelip moldings
 - Roof drip rail molding
 - Window frame moldings
 - Door belt moldings
 - Rear quarter window molding (2-door)
 - Hub caps

Rear:

- 2-pod vertical taillamp assembly with integral side marker lights
- Red reflective rear center applique in lower back panel with bright surround molding

Finish:

- Electrostatic paint process
- Baked acrylic super enamel finish
- Improved corrosion protection with expanded use of precoated steel panels

INTERIOR

- Cloth and vinyl bench seat
- Door trim panel with padded armrests and emblem
- Color-keyed cut-pile carpeting
- 2-spoke color-keyed steering wheel

- New instrument cluster design
- Full-width instrument panel
- Rosewood applique
- "Ride Engineered by Lincoln-Mercury" plaque on instrument panel

- Large lockable glove box
- Day/night inside mirror
- Dome/courtesy light
- Luggage compartment mat

FUNCTIONAL

- 302 CID 2V V-8 engine
- DuraSpark ignition
- SelectShift 3-speed automatic transmission
- Power steering
- Power front disc/rear drum brakes
- Steel-belted radial ply BSW tires
- 14" wheels
- Concealed 2-speed windshield wipers
- Wiper-mounted windshield washer spray jets

- Coolant recovery system
- Inside hood latch release
- Body/frame construction
- 41-amp.-hr. battery
- 40-amp. alternator
- Improved-response throttle linkage

DIMENSIONS & CAPACITIES

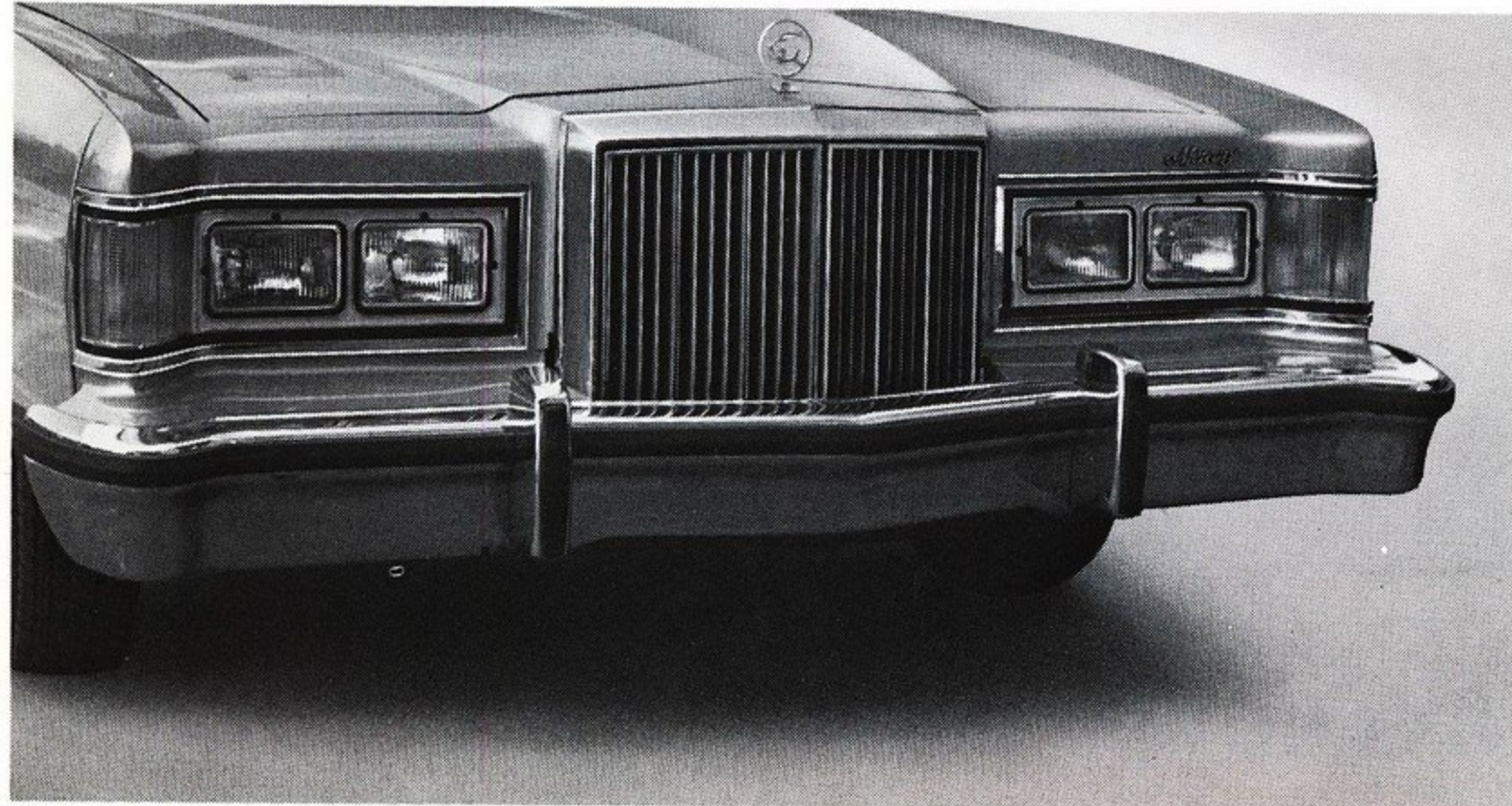
	2-Door	4-Door
Overall Length . . .	215.5"	219.5"
Wheelbase	114.0"	118.0"
Track		
Front	63.6"	63.6"
Rear	63.5"	63.5"
Luggage Capacity (cu. ft.)	15.1 (a)	15.1 (a)
Fuel Tank Capacity (gals.)	26.0	26.0

(a) Luggage capacity with space-saver spare tire estimated at 16.1 cu. ft.

STANDARD FEATURES

COUGAR — STYLING WITH A SPORTY FLAIR

Luxuriously refined with a clean blend of sportiness, the Cougar's exterior appearance is highlighted by a bold vertical front grille, stylish dual rectangular headlamps, and a newly designed hood ornament. Combination parking, turn signal and side marker lamps in the fender extensions emphasize the wide stance and clean look.



HIGHLY EQUIPPED WITH BUILT-IN VALUE

The Cougar is a highly equipped car offering customers built-in value with equipment as standard that is often optional at extra cost on other cars. For example, the Cougar features the proven 302 CID 2V V-8 engine, the smooth-shifting Selectshift automatic transmission, new DuraSpark ignition, steel-belted radial ply tires, power steering and power front disc brakes — for the utmost in pleasurable motoring.



CRISP INTERIOR STYLING

The Cougar is smart and sophisticated on the inside. The comfortably styled bench seat is trimmed in cloth and vinyl.



CRISP STYLING AND SUPERB RIDING PERFORMANCE PUT COUGAR AHEAD OF THE COMPETITION

COUGAR BROUGHAM



Cougar Brougham 4-Door Sedan

COUGAR BROUGHAM STANDARD EQUIPMENT OVER COUGAR

EXTERIOR

Side:

- Full-length bright bodyside molding with integral wheelip moldings (replaces full wheelip and rocker panel molding)
- Opera window with Brougham script imbedded in glass.
- Full vinyl roof (4-door)
- Upper bodyside paint stripe
- Bright wide door belt molding
- Deluxe wheel covers

INTERIOR

- Flight bench seat with folding center armrest
- Cloth and vinyl or all-vinyl interior trim
- Door trim panels with padded armrest, carpeted lower door and Brougham script
- Deluxe steering wheel
- Electric clock

FUNCTIONAL

- Deluxe sound package

DIMENSIONS & CAPACITIES

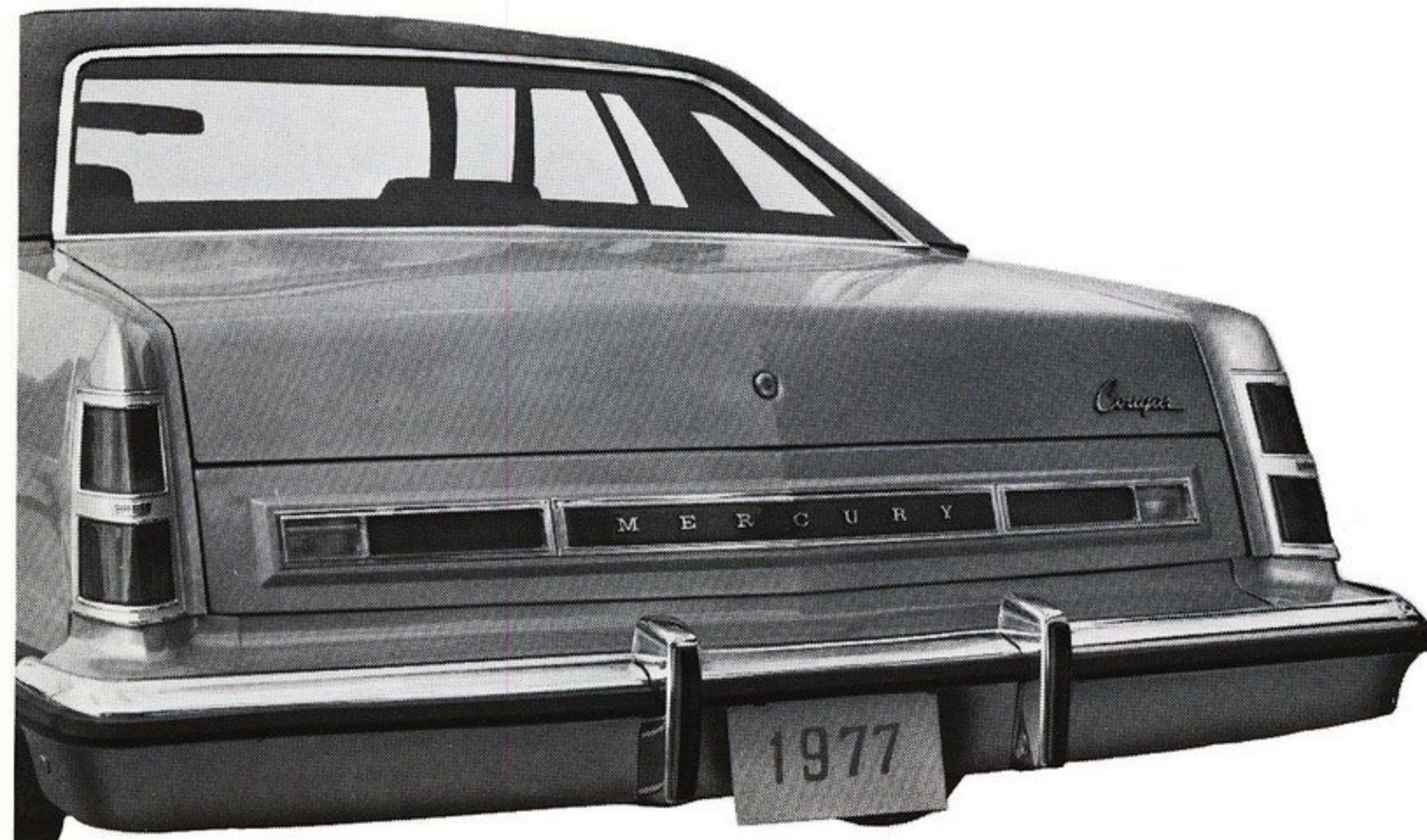
	2-Door	4-Door
Overall Length . . .	215.5"	219.5"
Wheelbase	114.0"	118.8"
Track		
Front	63.6"	63.6"
Rear	63.5"	63.5"
Luggage Capacity (cu. ft.)	15.4(a)	15.4(a)
Fuel Tank Capacity (gals.)	26.0	26.0

(a) Luggage capacity with space-saver tire estimated at 16.1 cu. ft.

STANDARD FEATURES

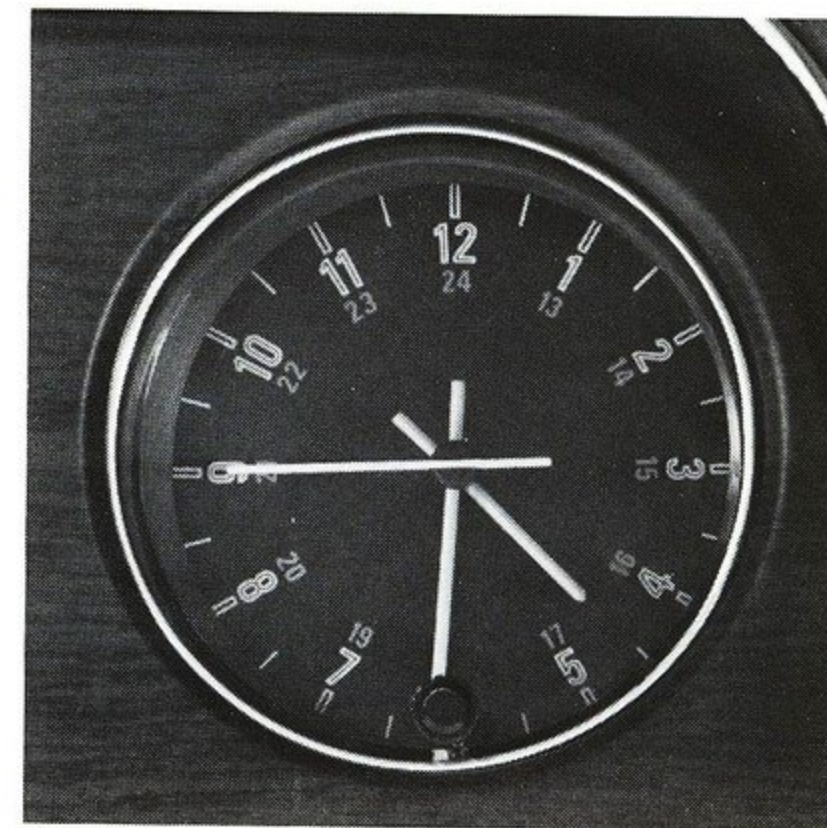
COUGAR BROUGHAM — SCULPTURED IN THE DISTINCTIVE COUGAR XR-7 TRADITION

Bold front-end styling is graciously accented by bright wheelip and full bodyside moldings. Cougar Brougham also features an elegant opera window with Brougham script imbedded in glass. The vinyl roof adds styling flair accented by the sleek styled rear-end treatment.



LUXURIOUS INTERIOR TRIM

The attractive flight bench seat with folding center armrest is coordinated with deluxe door trim panels, including padded armrest and color-keyed carpeting. The convenience of an electric clock and the beauty of the deluxe steering wheel provide an extra measure of convenience and luxury.



**COUGAR BROUGHAM BLENDS THE CONTEMPORARY
AND CLASSIC ... FOR UNCOMPROMISING GOOD
TASTE IN A MID-SIZE FAMILY CAR.**

COUGAR XR-7



Cougar XR-7.

COUGAR XR-7 STANDARD EQUIPMENT OVER COUGAR BROUGHAM

EXTERIOR

Front:

- Grille extension below bumper
- Hood rear edge molding

Side:

- Sport-styled roof line with opera window and louvers
- Fully padded Landau vinyl roof

- Full wheelip and rocker panel moldings (replace full-length bright bodyside molding with integral wheelip moldings)
- XR-7 full wheel covers with unique Cougar center insert
- Cougar ornament on center pillar

Rear:

- Sculptured Cougar XR-7 deck lid
- Horizontal wraparound taillamps with integral backup lamps
- Deck lid lower molding
- Deck lid paint stripe
- Deck lid lock cover

INTERIOR

- Flight bench seat in new sew style with decorative accent stripes
- Ashton cloth or Mateao vinyl seat trim

- Unique door trim panel with full-length armrest, carpeted lower door and Cougar emblem

- Walnut woodgrain applique on instrument panel (replaces rosewood)
- Luggage compartment side lining covers

FUNCTIONAL

- Luxury sound package
- Rear stabilizer bar
- 15" wheels
- Dual note horn

DIMENSIONS & CAPACITIES

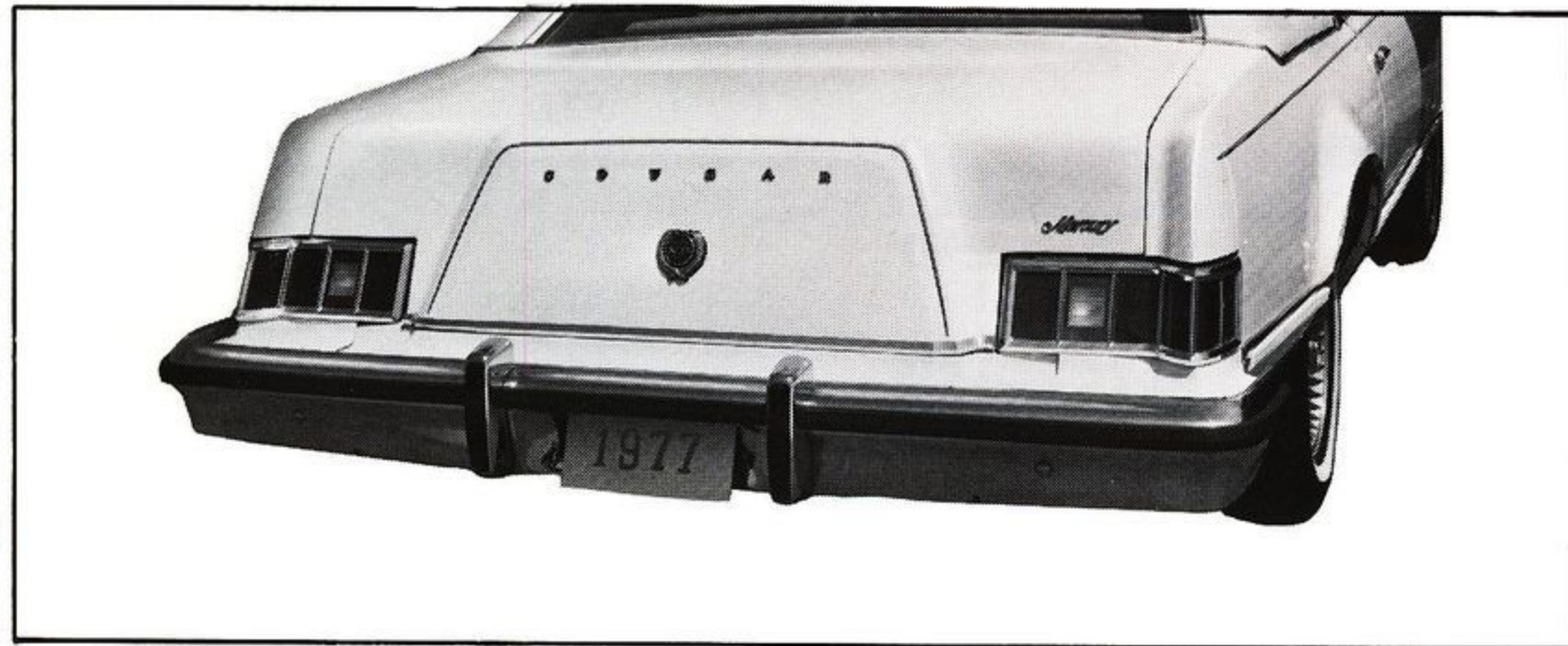
	2-Door
Overall Length.....	215.5"
Wheelbase.....	114.0"
Track	
Front.....	63.2"
Rear.....	63.1"
Luggage Capacity (cu. ft.).....	14.4(a)
Fuel Tank Capacity (gals.).....	26.0

(a) Luggage capacity with space-saver tire estimated at 16.1 cu. ft.

STANDARD FEATURES

COUGAR XR-7— A PERSONAL CAR WITH THAT ADDED TOUCH OF EXCITEMENT AND LUXURY

Sporty flair, interior elegance and superb ride and handling elevate Cougar XR-7 to a motoring class by itself. The clean uncluttered body is styled in a sweeping profile accentuated by its sculptured rear deck lid with accent stripes. The distinguished opera window with louvers and fully padded Landau vinyl roof add further styling distinction.



PERSONALLY LUXURIOUS INTERIOR APPOINTMENTS

Built-in interior richness is complemented by the flight bench seats trimmed in luxurious cloth and vinyl or all-vinyl in a tasteful new sew style. Full-length door armrest and simulated walnut woodgrain instrument panel treatment add to the highly styled interior decor.



COUGAR XR-7 — AN OUTSTANDING TWO-DOOR PERSONAL CAR FOR THOSE WHO DEMAND A SPECIAL BREED OF CAT.

A TRULY OUTSTANDING ROAD CAR

Cougar's new sporty ride and handling characteristics have been achieved by adding a heavier front stabilizer bar, a rear stabilizer bar, 15" wheels and tires, and revised shock absorbers and springs.



COUGAR POWER TEAMS

ENGINE AND TRANSMISSION AVAILABILITY				
49 STATES				
Engine	Transmission	Cougar	Cougar Brougham	Cougar XR-7
302 CID 2V V-8	SelectShift	STD STD	STD STD	STD STD
351 CID 2V V-8	SelectShift	OPT STD	OPT STD	OPT STD
400 CID 2V V-8	SelectShift	OPT STD	OPT STD	OPT STD
CALIFORNIA				
351 CID 2V V-8	SelectShift	STD STD	STD STD	STD STD
400 CID 2V V-8	SelectShift	OPT STD	OPT STD	OPT STD
HIGH ALTITUDE AREAS*				
351 CID 2V V-8	SelectShift	STD STD	STD STD	STD STD
400 CID 2V V-8	SelectShift	OPT STD	OPT STD	OPT STD

*These power teams are required for previously notified dealers located in counties with altitudes above 4000 feet. Not available elsewhere.

AXLE RATIOS			
	302 2V	351 2V	400 2V
SelectShift			
Standard	2.50	2.50 (a)	2.50 (a)
Optional (b)	NA	3.00 (c)	3.00
Traction-Lok (b)	NA	3.00	3.00

(a) 3.00 in high altitude areas (b) Not available in California (c) Not available in high altitude areas

Legend: STD = Standard
OPT = Optional
NA = Not Available

COUGAR DIMENSIONS AND CAPACITIES*

	COUGAR		COUGAR BROUGHAM		COUGAR XR-7
	2-Door	4-Door	2-Door	4-Door	2-Door
Wheelbase	114.0	118.0	114.0	118.0	114.0
Overall Length	215.5	219.5	215.5	219.5	215.5
Overall Height	52.6	53.3	52.6	53.3	53.0
Overall Width	78.0	78.0	78.0	78.0	78.0
Tread, Front	63.6	63.6	63.6	63.6	63.2
Rear	63.5	63.5	63.5	63.5	63.1
FRONT, Head room	37.3	38.0	37.3	38.0	37.2
Shoulder room	58.5	58.5	58.5	58.5	58.5
Hip room	58.8	58.9	58.8	58.9	58.9
Leg room	42.3	42.3	42.1	42.1	42.1
REAR, Head room	36.3	37.0	36.1	36.9	36.1
Shoulder room	56.6	58.2	56.4	58.2	56.4
Hip room	57.0	57.0	57.0	57.0	57.0
Leg room	32.8	37.2	32.7	37.1	32.7
Luggage Capacity (Cu. Ft.)	15.1	15.1	15.4	15.4	14.4
(with space-saver spare tire)	16.1	16.1	16.1	16.1	16.1
Fuel Capacity (Gallons)	26.0	26.0	26.0	26.0	26.0
Curb Weight (Pounds)	4020	4103	4058	4154	4109

*Dimensions in inches unless otherwise stated
Source: Motor Vehicle Manufacturers Association Specifications

COUGAR COLOR AND UPHOLSTERY

1977 COUGAR Color and Trim Chart			DOVE GREY	DARK RED	MEDIUM BLUE	JADE	CHAMOIS	SADDLE	SADDLE/ WHITE
COUGAR	Porto Cloth & Vinyl	BENCH	RS	RD	RB	RR	RT	RZ	
	Kiwi Vinyl (RPO)		SS	SD	SB	SR	ST	SZ	
	Lamar Vinyl (RPO)	BUCKET ^a	YS	YD	YB	YR	YT	YZ	Y3
	Mateao Vinyl	FLIGHT BENCH	HS	HD	HB	HR	HT	HZ	
COUGAR BROUGHAM	Ardmore Cloth & Vinyl	FLIGHT BENCH	TS	TD	TB	TR	TT	TZ	
	Mateao Vinyl (RPO)		US	UD	UB	UR	UT	UZ	
	Doral Cloth & Vinyl	DECOR OPTION	VS	VD	VB	VR	VT	VZ	
	Mateao Vinyl (RPO)	TWIN COMFORT	WS	WD	WB	WR	WT	WZ	W3 a
COUGAR WAGON	Lamar Vinyl (RPO)	BUCKET ^a	ZS	ZD	ZB	ZR	ZT	ZZ	Z3
	Kiwi Vinyl	BENCH		SD	SB	SR	ST	SZ	
COUGAR VILLAGER	Mateao Vinyl	FLIGHT BENCH		HD	HB	HR	HT	HZ	
		FLIGHT BENCH		UD	UB	UR	UT	UZ	
a AVAILABLE 2-DOOR MODEL ONLY.				WD	WB	WR	WT	WZ	
PAINT COLORS			PAINT CODE	VINYL ROOF COMBINATIONS					
BLACK	1C	A/P	A/D				A/U		
WHITE	9D	A/W	W/D	W/B	W/R	W/U	W/T	W/V	W/T
DARK RED	2M	A/D	A/W/D/P	W/B					
SILVER MET.	1G	A/P	D/P	B/P					
DARK BLUE MET.	3G			W/B					
LT. BLUE	3U			W/B					
DARK JADE MET.	46				W/R				
CHAMPAGNE MET.	8Y						T		T
CREAM	6P						W/V/T	W/V/T	
DARK BROWN MET.	5Q					W/T/U	W/T/U	W/T/U	
BRT. SADDLE MET.	8K					W/U	W/T/U	W/T/U	
GLAMOUR PAINT									
BRT. BLUE MET.	3V			W/B					
LT. JADE MET.	7L				W/R				
CINNAMON GOLD	8W					A/W/U	W/T/U	W/T/U	

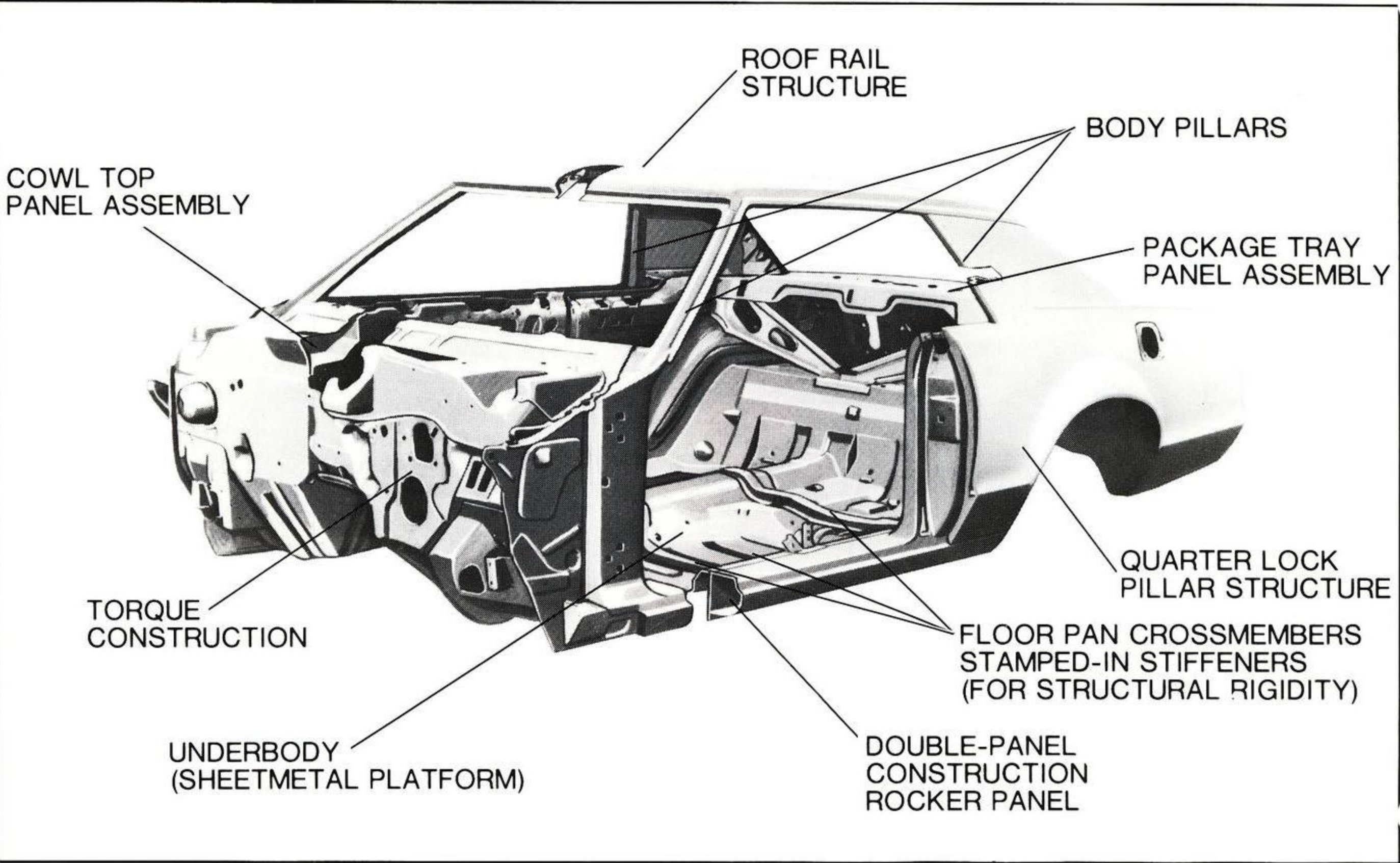
TU-TONE PAINT OPTION
(Option 80)

Includes full-length bright bodyside molding. The following lower body accent colors are available as noted with vinyl roof availability shown in chart:

- 1—Black (1C)
- 3—Dark Red (2M)
- 5—Dk. Blue Met. (3G)
- 7—Dk. Jade Met. (46)
- 11—Dk. Brown Met. (5Q)
- 12—Brt. Saddle Met. (8K)
- 18—Cinnamon Gold (8W)
- 19—Med. Grey Met.

IMPORTANT COUGAR ENGINEERING FEATURES

BODY CONSTRUCTION



Body Construction

Cougar features separate body/frame construction. A rigid body working with torque box frame helps reduce road shock, noise, and vibration. The floor pan is reinforced with heavy sheet metal crossmembers that tie the rocker panels to the driveline tunnel. Box section

rocker panels provide additional strength at the side. As illustrated above, remainder of the body is heavy-duty reinforced and entirely welded together, forming a rigid unit.

FRONT SUSPENSION

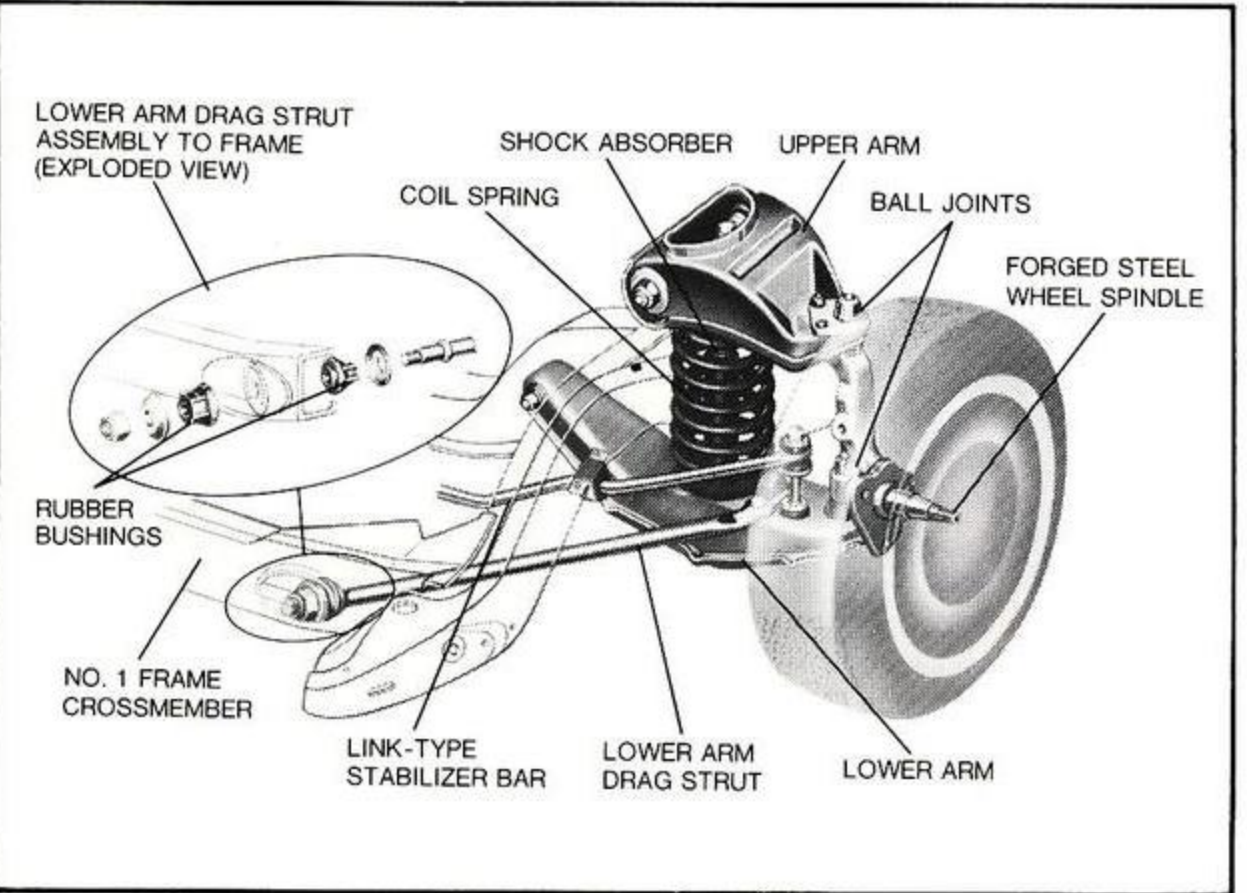
The Cougar features an independent coil spring front suspension. Suspension components are attached to the

frame at rubber insulated mounting points, eliminating metal-to-metal contact. This helps minimize the transfer of road noise and vibration to the passenger compartment.

The lower arm drag struts are anchored through resilient rubber insulators (thick doughnut-shaped washers) which act as cushions to absorb road shocks such as those caused by tar strips.

The stabilizer bar contributes to positive steering control. Also, it is designed to control the roll of the car body when cornering. Roll is caused by centrifugal force when rounding a turn. The resistance to twisting in the bar is designed to counteract this force and stabilize the car body when cornering.

Shock absorbers are mounted through the center of the coil springs for easy replacement, contributing to the overall practicality of the system.



1977 COUGAR XR-7 Color and Trim Chart			DOVE GREY	DARK RED	MEDIUM BLUE	JADE	CHAMOIS	SADDLE	SADDLE/ WHITE	WHITE/ LIPSTICK	WHITE/ RED	WHITE/ MED. BLUE	WHITE/ JADE	WHITE/ CHAMOIS	WHITE/ SADDLE
COUGAR XR-7	Ashton Cloth & Vinyl	FLIGHT BENCH	AS	AD	AB	AR	AT	AZ							
	Mateao Vinyl (RPO)		BS	BD	BB	BR	BT	BZ		BL	BN	BQ	B5	B2	B9
	Newbury Cloth & Vinyl	TWIN COMFORT	CS	CD	CB	CR	CT	CZ							
	Mateao Vinyl (RPO)		DS	DD	DB	DR	DT	DZ	D3	DL	DN	DQ	D5	D2	D9
COUGAR XR-7 DECOR OPTION	Leather & Vinyl (RPO)		ES	ED	EB	ER	ET	EZ	E3	EL	EN	EQ	E5	E2	E9
	Newbury Cloth & Vinyl	BUCKET (RPO)	GS	GD	GB	GR	GT	GZ							
	Lamar Vinyl (RPO)		FS	FD	FB	FR	FT	FZ	F3	FL	FN	FQ	F5	F2	F9
	Newbury Cloth & Vinyl	TWIN COMFORT	CS	CD	CB	CR	CT	CZ							
COUGAR XR-7 DECOR OPTION	Mateao Vinyl (RPO)		DS	DD	DB	DR	DT	DZ	D3	DL	DN	DQ	D5	D2	D9
	Leather & Vinyl (RPO)		ES	ED	EB	ER	ET	EZ	E3	EL	EN	EQ	E5	E2	E9
	Newbury Cloth & Vinyl	BUCKET (RPO)	GS	GD	GB	GR	GT	GZ							
	Lamar Vinyl (RPO)		FS	FD	FB	FR	FT	FZ	F3	FL	FN	FQ	F5	F2	F9
PAINT COLORS			PAINT CODE	VINYL ROOF COMBINATIONS											
BLACK	1C	A/P/E	A/D						A/U						
WHITE	9D	A/W	W/D	W/B	W/R	W/U	W/T	W/V	W/N	W/D	W/B	W/R	W/U	W/V/T	W/T
DARK RED	2M	A/D/E	A/W/D/P							W/D					
SILVER MET.	1G	A/P	D/P	B/P											
DARK BLUE MET.	3G			W/B								W/B			
LIPSTICK RED	2U								W/N						
DARK JADE MET.	46				W/R							W/R			
CHAMPAGNE MET.	8Y								T						T
CREAM	6P								W/V/T	W/V/T					W/V/T
DOVE GREY	1N	A/E	D/E												
DARK BROWN MET.	5Q					W/U/T	W/U/T	W/U/T							W/T
BRT. SADDLE MET.	8K					W/U	W/U/T	W/U/T						W/U	
GLAMOUR PAINT															
BRT. BLUE MET.	3V			W/B								W/B			
LIGHT JADE MET.	7L				W/R								W/R		
CINNAMON GOLD	8W					A/W/U	W/T/U	W/T/U						W/U	

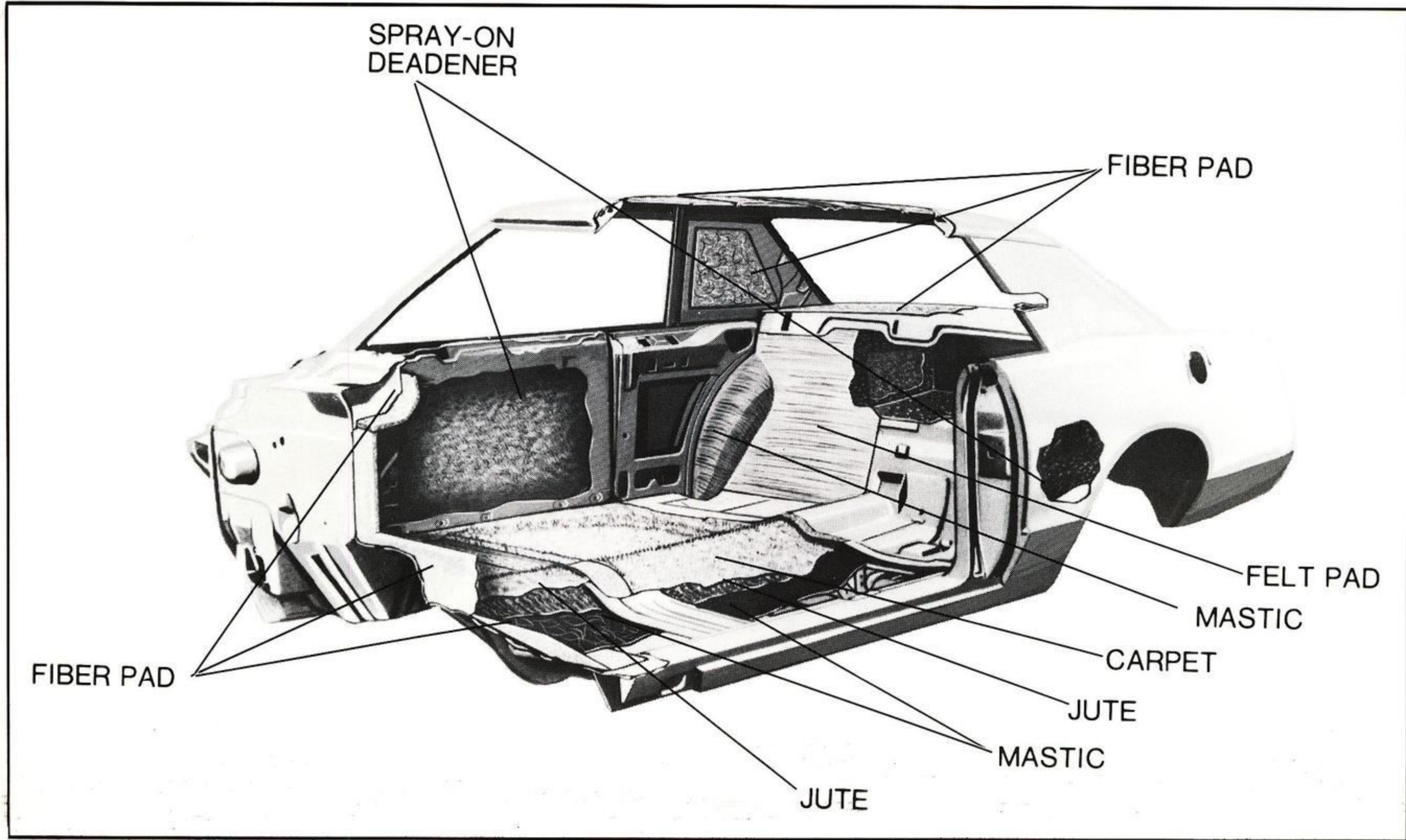
TU-TONE PAINT OPTION (Option 80)

Available on the Cougar Brougham—Includes full-length bright bodyside molding. The following lower body accent colors are available as noted with vinyl roof availability shown in chart:

- 1—Black (1C)
- 3—Dark Red (2M)
- 5—Dk. Blue Met. (3G)
- 6—Lipstick Red (2U)
- 7—Dk. Jade Met. (46)
- 11—Dk. Brown Met. (5Q)
- 12—Brt. Saddle Met. (8K)
- 18—Cinnamon Gold (8W)
- 19—Med. Grey Met.

IMPORTANT COUGAR ENGINEERING FEATURES

BODY INSULATION



Body Insulation

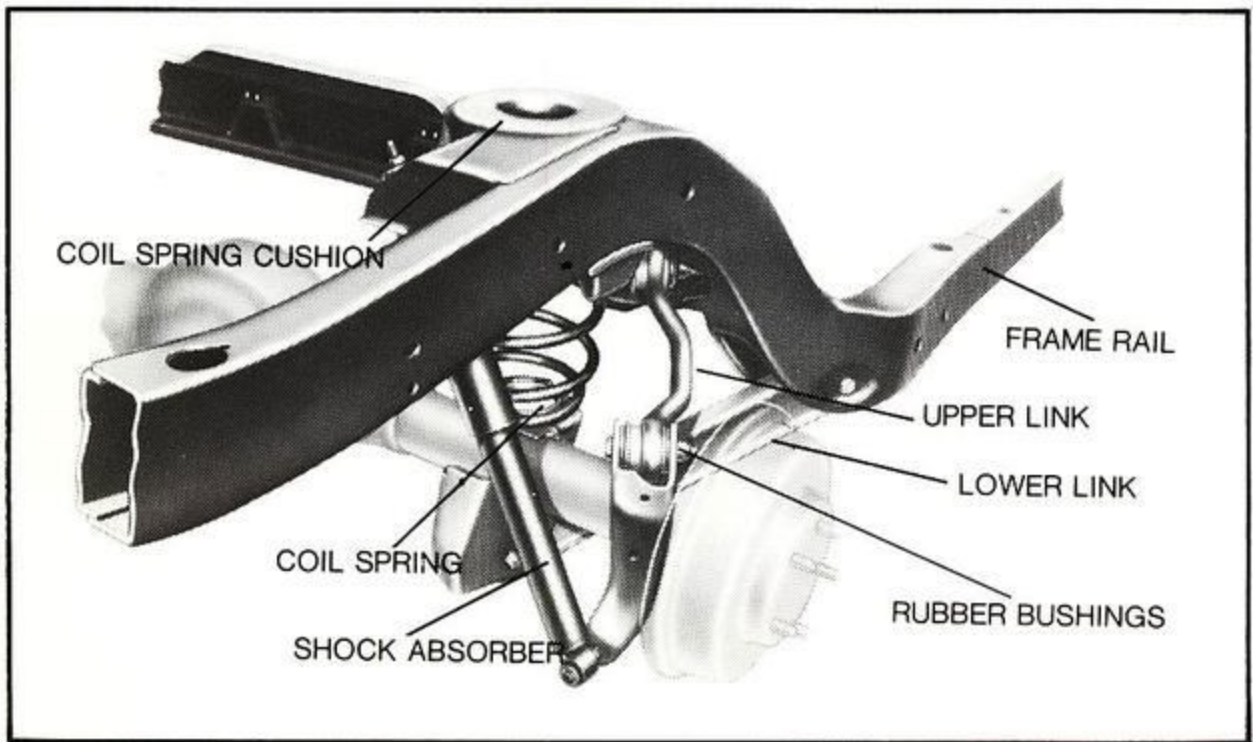
Cougar's quiet ride is the product of an extensive insulation and soundproofing system. The above illustration shows how completely and effectively the body is insulated. A combination of acoustical pads, sound-insulators, and spray-on deadeners provide great flexibility in the application of insulation and soundproofing materials. These materials conform to the complex shapes of the Cougar body structure to reduce the transmission of engine and road noise to the passenger compartment.

Body Insulation Unique to Cougar Brougham and Cougar XR-7

In addition to the high level of insulation and soundproofing standard on the base Cougar, the Cougar Brougham features deluxe sound insulation, and Cougar XR-7 offers luxury sound insulation. These additional levels of insulation and soundproofing result in an even more outstanding and quiet ride.

REAR SUSPENSION

The Cougar car line features a coil spring rear suspension. The coil springs are computer selected to match the



requirements of the body type for a comfortable, controlled ride regardless of model, series or equipment.

Coil springs are inherently friction free making them capable of delivering a smooth ride, which can be readily controlled by the wide spaced shock absorbers.

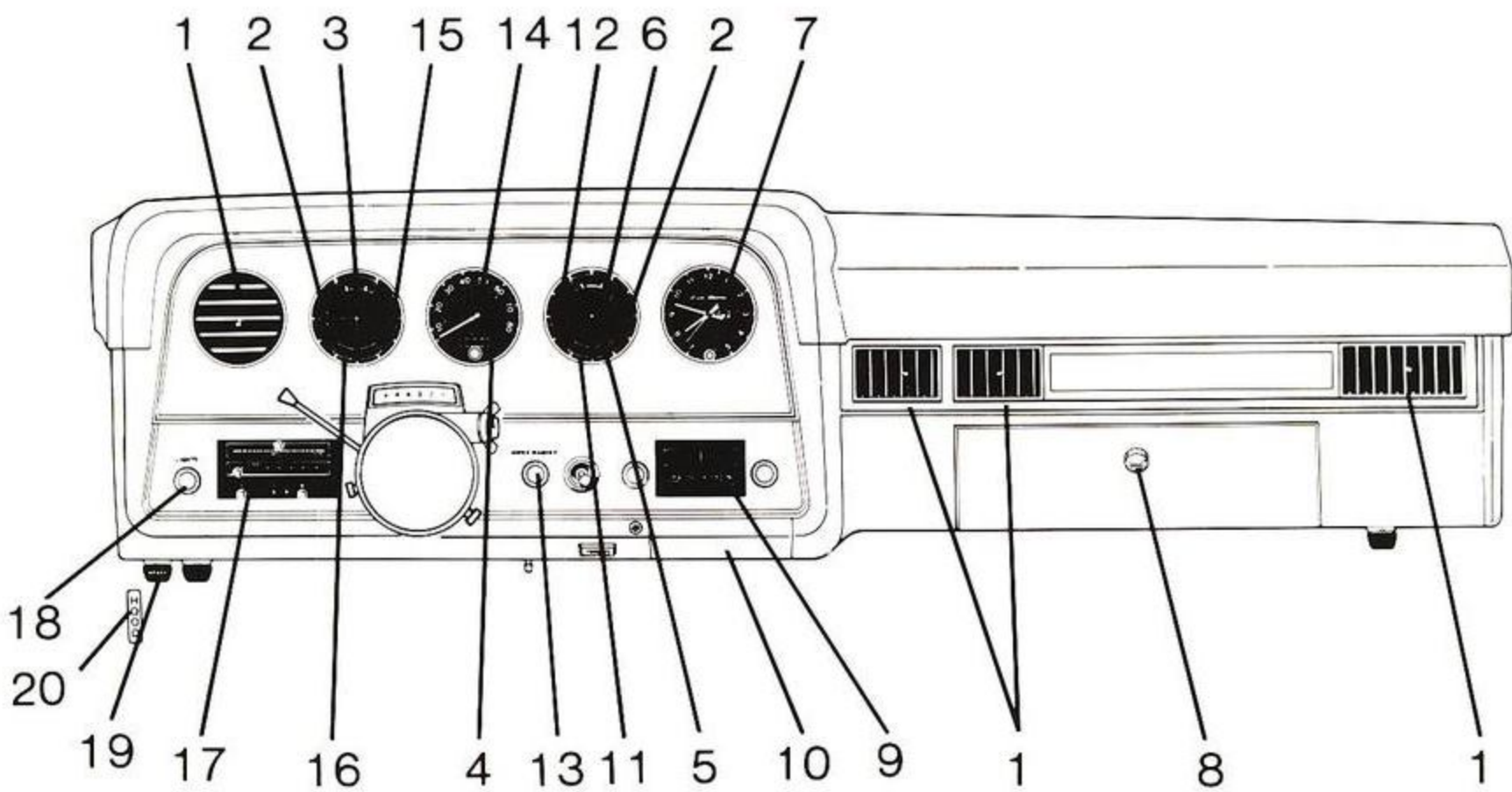
Upper and lower control arms, attached between the rear axle and the frame, prevent forward or backward movement of the axle and permit the smooth, quiet transmission of power when accelerating or braking forces are being applied.

At the same time, the control arms permit upward and downward movement of the axle with respect to the frame.

Control arm attaching points are rubber insulated, as are the mounting pockets for the springs, to help minimize the transfer of road noise to the passenger compartment.

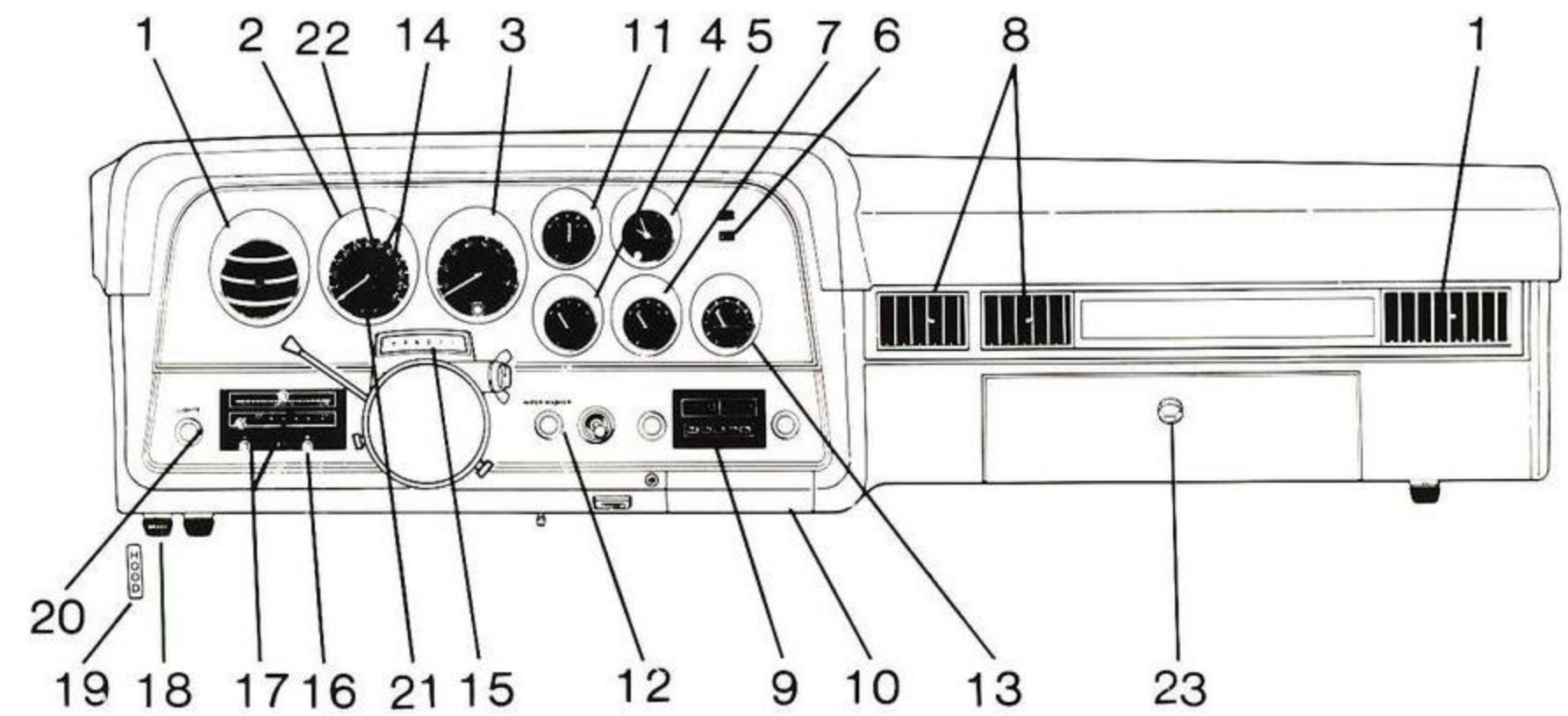
COUGAR INSTRUMENT PANELS

Standard Instrument Panel



- 1. Air Registers (Center Registers with optional air conditioning only)
- 2. Turn Indicator Lights
- 3. Fuel Gauge
- 4. Speedometer
- 5. Fasten Seat Belt Reminder Light
- 6. Engine Temperature Gauge
- 7. Clock (Optional)
- 8. Lockable Glove Box
- 9. Radio (Optional)
- 10. Ashtray and Lighter
- 11. Oil Pressure Warning Light
- 12. Service Brake System Warning Light
- 13. Windshield Wiper/Washer Switch
- 14. Odometer
- 15. High Beam Light Indicator
- 16. Alternator Warning Light
- 17. Heater/Defroster or optional air conditioning controls
- 18. Lights Switch
- 19. Parking Brake Release Handle
- 20. Hood Release Latch

Sports Instrumentation Group



- 1. Air Registers
- 2. Tachometer
- 3. Speedometer, Trip Odometer
- 4. Fuel Gauge
- 5. Clock
- 6. Fasten Seat Belt Reminder Light
- 7. Engine Temperature Gauge
- 8. Air Registers (only with optional air conditioning)
- 9. Radio (Optional)
- 10. Ashtray and Lighter
- 11. Ammeter
- 12. Wiper/Washer Control
- 13. Oil Pressure Gauge
- 14. Turn Indicator Lights
- 15. Shift Quadrant
- 16. Accessory Switch (optional electric rear window defroster)
- 17. Heater Controls (or optional air conditioning)
- 18. Parking Brake Release
- 19. Hood Latch Release
- 20. Headlamp Switch
- 21. High Beam Light Indicator
- 22. Service Brake System Warning Light
- 23. Lockable Glove Box

COUGAR STEERING WHEELS



2-Spoke Color-Keyed Steering Wheel, Standard on Cougar



Deluxe 2-Spoke Color-Keyed Steering Wheel, Standard on Cougar Brougham and Cougar XR-7



Luxury 2-Spoke Color-Keyed Steering Wheel, Available as part of Cougar Brougham or Cougar XR-7 Decor Groups



Luxury Steering Wheel with "Gun-Metal" Grey Insert and Black Deluxe Trim, Available only as part of Sports Instrumentation Group



Leather-Wrapped Sports Steering Wheel, Not Available with Speed Control

COUGAR WHEEL COVERS



Bright Hub Cap, Standard on Cougar



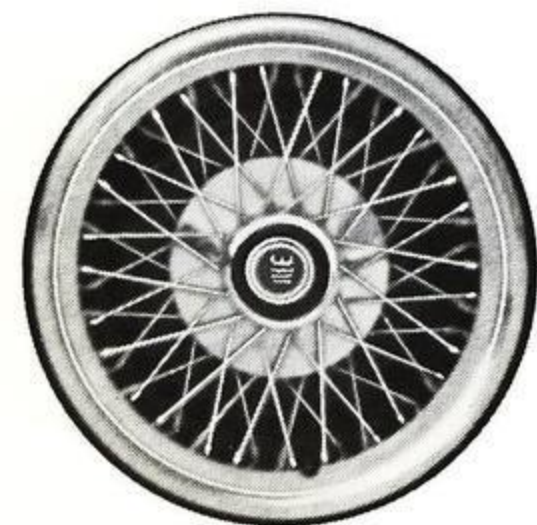
Deluxe Wheel Cover, Standard on Cougar Brougham and Cougar XR-7, Optional on Cougar



Luxury Wheel Cover, Not Available on Cougar XR-7, Optional on all other models



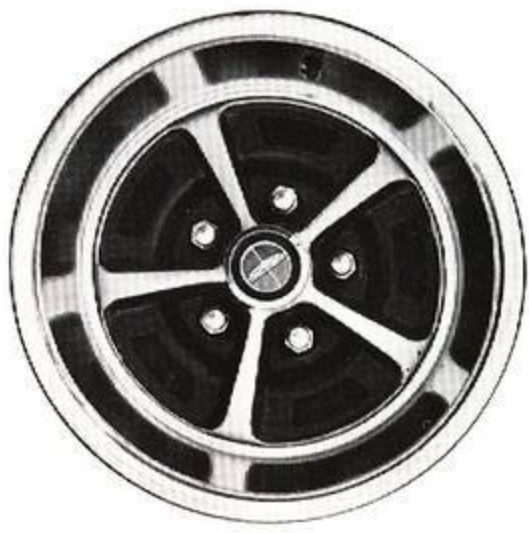
Cougar XR-7 Deluxe Wheel Cover, Not Available on other Models



Wire Wheel Cover, Optional on all Models



Cast Aluminum Turbine Styled Wheel (4), Optional on 2-door and 4-door models



Styled Steel Wheel with Trim Ring (4), Not Available on Cougar XR-7, Optional on all other Models



Styled Road Wheel (4), Available only on Cougar XR-7, also included in Cougar XR-7 Decor Group

COUGAR OPTIONS

ENGINES

- 351 CID 2V V-8 — Standard in California.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- 400 CID 2V V-8

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

REGULAR PRODUCTION OPTIONS

- Air Conditioning Automatic Temperature Control — Tinted glass recommended. Includes 60-amp. alternator. Manual blower speed selection.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Air Conditioning, Manual — Tinted glass recommended. Includes 60-amp. alternator.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Alternator, Heavy-Duty — 90-amp.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Battery, Heavy-Duty — 77-amp.-hr.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Belts, Deluxe Color-Keyed — Included in Decor Groups.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Bumper Protection Group — Includes front and rear bumper guards and horizontal rub strips.



Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- California Emissions System — Required in California, optional in 49 States. Not available with 302 CID 2V V-8 engine.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Clock, Day/Date — Not available with Sports Instrumentation Group.



Cougar	Cougar Brougham	Cougar XR-7
•	•	•

Legend: • = available at extra cost
std = standard
nec = available at no extra cost
na = not available

- Convenience Group — Includes:

- passenger visor vanity mirror
- automatic parking brake release (not available with floor shift)
- automatic seat back release (2-door)
- trip odometer
- interval windshield wipers
- bright right-hand and left-hand remote-control mirrors (deleted when Decor Option is ordered on XR-7)

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Cornering Lamps

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Decor Group Brougham — Includes:

- Twin Comfort Lounge seats with passenger recliner
- luxury steering wheel
- deluxe seat belts
- thick cut-pile carpeting
- wide color-keyed vinyl insert in bodyside molding
- 2-door models include quarter armrest pads

Cougar na	Cougar Brougham •	Cougar XR-7 na
-----------	-------------------	----------------

- Decor Group — Includes:

- choice of Twin Comfort Lounge seats with passenger recliner or bucket seats with console
- luxury steering wheel
- unique door trim
- full-length bodyside moldings with color-keyed vinyl inserts
- deluxe seat belts
- quarter armrest pads
- thick cut-pile carpeting
- Barcelona styled wheels (4)
- dual color-keyed mirrors
- hood paint stripes



Cougar na	Cougar Brougham na	Cougar XR-7 •
-----------	--------------------	---------------

- Defroster, Rear Window Electric — Required in New York State. 90-amp. alternator included with air conditioning, otherwise 70-amp.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- High Altitude Emission System — Required in counties with altitudes over 4000 ft. Not available elsewhere. Not available with 302 CID 2V V-8 engine.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Higher Ratio Axle — Not available in California. Not available with 302 CID 2V V-8 engine.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Illuminated Entry System — Includes ring of light around keyhole for key insertion and activation of interior lights by outside door handles.

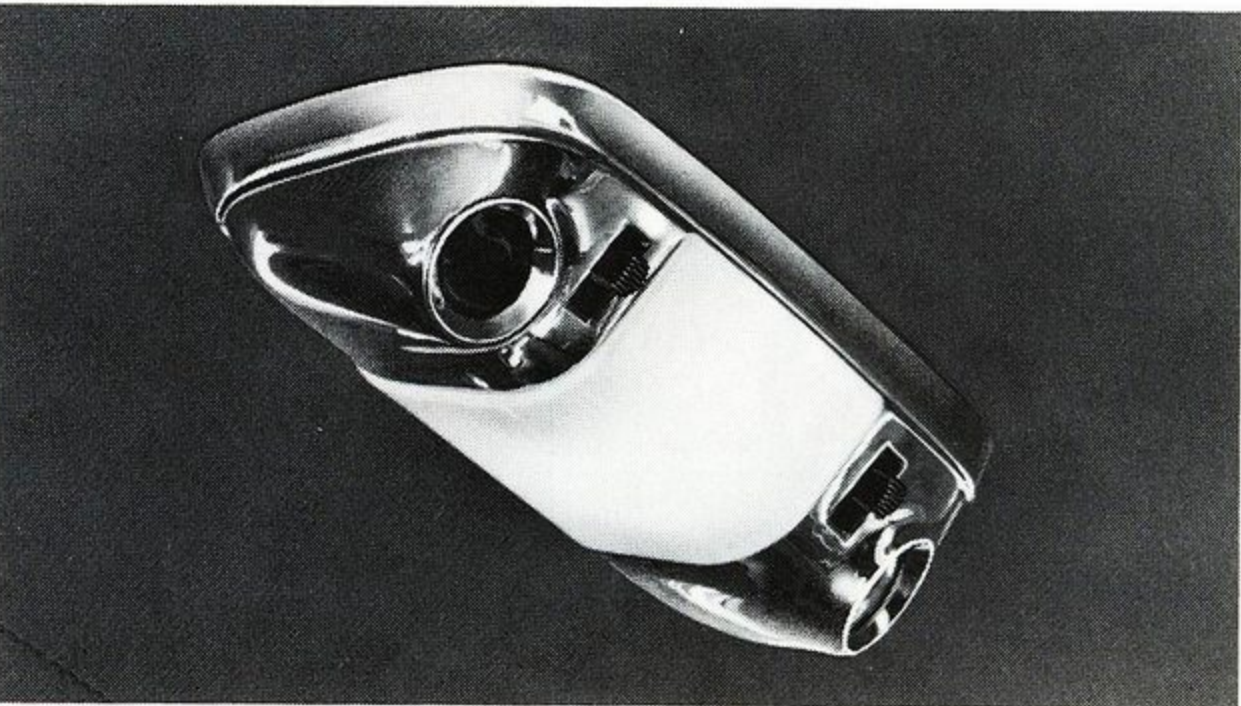
Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- License Plate Bracket, Front — No extra cost option. Required in states requiring front license plates.

Cougar nec	Cougar Brougham nec	Cougar XR-7 nec
------------	---------------------	-----------------

- Light Group — Includes:

- engine compartment light
- instrument panel courtesy lights
- door ajar light
- glove box light
- ashtray light
- trunk light
- headlamps-on warning buzzer
- dome/map light
- rear door jamb switches (4-door models)



Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Mirror, Remote-Control (Bright) — Included in Convenience Group.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Mirrors, Dual Racing, Color-Keyed — Included in XR-7 Decor Group.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Mirror, Visor Vanity, Illuminated.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Molding, Protective Bodyside — Bright when ordered with Decor Option. Black vinyl insert on all other applications.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Moonroof, Power — XR-7 model includes front vinyl roof. Requires full vinyl roof or front vinyl roof on all other models.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

Paint Stripes, Bodyside

Cougar	Cougar Brougham std	Cougar XR-7 std
•	•	•

- Power Lock Group — Includes door locks, power deck lid release.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Protection Group — Includes:

- door edge guards
- front floor mats with carpet inserts
- license plate frames (rear)
- spare tire lock



Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Radio, AM — Includes one instrument panel speaker.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Radio, AM/FM Monaural — Includes one instrument panel speaker.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Radio, AM/FM/MPX — Includes front and rear speakers.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Radio, AM/FM Stereo with Quad-8 Tape Player — Includes front and rear speakers.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Radio, AM/FM/MPX with Tape Player — Includes front and rear speakers.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Radio, AM/FM/MPX "Search" Radio — Includes front and rear speakers.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Ride Package, Cross Country — On Cougar and Cougar Brougham models includes:

- heavy-duty rear springs
 - rear stabilizer bar
 - heavy-duty rear shock absorbers
 - heavy-duty front stabilizer bar
- Cougar XR-7 option includes heavy-duty front and rear shocks and heavy-duty rear springs.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

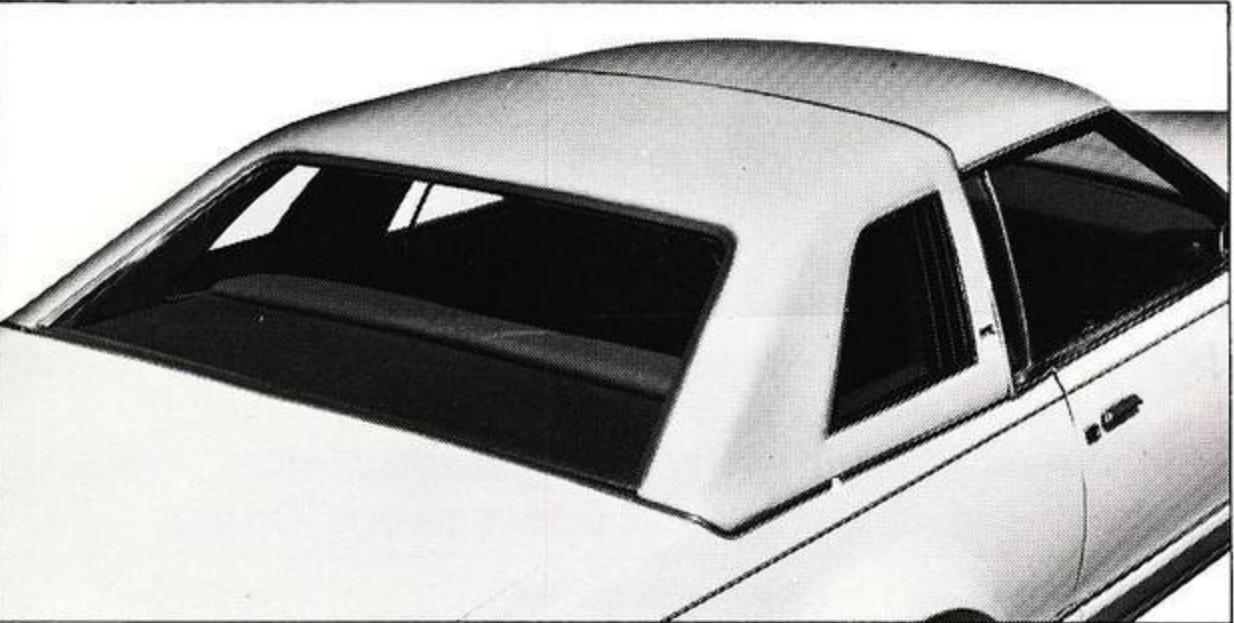
- Roof, Vinyl Forward Half — Available on 2-door models only.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- Roof, Vinyl Full — Includes opera window on 4-door models. Standard on Cougar Brougham 4-door models.

Cougar	Cougar Brougham	Cougar XR-7
•	•	•

- **Roof, Vinyl Landau** — Available on 2-door models only.



Cougar	Cougar Brougham	Cougar XR-7 std
•	•	

- **Seat, Flight Bench**

Cougar	Cougar Brougham std	Cougar XR-7 std
•		

- **Seat, Power, Bucket** — Driver's side only.

Cougar na	Cougar Brougham na	Cougar XR-7 •

- **Seat, Power, Flight Bench, Six-Way**

Cougar na	Cougar Brougham •	Cougar XR-7 •

- **Seat, Power, Twin Comfort Lounge** — Six-Way, driver's side only. Available only with Twin Comfort Lounge Seats.

Cougar na	Cougar Brougham •	Cougar XR-7 •

- **Seat, Vinyl Bench**

Cougar •	Cougar Brougham na	Cougar XR-7 na

- **Seat, Vinyl, Bucket** — Includes console and floor shift with 351 and 400 CID 2V V-8 engines. Floor shift deleted when tilt column is ordered, 2-door models only.

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Speakers, Dual Rear** — Standard with AM/FM radios. Requires a radio option.

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Speed Control** — Includes luxury steering wheel. Not available with leather-wrapped sports steering wheel.

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Sports Instrumentation Group** — Includes:

- ampere gauge
- engine oil pressure gauge
- engine temperature gauge
- trip odometer
- tachometer
- electric clock
- sports instrument panel
- luxury steering wheel

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Steering Column, Tilt** — Column-mounted shift.

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Steering Wheel, Leather-Wrapped Sports Wheel** — Not available with speed control.

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Tinted Glass, Complete** — Recommended on all models with optional air conditioning.

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Trailer Towing Package, Heavy-Duty** — Refer to Trailer Towing Section.

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Traction-Lok Axle**

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Tu-Tone Paint Option** — Includes bright, wide bodyside molding.

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Wheels, Cast Aluminum Turbine Styled** — Requires larger tires (HR78 x 15) and WSW option. 4 wheels per car.

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Wheel Covers, Deluxe**

Cougar •	Cougar Brougham std	Cougar XR-7 na

- **Wheel Covers, Luxury**

Cougar •	Cougar Brougham •	Cougar XR-7 na

- **Wheel Covers, Wire**

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Wheels, Barcelona Styled** — Included in Cougar XR-7 Decor Group. 4 wheels per car.

Cougar na	Cougar Brougham na	Cougar XR-7 •

- **Wheels, Styled Steel with Trim Rings** — 4 wheels per car.

Cougar •	Cougar Brougham •	Cougar XR-7 na

- **Window, Opera** — Included in 4-door vinyl roof option on Cougar.

Cougar •	Cougar Brougham std	Cougar XR-7 std

- **Windows, Power** — Front windows only on 2-door models.

Cougar •	Cougar Brougham •	Cougar XR-7 •

LIMITED PRODUCTION OPTIONS

- **Automatic Parking Brake Release** — Not available with floor shift. Included in Convenience Group.

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Engine Block Heater**

Cougar •	Cougar Brougham •	Cougar XR-7 •

- **Luggage Compartment Light**

Cougar •	Cougar Brougham •	Cougar XR-7 •

Legend: • = available at extra cost
std = standard
nec = available at no extra cost
na = not available

TIRES*

COUGAR/COUGAR BROUGHAM

49 STATES & CALIFORNIA	HR78 x 14 (a)			JR78 x 14 (a)	HR78 x 15 (b) (c)
	BSW	WSW	WWSW	WSW (d)	WSW
Cougar/Cougar Brougham with or without air conditioning					
302 CID 2V V-8	STD	OPT	OPT	OPT	OPT
351 CID 2V V-8	STD	OPT	OPT	OPT	OPT
400 CID 2V V-8	STD	OPT	OPT	OPT	OPT

*All tire applications are load range "B."
(a) Optional Space-Saver Spare tire H78 x 14 replaces standard spare tire
(b) Optional Space-Saver Spare tire H78 x 15 replaces standard spare tire
(c) Required with Cast Aluminum Wheel Option.
(d) Not available with styled steel wheels

COUGAR XR-7*

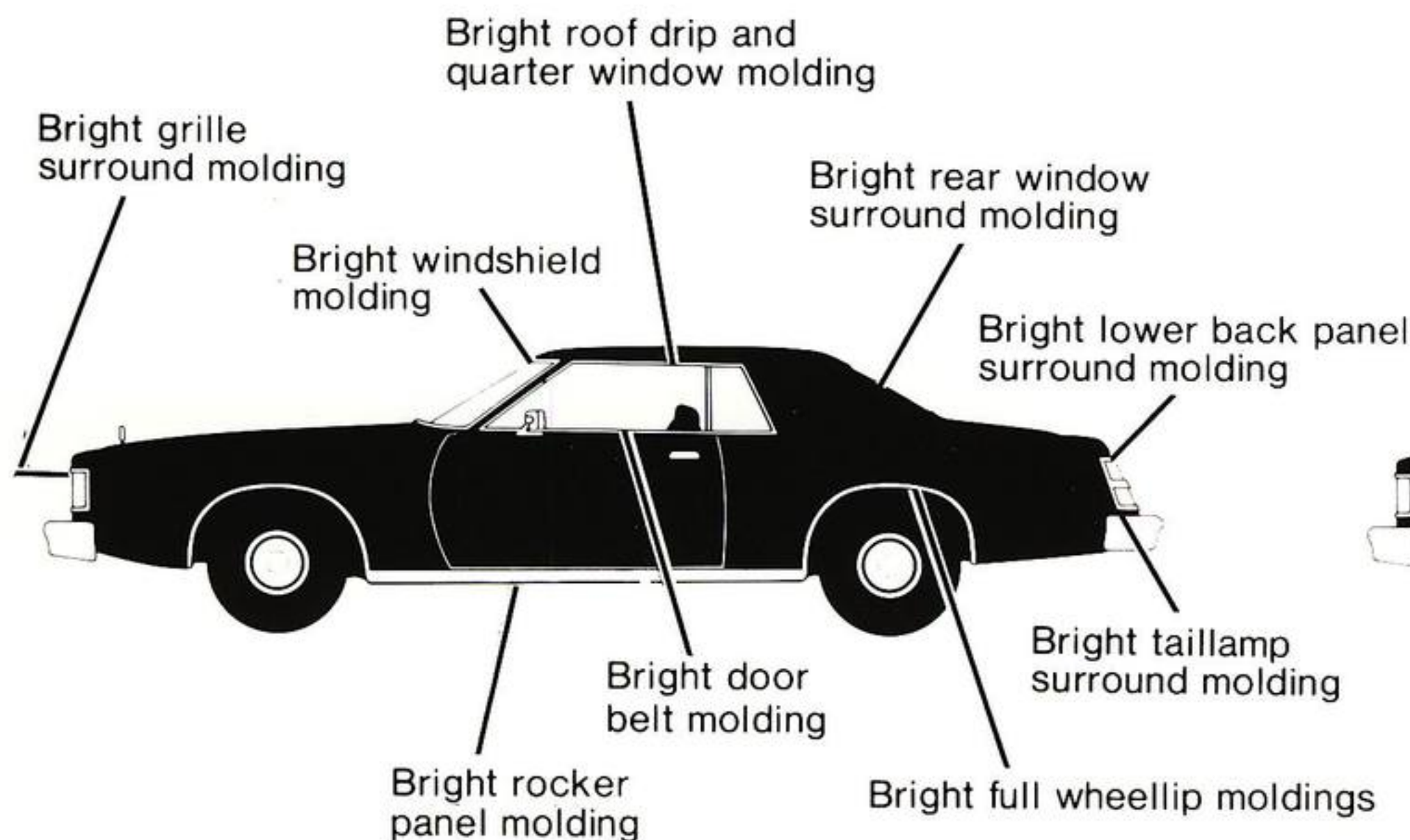
49 STATES & CALIFORNIA	HR78 x 15 (a)			HR70 x 15 (a)
	BSW	WSW	WWSW	WSW
Cougar XR-7 with or without air conditioning				
302 CID 2V V-8	STD	OPT	OPT	OPT
351 CID 2V V-8	STD	OPT	OPT	OPT
400 CID 2V V-8	STD	OPT	OPT	OPT

All tire applications are load range "B."
(a) Optional Space-Saver Spare tire H78 x 15 replaces standard spare tire

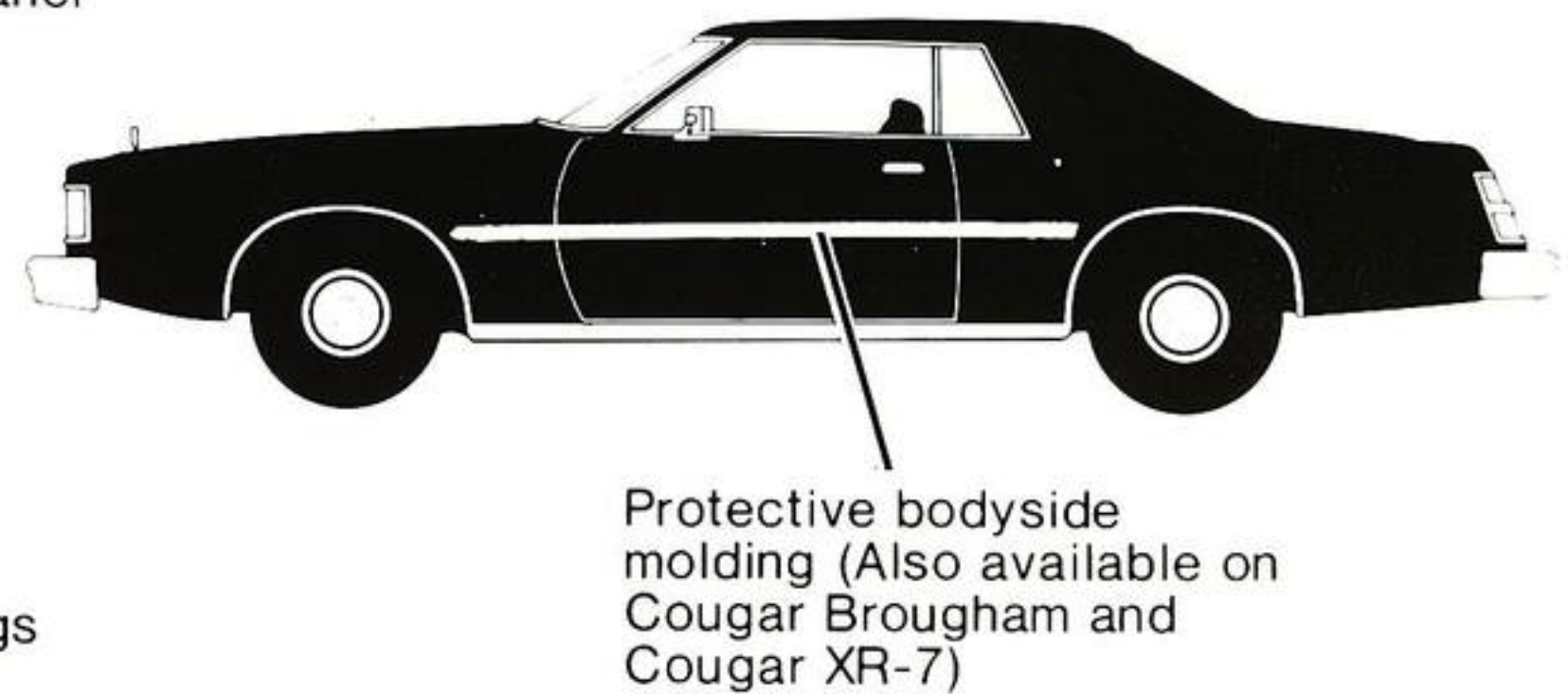
LEGEND: BSW = Black Sidewall
WSW = White Sidewall
WWSW = Wide Band White Sidewall
STD = Standard
OPT = Optional

COUGAR EXTERIOR MOLDINGS

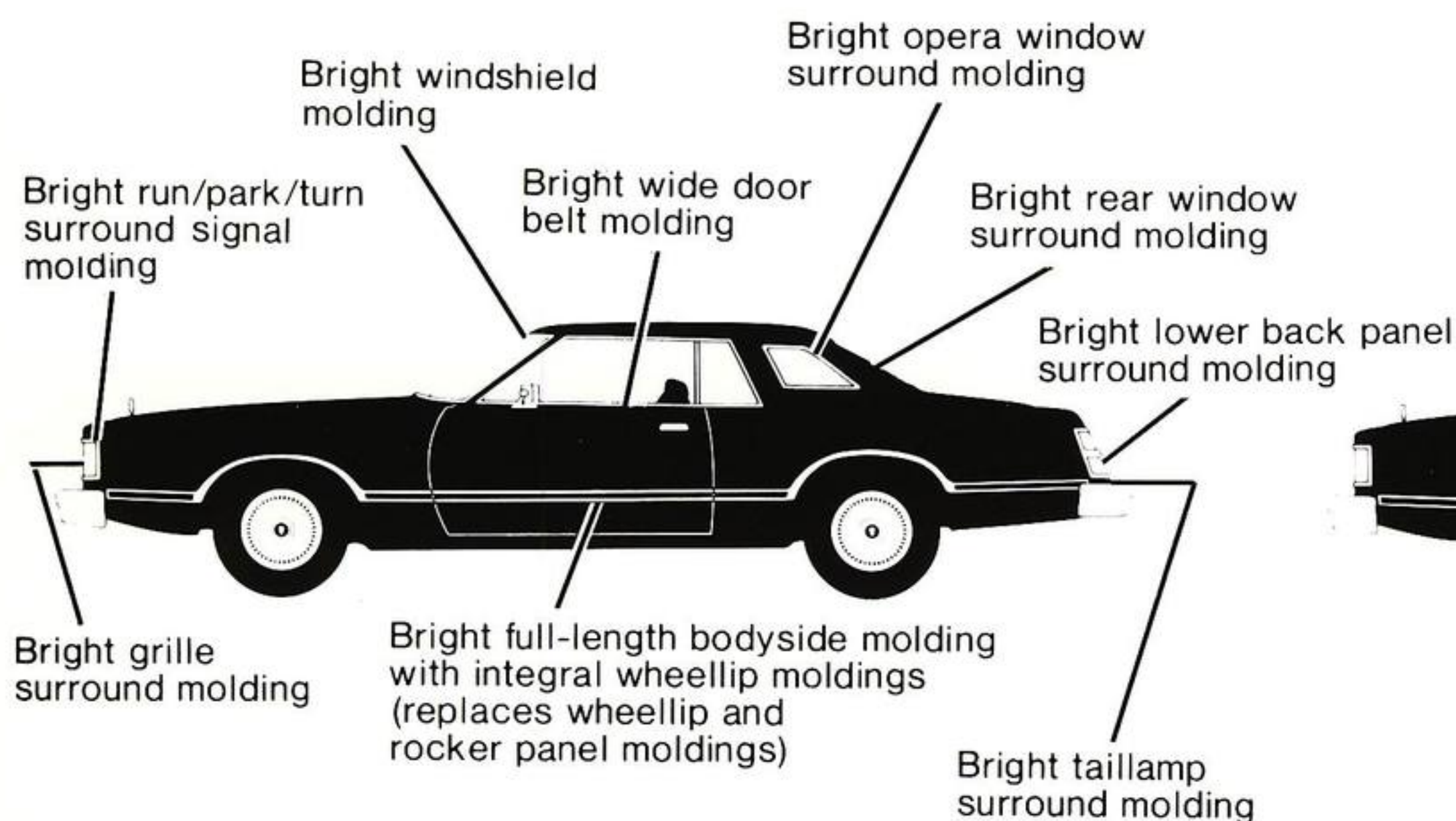
COUGAR Standard



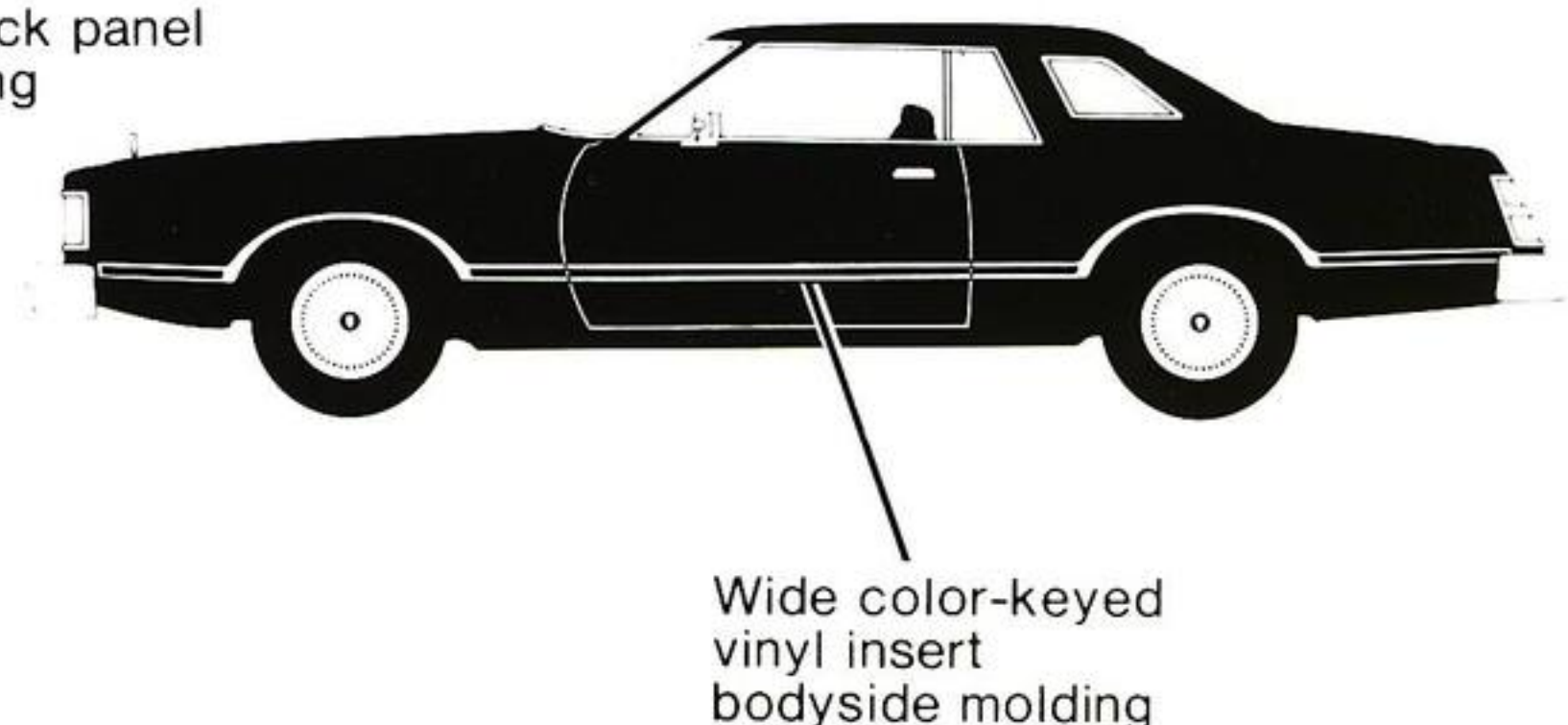
Optional



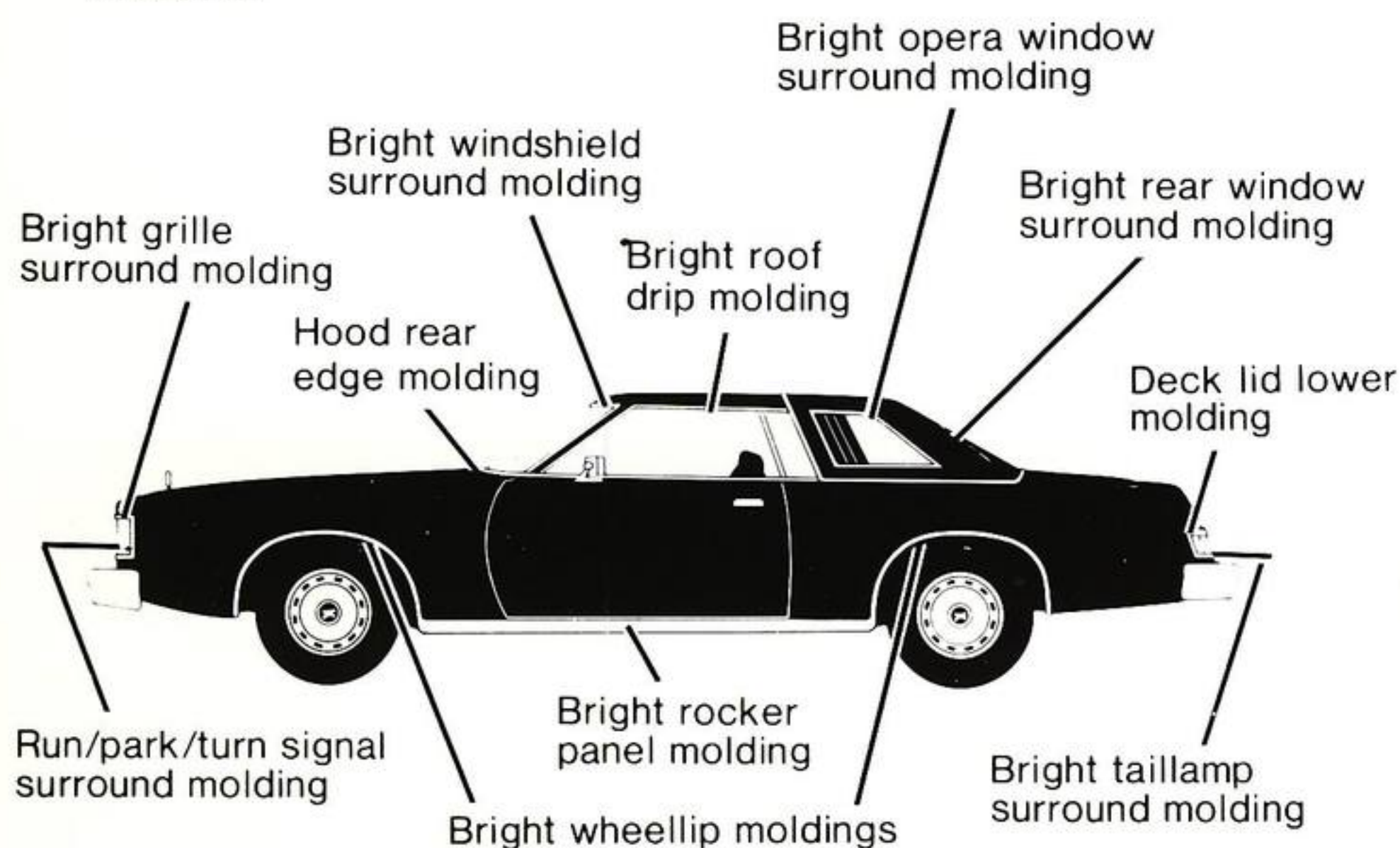
COUGAR BROUGHAM Standard



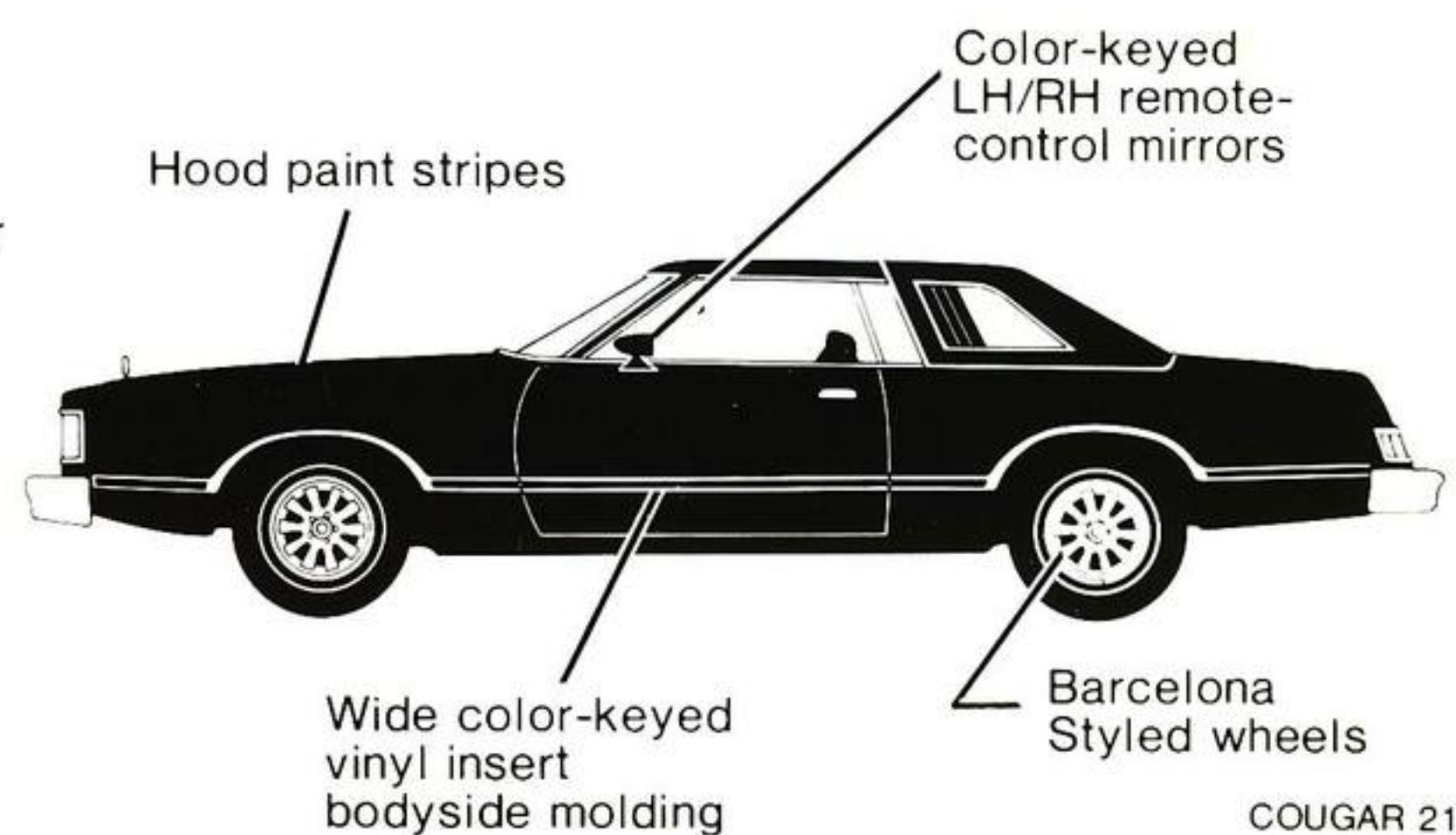
BROUGHAM DECOR GROUP OPTION



COUGAR XR-7 Standard



DECOR GROUP OPTION



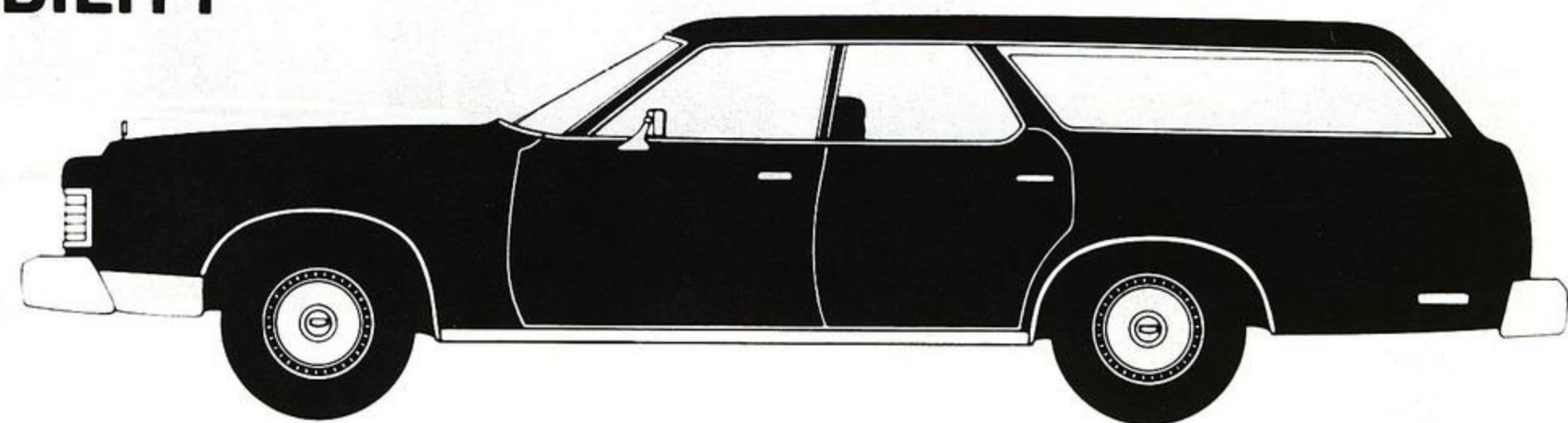
STATION WAGONS

INDEX

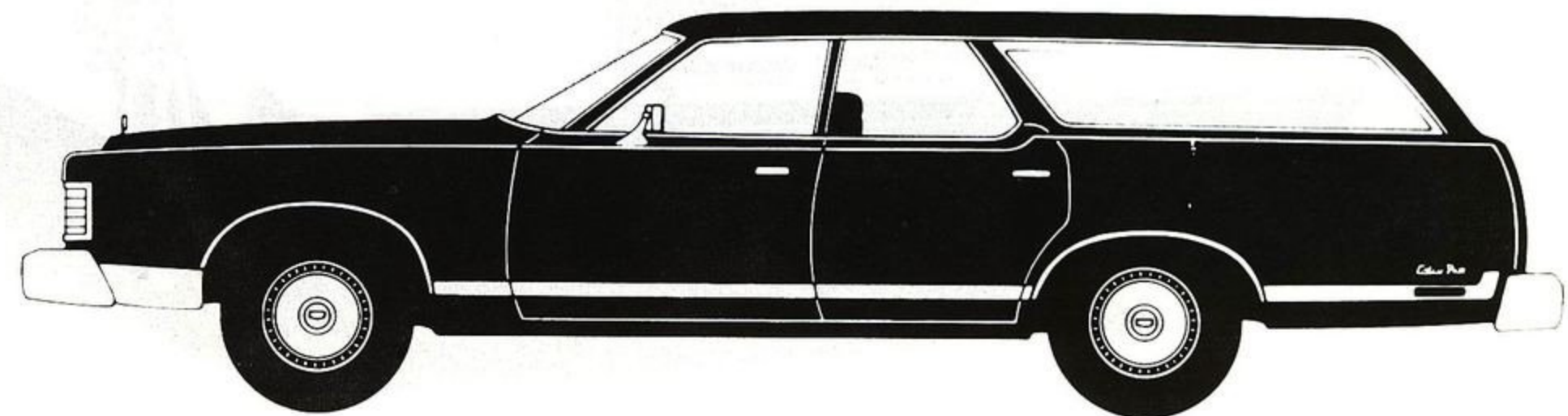
MODEL AVAILABILITY	3
MARQUIS STATION WAGON STANDARD EQUIPMENT	4
MARQUIS STATION WAGON STANDARD FEATURES	5
COLONY PARK OPTION	6
COLONY PARK OPTION FEATURES	7
COUGAR STATION WAGON STANDARD EQUIPMENT	8
COUGAR STATION WAGON STANDARD FEATURES	9
COUGAR VILLAGER STATION WAGON STANDARD EQUIPMENT	10
COUGAR VILLAGER STATION WAGON STANDARD FEATURES	11
BOBCAT VILLAGER STATION WAGON STANDARD EQUIPMENT	12
BOBCAT VILLAGER STATION WAGON STANDARD FEATURES	13
POWER TEAMS	14 — 16
Marquis	14
Cougar/Cougar Villager	15
Bobcat Villager	16
DIMENSIONS	17
COLOR AND UPHOLSTERY	18 — 20
Marquis	18
Cougar/Cougar Villager	19
Bobcat Villager	20
INSTRUMENT PANELS, STEERING WHEELS, WHEEL COVERS	21 — 24
Marquis	21
Cougar/Cougar Villager	22 & 23
Bobcat Villager	24
OPTIONS	25 — 29
Engines	25
Transmission	25
Regular Production Options	25 — 30
Limited Production Options	30
Tires	30 — 31
EXTERIOR MOLDINGS	32 — 34
Marquis	32
Cougar/Cougar Villager	33
Bobcat Villager	34

STATION WAGONS

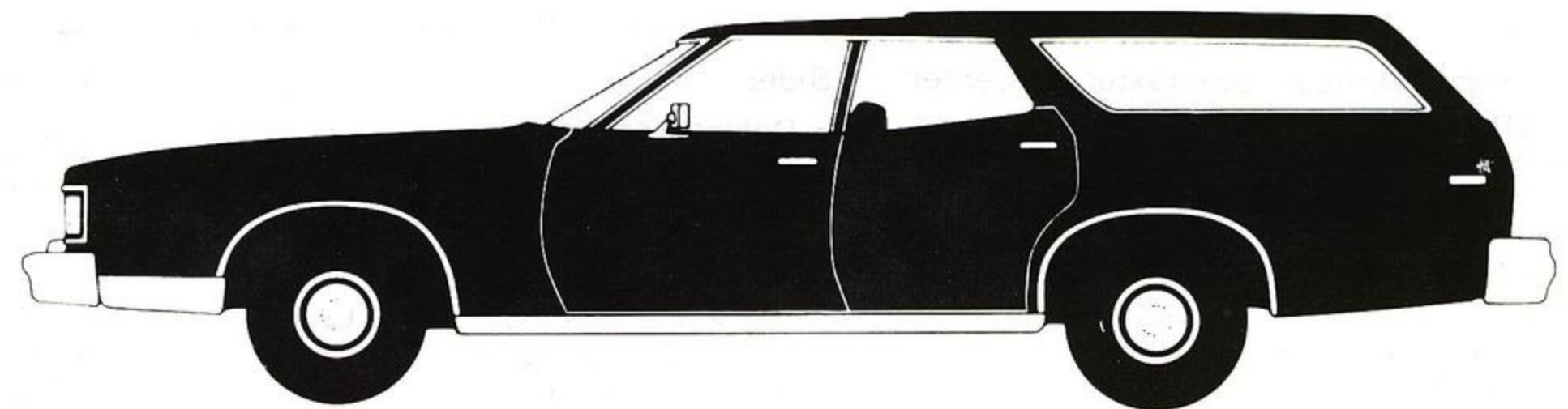
MODEL AVAILABILITY



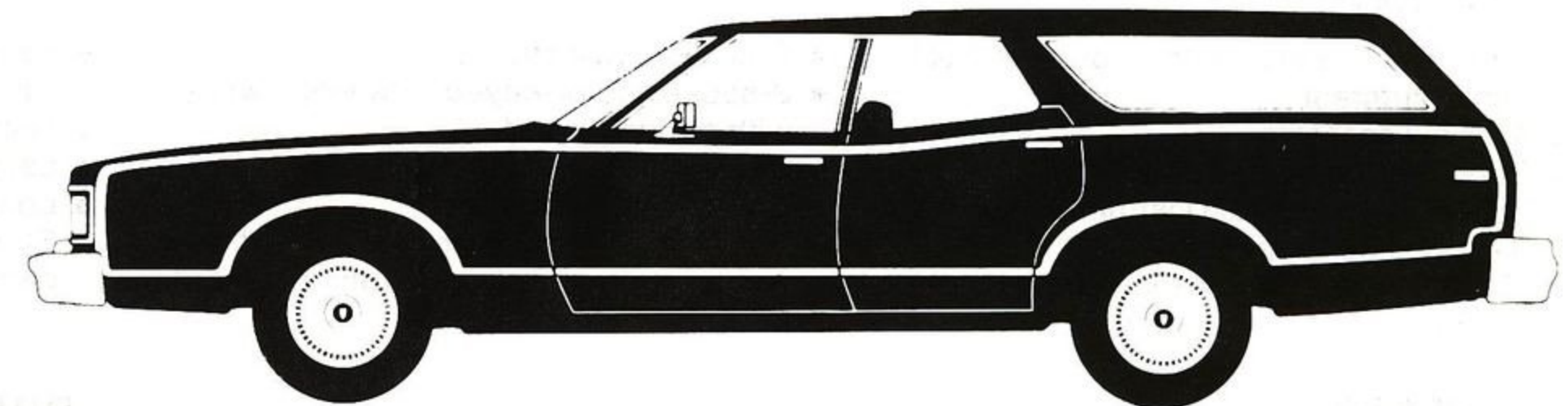
Marquis Station Wagon



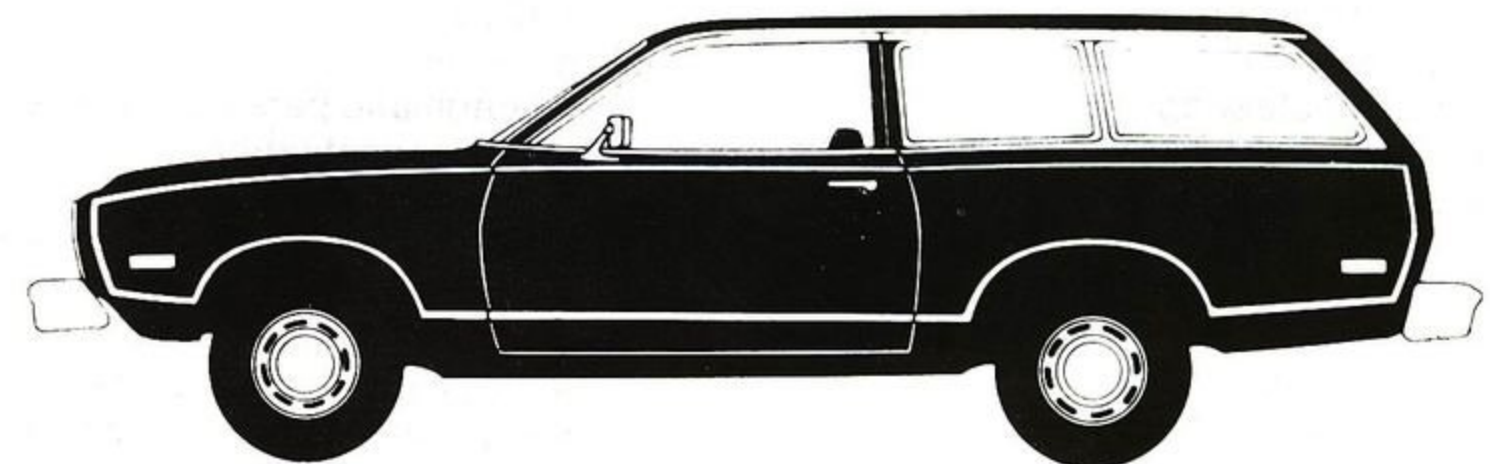
Colony Park Option



Cougar Station Wagon



Cougar Villager Station Wagon



Bobcat Villager Station Wagon

MARQUIS STATION WAGON



MARQUIS STATION WAGON STANDARD EQUIPMENT

EXTERIOR

Front

- Bright vertical box-textured center grille
- Concealed dual headlamps with body color textured pad and bright Marquis crest
- Integral parking/turn signal/side marker light
- Bright stand-up hood ornament
- Concealed windshield wipers
- Front vertical bumper guards with black inserts

- Color-keyed front bumper sight shields

Side:

- Deluxe wheel covers
- Bright metal features include:
 - Rocker panel molding with front extension
 - Full wheelip moldings
 - Roof drip molding
 - Left-hand outside mirror
 - Door belt molding
 - Recessed door handles

Rear:

- 3-pod vertical taillamp assembly with integral backup lamps
- Rear side marker lights and reflector on lower rear fender
- Rear bumper sight shields

Finish:

- Electrostatic paint process
- Baked acrylic super enamel finish
- Improved corrosion protection with expanded use of precoated steel panels

INTERIOR

- Front bench seats with fold-down front center armrest
- All-vinyl seat trim
- Bright front seat side shields
- Full-width woodgrain instrument panel cluster applique
- "Ride Engineered by Lincoln-Mercury" plaque on instrument panel

- Color-keyed instrument panel
- 2-spoke color-keyed steering wheel with padded insert
- Day/night inside mirror
- Color-keyed carpeting
- Door trim panel with molded armrest
- Ashtray in front portion of front passenger door armrest

- Rear door/quarter armrest
- Cigar lighter in instrument panel
- Instrument panel ashtray light
- Large lockable glove box with light
- Load floor cut-pile carpeting
- Storage tray in top of rear quarter trim panel

FUNCTIONAL

- 400 CID 2V V-8 engine
- SelectShift 3-speed automatic transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- 3-way doorgate
- Power rear window
- Electric windshield wipers
- Wiper-mounted windshield washer spray jets
- 15" steel-belted radial ply tires
- 63-amp.-hr. battery
- 40-amp. alternator

- Single exhaust system with aluminized muffler
- Deluxe sound insulation
- Inside hood latch release
- Automatic parking brake release
- Power ventilation
- Heater and defroster
- Separate body/frame construction
- Spare tire extractor
- Anti-theft ignition lock
- Coolant recovery system
- Improved-response throttle linkage
- Cushion-Link front and Coil-Link rear suspensions (coil springs)

DIMENSIONS & CAPACITIES

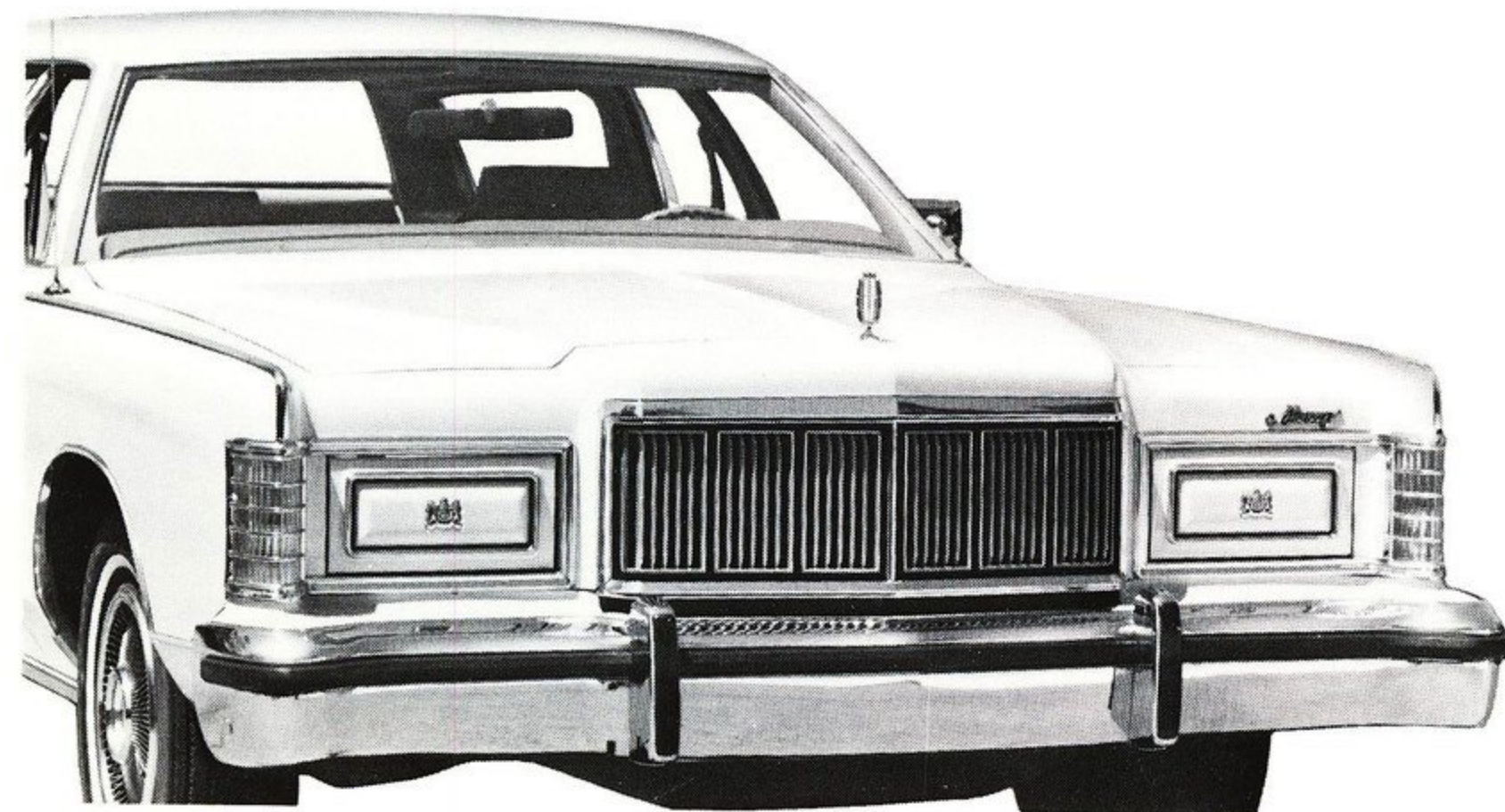
Overall Length	228.3"
Wheelbase	121.0"
Track	
Front	64.1"
Rear	64.3"
Cargo Volume (cu. ft.)	94.6
Fuel Capacity (gals.)	21.0(a)

(a) 19.0 in California

STANDARD FEATURES

MARQUIS STATION WAGON — STYLING EXCELLENCE IN A FULL-SIZE WAGON

The Marquis Station Wagon is one of the roomiest, most luxurious station wagons offered in 1977. Impressive exterior styling features a distinctive bright vertical box-textured grille. On the inside, the handsome front bench seat has bright seat side-shields that provide a finished touch to the interior decor. And, the stylish interior is roomy — fully accommodating six adult passengers.



A WORLD OF CONVENIENCE AND COMFORT

The Marquis Station Wagon offers a generous blend of comfort and convenience. One feature that customers will appreciate is the underfloor storage compartment that allows valuables to be hidden while the wagon is parked. The standard spare tire extractor is another welcomed convenience. And, the large cargo area is carpeted to provide both beauty and cargo protection. With the rear seats folded down, the cargo area dimensions allow 4' x 8' panels to be carried flat on the cargo compartment floor.



MARQUIS STATION WAGON — A FULL MEASURE OF STYLING, COMFORT AND FULL-SIZE VERSATILITY



BUILT-IN FUNCTIONAL VALUE

Marquis Station Wagon's spaciousness is even more versatile with the 3-way doorgate. It can be opened as a door with the window up or down, or lowered as a tailgate. In addition, the standard power doorgate window allows the driver to raise or lower the rear window from the driver's seat.

COLONY PARK OPTION



Colony Park Option

COLONY PARK OPTION EQUIPMENT OVER MARQUIS STATION WAGON

EXTERIOR

Side:

- Full-length woodgrain paneling applique on bodyside with integral wheelip and surround moldings (Rocker panel molding with front extension deleted)

- Full-length upper body peak moldings
- Bright left-hand remote-control mirror

Rear:

- Woodgrain paneling applique on doorgate with bright surround molding
- Lincoln-Mercury crest on doorgate

INTERIOR

- Flight bench seat with folding center armrest in all-vinyl trim
- Luxury door trim panel with molded armrest, color-keyed carpeting below armrest and door pull strap

- Electric clock
- Deluxe color-keyed steering wheel
- Deluxe color-keyed lap and shoulder belts

- Cargo area light
- Under instrument panel courtesy lights
- Cigar lighter in rear door ashtrays
- Rear door dome lamp jamb switches

DIMENSIONS & CAPACITIES

Overall Length	228.3"
Wheelbase	121.0"
Track	
Front	64.1"
Rear	64.3"
Cargo Volume (cu. ft.)	94.6
Fuel Tank Capacity (gals.)	21.0 (a)

(a) 19.0 in California

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MARQUIS STATION WAGON — A FULL MEASURE OF STYLING, COMFORT AND FULL-SIZE VERSATILITY



BUILT-IN FUNCTIONAL VALUE

Marquis Station Wagon's spaciousness is even more versatile with the 3-way doorgate. It can be opened as a door with the window up or down, or lowered as a tailgate. In addition, the standard power doorgate window allows the driver to raise or lower the rear window from the driver's seat.

COLONY PARK OPTION FEATURES

DISTINCTIVE LUXURY IN A FULL-SIZE STATION WAGON

The Colony Park blends distinctive styling with the versatility of a full cargo station wagon. Full-length, woodgrain bodyside and doorgate paneling applique with bright surround molding provides the very luxurious Colony Park appearance. Bright upper bodyside peak moldings add a tasteful touch to this distinguished station wagon option.



A GENEROUS BLEND OF COMFORT AND LUXURY

The rich Colony Park interior features a tastefully styled flight bench seat with a folding center armrest for added comfort and convenience. Many elegant appointments are included in this option — such as an electric clock, color-keyed carpeting, deluxe steering wheel, and luxury door trim panel.



COLONY PARK OPTION — A LUXURIOUS FULL-SIZE STATION WAGON

COUGAR STATION WAGON



Cougar Station Wagon

COUGAR STATION WAGON STANDARD EQUIPMENT

EXTERIOR

Front:

- Distinctive Cougar XR-7-type swing-away grille
- Dual rectangular headlamps
- Integral parking/turn signal/side marker lamps
- Concealed windshield wipers
- Bright stand-up hood ornament
- Front side marker light and reflector integral with wraparound parking lamp

Side:

- Bright metal features include:
 - Rocker panel molding
 - Full wheelip moldings
 - Roof drip rail molding
 - Left-hand outside mirror
 - Window frame moldings
 - Door belt molding
 - Hub caps
 - Recessed door handles

Rear:

- 2-pod vertical taillamp assembly with integral backup lamp and bright surround moldings
- Bright doorgate belt molding

Finish:

- Electrostatic paint process
- Baked acrylic super enamel finish
- Improved corrosion protection with expanded use of precoated steel panels

INTERIOR

- Bench seats in all-vinyl seat trim
- Door trim panel with padded armrests and emblem
- Color-keyed, cut-pile carpeting
- 2-spoke color-keyed steering wheel with padded insert

- Color-keyed instrument panel
- Full-width Rosewood woodgrain instrument panel applique
- "Ride Engineered by Lincoln-Mercury" plaque on instrument panel
- Large lockable glove box

- Day/night inside mirror
- Carpeted load floor
- Ashtray in instrument panel
- Cigar lighter in instrument panel
- Dome and cargo area lights

FUNCTIONAL

- 351 CID 2V V-8 engine (400 CID V-8 standard in California)
- DuraSpark ignition
- Power steering
- SelectShift 3-speed automatic transmission
- Power front disc/rear drum brakes
- Steel-belted radial ply BSW tires
- 3-way doorgate
- Body/frame construction

- 53-amp.-hr. battery
- 40-amp. alternator
- Improved-response throttle linkage
- Concealed 2-speed windshield wipers
- Power ventilation
- Heater and defroster
- Anti-theft ignition lock
- Inside hood latch release
- Coolant recovery system

DIMENSIONS & CAPACITIES

Overall Length	223.1"
Wheelbase	118.0"
Track	
Front	63.6"
Rear	63.5"
Cargo Volume	
(cu. ft.)	84.9
Fuel Tank Capacity	
(gals.)	21.3

STANDARD FEATURES

COUGAR STATION WAGON — SPORTY STYLING IN A FAMILY-SIZE WAGON

The Cougar Station Wagon's fresh new styling is highlighted by a bold vertical front grille and stylish dual rectangular headlamps. The new Cougar stand-up hood ornament adds a touch of styling detail to the wide stance and clean look. The two-pod vertical taillamp assembly with integral backup lamps enhances rear-end styling for a wagon designed to look good.

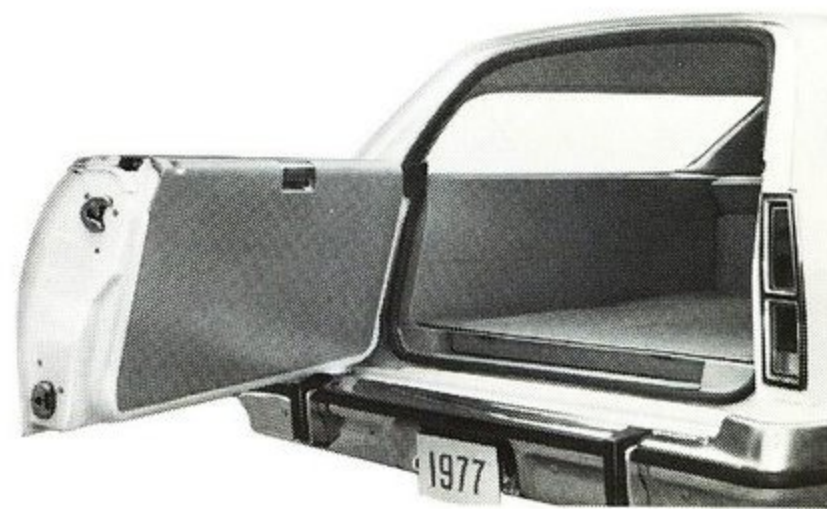


SPORTY AND PRACTICAL INTERIOR TRIM

The comfortable bench seat is smartly trimmed in durable all-vinyl. Distinctive door trim panels with padded armrests add a stylish flair to the wagon's interior. The carpeted load floor provides an attractive finished appearance and protection for valuable cargo.



"BIG WAGON" FEATURES IN A HANDSOME FAMILY-SIZE PACKAGE



VERSATILITY AND PERFORMANCE

The large cargo area is doubly accessible with the featured 3-way doorgate that opens like a door and offers the convenience of a tailgate. The smooth-shifting, SelectShift automatic transmission, new DuraSpark ignition and steel-belted radial ply tires all come as standard — for a wagon that offers precision-tuned handling as well as Cougar's traditionally quiet ride.

COUGAR VILLAGER STATION WAGON



Cougar Villager Station Wagon

COUGAR VILLAGER STATION WAGON STANDARD EQUIPMENT OVER COUGAR STATION WAGON

EXTERIOR

- Full-length woodgrain paneling applique with integral wheelip and surround moldings (replaces wheelip and rocker panel molding)
 - Deluxe wheel covers
- Rear:**
- Woodgrain doorgate paneling applique with bright surround molding

INTERIOR

- Flight bench seat in all-vinyl trim
- Folding front center armrest
- Door trim panel with padded armrest, carpeted lower door
- Electric clock
- Deluxe steering wheel with woodgrain applique

FUNCTIONAL

- Power doorgate window
- Deluxe sound package

DIMENSIONS & CAPACITIES

Overall Length	223.1"
Wheelbase	118.0"
Track	
Front	63.6"
Rear	63.5"
Cargo Volume (cu. ft.)	82.9
Fuel Tank Capacity (gals.)	21.3

STANDARD FEATURES

COUGAR VILLAGER — IN THE COUGAR XR-7 TRADITION

Sporty exterior styling is graciously accented with full-length, woodgrain paneling applique with integral wheelip moldings that spotlight the glamorous appearance. Deluxe wheel covers further complement the stylish exterior lines.



SPACIOUS AND CONVENIENT

Cougar Villager offers 82.9 cubic feet of cargo space, enough, in fact, that with the rear seats folded down, 4' x 8' panels can be carried flat on the cargo compartment floor. The added convenience of a power doorgate window that enables the driver to raise or lower the window from the driver's seat. Deluxe sound insulation further emphasizes Cougar's traditional quiet, smooth ride.



LUXURIOUS INTERIOR TRIMS

The attractive flight bench seat with folding center armrest is coordinated with deluxe door trim panels including padded armrest and color-keyed carpeting — beautiful additional touches to Villager's passenger-conscious interior.

COUGAR VILLAGER — A FAMILY-SIZE SPORTS WAGON WITH PLENTY OF ROOM TO SPARE

MARQUIS STATION WAGON POWER TEAMS

ENGINE AND TRANSMISSION AVAILABILITY		
49 STATES		
Engine	Transmission	Marquis
400 CID 2V V-8	STD	STD
	SelectShift	STD
460 CID 4V V-8	OPT	OPT
	SelectShift	STD
CALIFORNIA		
Engine	Transmission	Marquis
400 CID 2V V-8	STD	STD
	SelectShift	STD
HIGH ALTITUDE AREAS*		
Engine	Transmission	Marquis
400 CID 2V V-8	STD	STD
	SelectShift	STD
460 CID 4V V-8	OPT	OPT
	SelectShift	STD

* These power teams are required for previously notified dealers located in counties with altitudes above 4000 ft. Not available elsewhere.

AXLE RATIOS		
	400 CID 2V V-8	460 CID 4V V-8 (a)
SelectShift		
Standard	2.47	2.75
Optional	3.00 (a)	3.00 (a) (b)
Traction-Lok	3.00 (a)	3.00

(a) Not available in California.
(b) Not available in high altitude areas

COUGAR STATION WAGON POWER TEAMS

ENGINE AND TRANSMISSION AVAILABILITY		
49 STATES		
Engine	Transmission	Cougar/Cougar Villager
351 CID 2V V-8	STD	STD
	SelectShift	STD
400 CID 2V V-8	OPT	OPT
	SelectShift	STD
CALIFORNIA		
Engine	Transmission	Cougar/Cougar Villager
400 CID 2V V-8	STD	STD
	SelectShift	STD
HIGH ALTITUDE AREAS*		
Engine	Transmission	Cougar/Cougar Villager
400 CID 2V V-8	OPT	OPT
	SelectShift	STD

*These power teams are required for previously notified dealers located in counties with altitudes above 4000 ft. Not available elsewhere.

AXLE RATIOS		
	351 CID 2V V-8 (a)	400 CID 2V V-8
SelectShift		
Standard	2.50	2.50 (b)
Traction-Lok	3.00	3.00 (c)
Optional	—	3.00

(a) Not available in California
(b) 2.75 in California
(c) Required in high altitude areas

MERCURY STATION WAGONS DIMENSIONS*

	MARQUIS WAGON	COUGAR WAGON	COUGAR VILLAGER	BOBCAT VILLAGER
Wheelbase	121.0"	118.0"	118.0"	94.8"
Overall Length	228.3	223.1	223.1	178.8
Overall Height	56.9	54.9	54.9	52.0
Overall Width	79.9	79.6	79.6	69.7
Tread — Front	64.1	63.6	63.6	55.0
— Rear	64.3	63.1	63.1	55.8
FRONT				
Head Room	38.2	38.1	38.0	37.9
Shoulder Room	61.0	58.6	58.6	52.9
Hip Room	59.7	58.6	58.6	51.6
Leg Room	41.8	42.3	42.1	40.8
REAR				
Head Room	39.1	38.4	38.3	38.8
Shoulder Room	60.8	58.5	58.5	51.0
Hip Room	57.8	58.8	56.9	39.4
Leg Room	36.7	36.6	36.6	29.6
CARGO AREA				
Platform Length Maximum (Tail- gate Closed)	92.3	88.3	88.3	69.1
Floor Width Between Wheel Housings	48.7	48.2	48.2	42.5
Cargo Compartment Height At Rear Opening	29.0	28.8	28.8	28.0
Cargo Volume (Cubic Feet)	94.6 (a)	82.9 (b)	82.9	57.2
Curb Weight (lbs.)	4798	4652	4653	2472

*Dimensions in inches unless otherwise stated
Source: Motor Vehicle Manufacturers Association Specifications
(a) Plus 9.1 cubic feet of storage under floor on 2-seat wagon and 5.4 cubic feet on 3-seat wagon
(b) Plus 8.1 cubic feet of storage under floor on 2-seat wagon and 5.6 cubic feet on 3-seat wagon

MARQUIS STATION WAGON COLOR AND UPHOLSTERY

1977 MARQUIS Color and Trim Chart			DOVE GREY	DARK RED	MEDIUM BLUE	JADE	GOLD	SADDLE	SADDLE/ WHITE	CREAM/ GOLD	LT. JADE/ JADE
MARQUIS	Ardmore Cloth & Vinyl	BENCH		LD	LB	LR		LZ			
	Ruffino Vinyl (RPO)			HD	HB	HR	HY	HZ			
MARQUIS BROUGHAM	Willshire Cloth & Vinyl	FLIGHT BENCH		RD	RB	RR	RY	RZ			
	Valino Vinyl	TWIN COMFORT (RPO)	VS	VD	VB			VZ		VV	VR
	Willshire Cloth & Vinyl		MS	MD	MB	MR	MY	MZ			
GRAND MARQUIS	Touraine Velour & Leather	TWIN COMFORT	JS	JD	JB	JR	JY	JZ			
	Leather & Vinyl		FS	FD	FB			FZ	F3	FV	FR
MARQUIS WAGON	Ruffino Vinyl	BENCH		HD	HB	HR	HY	HZ			
COLONY PARK OPTION	Valino Vinyl	FLIGHT BENCH		SD	SB			SZ		SV	SR
	Valino Vinyl	TWIN COMFORT (RPO)		VD	VB			VZ		VV	VR
	Decor Option Leather & Vinyl			FD	FB			FZ			FR
PAINT COLORS		PAINT CODE	VINYL ROOF COMBINATIONS								
BLACK		1C	A/P	A/D			A				
WHITE		9D	A/W	W/D	W/B	W/R	W/V	W/T	W/T	W/V	W/R
DARK RED		2M	A/D	A/W/D/P							
SILVER MET.		1G	A/P	D/P	B/P						
DARK BLUE MET.		3G			W/B						
LIGHT BLUE		3U			W/B						
DARK JADE MET.		46				W/R					W/R
CHAMPAGNE MET.		8Y						T	T		
CREAM		6P					W/V	W/V/T	W/V/T	W/V	
BRIGHT SADDLE MET.		8K						W/T	W/T		
DARK BROWN MET.		5Q						W/T	W/T		
DOVE GREY		1N	A/E	D/E							
GLAMOUR PAINT (Optional)											
BRIGHT BLUE MET.		3V			W/B						
LIGHT JADE MET.		7L				W/R					W/R
MEDIUM GOLD MET.		6V					W/V			W/V	

COUGAR STATION WAGON COLOR AND UPHOLSTERY

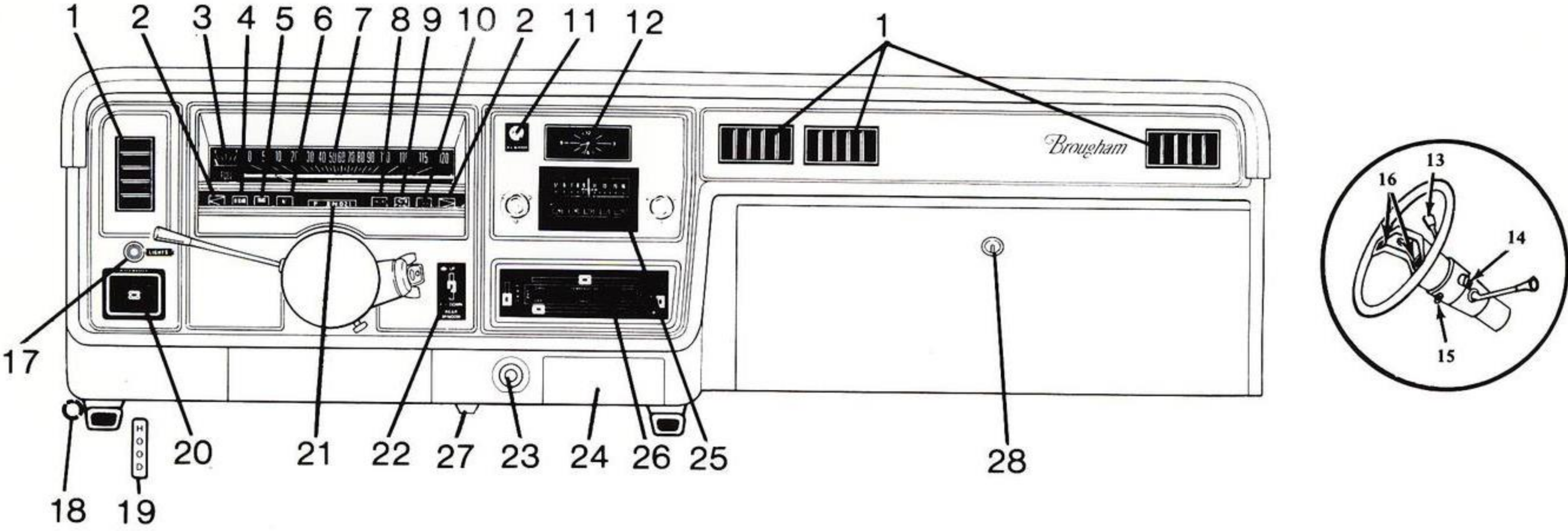
1977 COUGAR Color and Trim Chart			DOVE GREY	DARK RED	MEDIUM BLUE	JADE	CHAMOIS	SADDLE	SADDLE/ WHITE
COUGAR	Porto Cloth & Vinyl	BENCH	RS	RD	RB	RR	RT	RZ	
	Kiwi Vinyl (RPO)		SS	SD	SB	SR	ST	SZ	
	Lamar Vinyl (RPO)	BUCKET ^a	YS	YD	YB	YR	YT	YZ	Y3
	Mateao Vinyl	FLIGHT BENCH	HS	HD	HB	HR	HT	HZ	
COUGAR BROUGHAM	Ardmore Cloth & Vinyl	FLIGHT BENCH	TS	TD	TB	TR	TT	TZ	
	Mateao Vinyl (RPO)		US	UD	UB	UR	UT	UZ	
	Doral Cloth & Vinyl	DECOR OPTION TWIN COMFORT	VS	VD	VB	VR	VT	VZ	
	Mateao Vinyl (RPO)		WS	WD	WB	WR	WT	WZ	W3 ^a
	Lamar Vinyl (RPO)	BUCKET ^a	ZS	ZD	ZB	ZR	ZT	ZZ	Z3
COUGAR WAGON	Kiwi Vinyl	BENCH		SD	SB	SR	ST	SZ	
	Mateao Vinyl	FLIGHT BENCH		HD	HB	HR	HT	HZ	
COUGAR VILLAGER	Mateao Vinyl	DECOR OPTION TWIN COMFORT		WD	WB	WR	WT	WZ	
^a AVAILABLE 2-DOOR MODEL ONLY.									
PAINT COLORS		PAINT CODE	VINYL ROOF COMBINATIONS						
BLACK		1C	A/P	A/D			A/U		
WHITE		9D	A/W	W/D 3/3	W/B 5/5	W/R 7/7	W/U 18/18	W/T 11/11	W/T 11/11
DARK RED		2M	A/D	A/W/D/P 1					
SILVER MET.		1G	A/P 1/19	D/P 3/19	B/P 5/5				
DARK BLUE MET.		3G			W/B 5				
LT. BLUE		3U							
DARK JADE MET.		46				W/R			
CHAMPAGNE MET.		8Y						T 11	T
CREAM		6P						W/V/T 11/11	W/V/T
DARK BROWN MET.		5Q					W/T/U	W/T/U	W/T/U
BRT. SADDLE MET.		8K					W/U	W/T/U	W/T/U
GLAMOUR PAINT									
BRT. BLUE MET.		3V			W/B				
LT. JADE MET.		7L				W/R 7			
CINNAMON GOLD		8W					A/W/U 12	W/T/U 11	W/T/U

TU-TONE PAINT OPTION
(Option 80)

Includes full-length bright bodyside molding. The following lower body accent colors are available as noted with vinyl roof availability shown in chart:

- 1-Black (1C)
- 3-Dark Red (2M)
- 5-Dk. Blue Met. (3G)
- 7-Dk. Jade Met. (46)
- 11-Dk. Brown Met. (5Q)
- 12-Brt. Saddle Met. (8K)
- 18-Cinnamon Gold (8W)
- 19-Med. Grey Met.

MARQUIS STATION WAGON INSTRUMENT PANEL



1. Air Conditioner and Vent Registers

2. Turn Indicator Lights

3. Fuel Gauge

4. High-Beam Indicator Light

5. Brake System Warning Light

6. Alternator Warning Light

7. Speedometer and Odometer

8. Oil Pressure Warning Light

9. Fasten Seat Belts Warning Light

10. Engine Temperature Warning Light
11. Right-hand Rearview Mirror Control (optional)

12. Clock

13. Turn Signal Indicator

14. Ignition Switch

15. Hazard Warning Flasher System

16. Speed Control Switch (Optional)

17. Headlamp Switch

18. Air Vent Controls

19. Hood Release

20. Windshield Wiper/Washer Control

21. SelectShift Transmission Quadrant
22. Station Wagon Rear Window Control or Power Antenna Switch (Optional)

23. Light

24. Ashtray

25. Radio (Optional)

26. Heater and Air Conditioner Systems (Optional Air Conditioner)

27. Rear Speaker Fader Control (Optional with AM Radio)

28. Lockable Glove Box

MARQUIS STATION WAGON STEERING WHEELS



2-Spoke Color-Keyed Steering Wheel, Standard on Marquis Station Wagon

Deluxe 2-Spoke Color-Keyed Steering Wheel, Included in Colony Park Option

Luxury 2-Spoke Color-Keyed Steering Wheel, Included in Grand Marquis Decor Option

MARQUIS STATION WAGON WHEEL COVERS



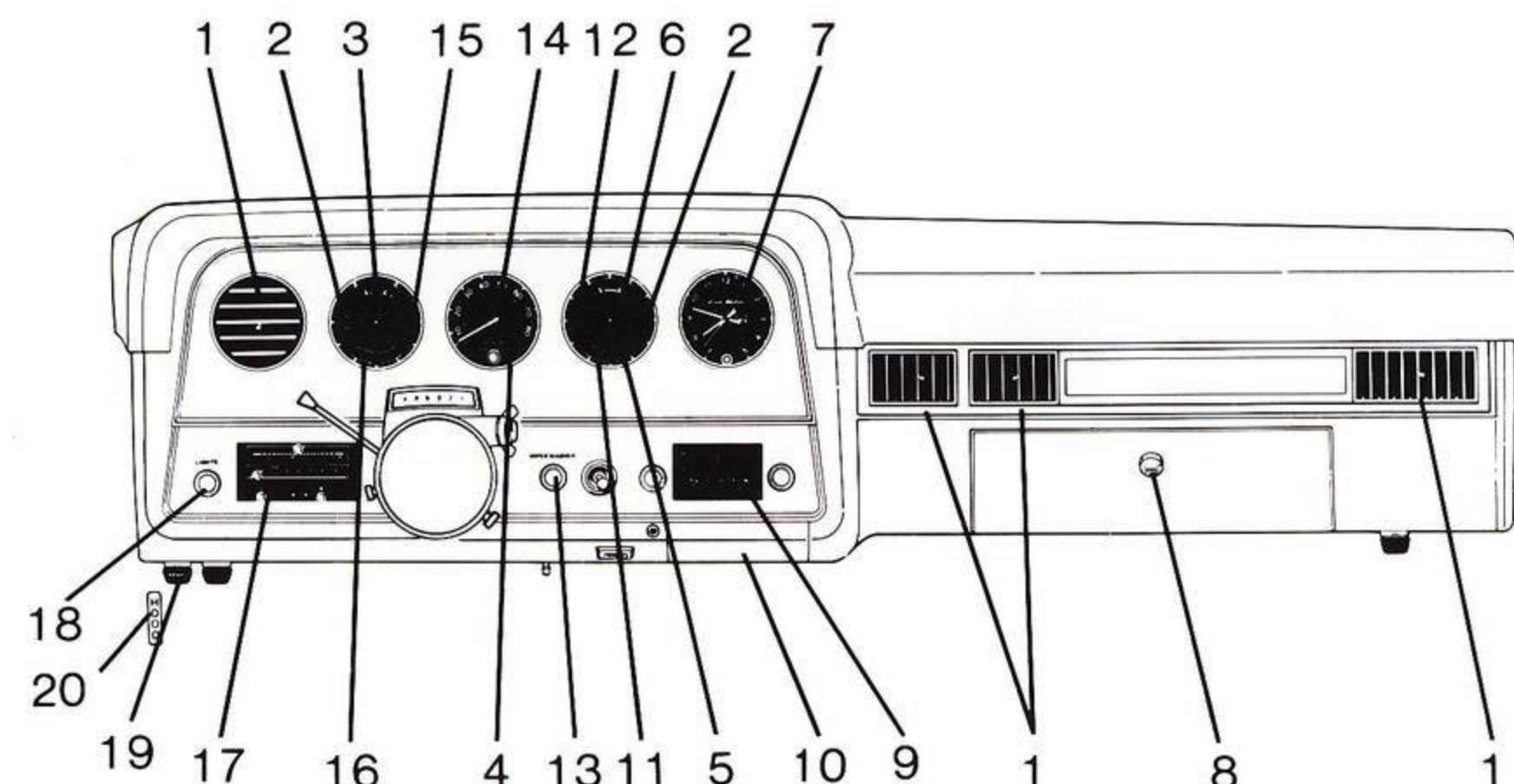
Deluxe Wheel Cover, Standard on all Models

Luxury Wheel Cover, Optional on all Models

Wire Wheel Cover, Optional on all Models

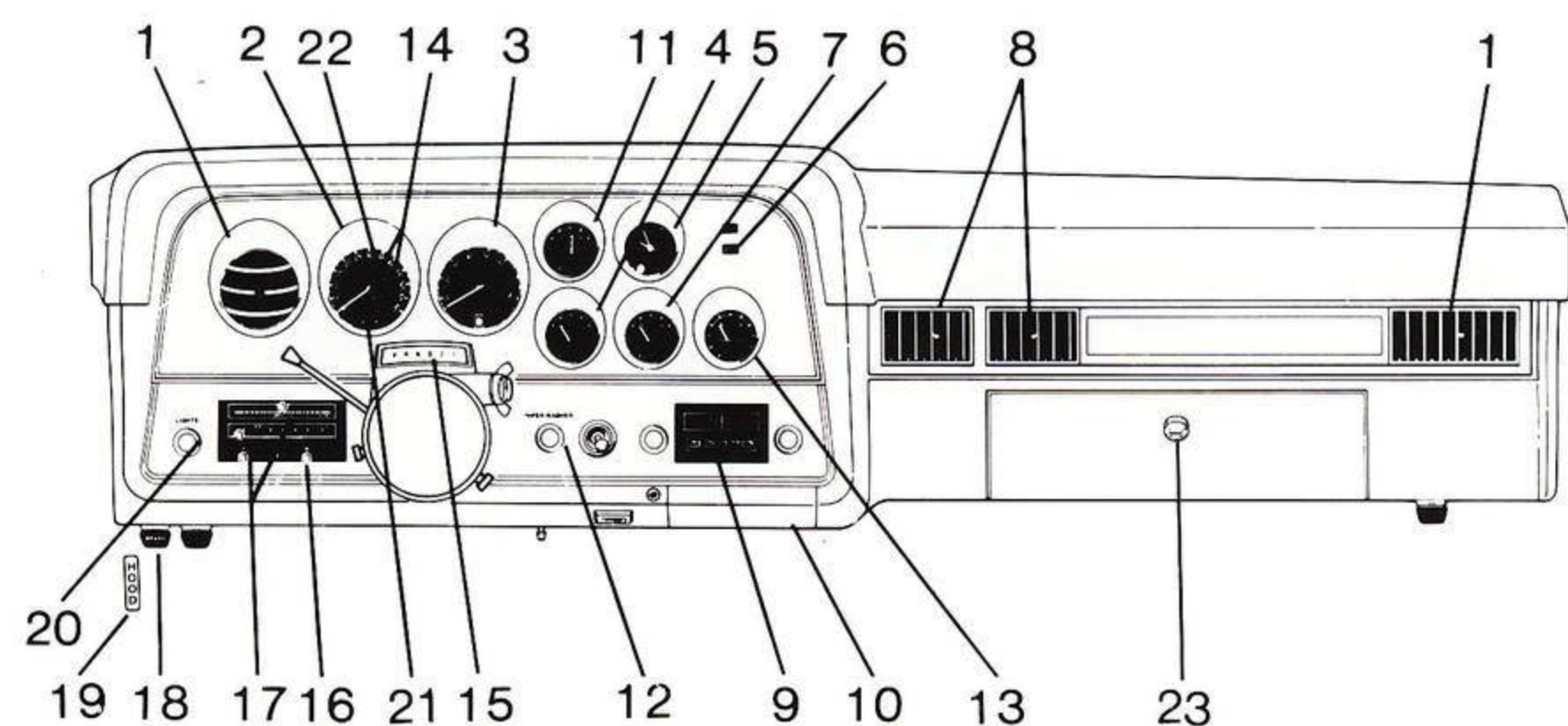
COUGAR STATION WAGON INSTRUMENT PANELS

Standard Instrument Panel



- | | | |
|-------------------------------------------------------------------------|----------------------------------------|-----------------------------------------------------------------------------------------|
| 1. Air Registers (Center Registers with optional air conditioning only) | 9. Radio(Optional) | 17. Heater/Defroster or Optional Air Conditioning Controls |
| 2. Turn Indicator Lights | 10. Ashtray and Lighter | 18. Light Switch |
| 3. Fuel Gauge | 11. Oil Pressure Warning Light | 19. Parking Brake Release Handle |
| 4. Speedometer | 12. Service Brake System Warning Light | 20. Hood Release Latch |
| 5. Fasten Seat Belt Reminder Light | 13. Windshield Wiper/Washer Switch | 21. Rear Window Defroster Control (Optional) not shown |
| 6. Engine Temperature Gauge | 14. Odometer | 22. Rear Door Power Window Control (Optional on Cougar, standard on Villager) not shown |
| 7. Clock (Optional) | 15. High-Beam Light Indicator | |
| 8. Lockable Glove Box | 16. Alternator Warning Light | |

Sports Instrumentation Group Instrument Panel



- | | | |
|--------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1. Air Registers | 10. Ashtray and Lighter | 18. Parking Brake Release |
| 2. Tachometer | 11. Ammeter | 19. Hood Latch Release |
| 3. Speedometer, Trip Odometer | 12. Wiper/Washer Control | 20. Headlamp Switch |
| 4. Fuel Gauge | 13. Oil Pressure Gauge | 21. High Beam Light Indicator |
| 5. Clock | 14. Turn Indicator Lights | 22. Service Brake System Warning Light |
| 6. Fasten Seat Belt Reminder Light | 15. Shift Quadrant | 23. Lockable Glove Box |
| 7. Engine Temperature Gauge | 16. Accessory Switch (optional electric rear window defroster) | 24. Rear Door Power Window Control (Optional on Cougar, standard on Villager) not shown |
| 8. Air Registers (only with optional air conditioning) | 17. Heater Controls (or optional air conditioning) | |
| 9. Radio (Optional) | | |

COUGAR STATION WAGON STEERING WHEELS



2-Spoke Color-Keyed Steering Wheel, Standard on Cougar Station Wagon



Deluxe 2-Spoke Color-Keyed Steering Wheel, Standard on Cougar Villager Station Wagon



Luxury 2-Spoke Color-Keyed Steering Wheel, Available only as part of Cougar Brougham Decor Group

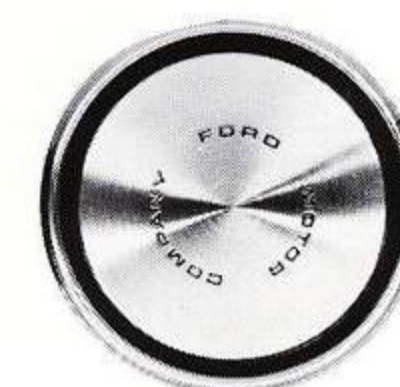


Luxury Steering Wheel with "Gun Metal" grey Insert and Black Deluxe Trim, Available only as part of Sports Instrumentation Group



Leather-Wrapped Sports Steering Wheel, optional on all models. Not Available with Speed Control

COUGAR STATION WAGON WHEEL COVERS



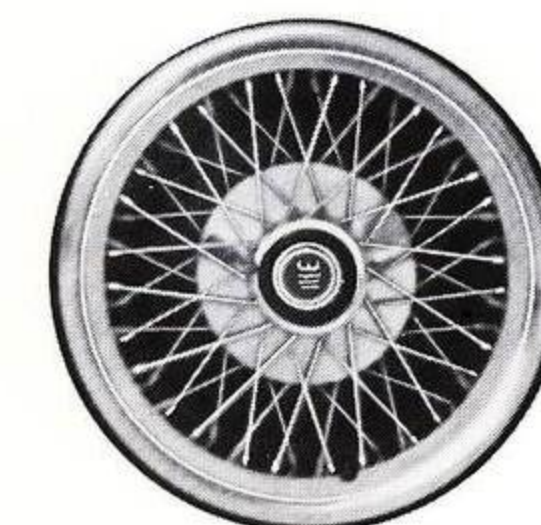
Bright Hub Cap, Standard on Cougar Station Wagon



Deluxe Wheel Cover, Standard on Cougar Villager, Optional on Cougar Station Wagon



Luxury Wheel Cover, Optional on all Models



Wire Wheel Cover, Optional on all Models

STATION WAGON OPTIONS

ENGINES

- **400 CID 2V V-8 (Cougar)**—Mandatory on Cougar Station Wagons in California.

Marquis std	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- **460 CID 4V V-8 (Marquis)**—Not available in California. Included in Colony Park Option in 49 states.

Marquis ●	Cougar na	Cougar Villager na	Bobcat Villager na
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- **2.8 Liter V-6**—Not available in high altitude areas. Requires Optional SelectShift transmission and power brakes. Includes variable venturi carburetor in California. Power steering is recommended.

Marquis na	Cougar na	Cougar Villager na	Bobcat Villager ●
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TRANSMISSIONS

- **Transmission, SelectShift Automatic (Bobcat)**

Marquis std	Cougar std	Cougar Villager std	Bobcat Villager ●
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REGULAR PRODUCTION OPTIONS

- **Alternator, Heavy-duty**—Included in optional Trailer Towing Package (Class III)

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- **Air Conditioning, Automatic Temperature Control**—Tinted glass recommended. Includes manual blower speed selection.

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- **Air Conditioning, Manual**—Tinted glass recommended. Power steering is recommended on Bobcat Villager when ordered with V-6 engine.

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager ●
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LEGEND: ● = available at extra cost
std = standard
opt = optional
na = not available
nec = available at no extra cost

- **Appearance Protection Group**—Includes front floor mats, brown door edge guards, spare tire lock, license plate frames (rear only, if front license plate frame option not ordered). Glove box lock included on Bobcat Villager.

Marquis na	Cougar ●	Cougar Villager ●	Bobcat Villager ●
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- **Axle, Higher Ratio**—Included in Trailer Towing Package (Class III).

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- **Axle, Traction-Lok Differential**

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- **Battery, Heavy-Duty (Bobcat)**—Standard with 2.8 liter 2V V-6 engine and 2.3 liter engine with air conditioning and rear window defroster.

Marquis na	Cougar na	Cougar Villager na	Bobcat Villager ●
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- **Battery (Cougar)**—77-amp.-hr., heavy-duty

Marquis na	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- **Battery (Marquis)**—80-amp., heavy-duty

Marquis ●	Cougar na	Cougar Villager na	Bobcat Villager na
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- **Belts, Deluxe Color-Keyed Lap and Shoulder**—Included in Decor Group on Cougar Station Wagons. Included in Light/Convenience Group, Sports Accent Group and Deluxe Interior on Bobcat Villager.

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager ●
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- **Brakes, Four-Wheel Power Disc (Marquis)**

Marquis ●	Cougar na	Cougar Villager na	Bobcat Villager na
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- **Brakes, Power Front Disc/Rear Drum (Bobcat)**—Required with 2.8 liter V-6 engine on Bobcat Villager.

Marquis std	Cougar std	Cougar Villager std	Bobcat Villager ●
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- **Bucket Seat, Four-Way Manual Adjustable** — Driver's side only; non-reclining. Available on both high and low-backed bucket seats.

Marquis na	Cougar na	Cougar Villager na	Bobcat Villager ●
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- **Bumper Protection Group** — Includes front and rear bumper guards with horizontal rub stripes.

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager ●
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- **California Emission System (Bobcat)** — Required in California; not available in 49 states. The following items are standard on vehicles equipped with California Emissions:

- BSW steel-belted radial ply tires and front stabilizer bar
- Styled steel wheels (trim rings na)
- Electric rear window defroster
- Includes variable venturi carburetor with 2.8 liter V-6 engine

Marquis na	Cougar na	Cougar Villager na	Bobcat Villager ●
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- **California Emission System (Marquis and Cougar)** — Mandatory in California; optional in 49 States. Requires 3.00 to 1 axle on Marquis and 2.75 on Cougar.

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- **Clock, Day/Date**

Marquis na	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- **Clock, Digital** — Included in Grand Marquis Decor Option.

Marquis ●	Cougar na	Cougar Villager na	Bobcat Villager na
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- **Colony Park Option** — Includes:

- Full-length Rosewood woodgrain applique on bodyside and doorgate
- Full-length fender peak molding
- Bright doorgate surround molding
- Bright left-hand remote-control rearview mirror
- Colony Park script on rear quarter panel
- Flight bench seat with folding center armrest with Valino all-vinyl seating surfaces
- Deluxe door trim panel with door pull straps
- Electric clock
- Deluxe steering wheel
- Color-keyed deluxe seat belts
- Cargo light
- Under Instrument panel courtesy lights
- Rear door courtesy light switch
- Rocker panel and front extension deleted

Marquis ●	Cougar na	Cougar Villager na	Bobcat Villager na
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- **Cornering Lamps**

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
--------------	-------------	----------------------	-----------------------

- **Defroster, Rear Window** — (90-amp. alternator included with air conditioning, otherwise 70-amp.) (60 amp. on Bobcat Villager.)

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager ●
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- **Decor Option (Cougar)** — Includes:

- Twin comfort lounge seats with passenger recliner
- Luxury steering wheel
- Deluxe seat belts
- Thick carpeting

Marquis na	Cougar ●	Cougar Villager ●	Bobcat Villager na
---------------	-------------	----------------------	-----------------------

- **Decor Option (Grand Marquis)** — Includes:

- Twin Comfort Lounge Seats in unique sew style in leather and vinyl
- Luxury steering wheel
- Digital clock
- Dual beam dome map light
- Tinted glass
- Thick, color-keyed carpeting

Colony Park Option required.

Marquis ●	Cougar na	Cougar Villager na	Bobcat Villager na
--------------	--------------	-----------------------	-----------------------

- **Glass Tinted, Complete**

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager ●
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- **Heavy-Duty Option (Bobcat)** — Includes heavy-duty battery (standard with 2.8 Liter V-6 engine), heavy-duty alternator and extra cooling radiator (standard with air conditioning).

Marquis na	Cougar na	Cougar Villager na	Bobcat Villager ●
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- **High Altitude Emission Equipment** — Required for previously notified dealers located in counties with altitudes above 4000 ft. Not available elsewhere. Available only with 2.3 Liter engine with SelectShift transmission on Bobcat Villager.

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager ●
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- **Higher Axle Ratio** — Not available in California

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
--------------	-------------	----------------------	-----------------------

- **Illuminated Entry System** — Turns on interior courtesy lights and activates a ring of light around front door lock cylinders for approximately twenty seconds when either the driver or passenger door handle is lifted.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	na

- **License Plate Bracket, Front** — No extra cost option. Mandatory in states requiring front license plates.

Marquis	Cougar	Cougar Villager	Bobcat Villager
nec	nec	nec	nec

- **Light/Convenience Group** — Includes:

- Day/Night inside mirror
- Right-hand and left-hand remote control racing mirrors
- Passenger side visor vanity mirror
- Deluxe color-keyed seat belts
- Engine compartment light
- Glove box and ashtray lights
- Lights-on warning buzzer
- Adjustable map light
- Interval windshield wipers
- Cargo light

Marquis	Cougar	Cougar Villager	Bobcat Villager
na	na	na	•

- **Light Group** — Includes:

- Engine compartment light
- Instrument panel courtesy lights
- Door ajar light
- Glove box light
- Ashtray light
- "Headlamps On" warning buzzer
- Dome/map light
- Rear door jamb switches
- Doorgate courtesy lamp switch

Marquis	Cougar	Cougar Villager	Bobcat Villager
na	•	•	na

- **Lockable Storage Compartment**

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	na

- **Luggage Rack with Air Deflector** — Includes adjustable bar and integral air deflector. Air deflector woodgrain applique on Bobcat Villager.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	•

- **Mirror Left-Hand Remote-Control** (bright) — Included in Convenience Group (Cougar/Cougar Villager). Included with Power Lock Convenience Group or Power Window Option on Marquis Station Wagon.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	na

- **Mirrors Dual Racing, Color-keyed**

Marquis	Cougar	Cougar Villager	Bobcat Villager
na	•	•	na

- **Mirror, Visor Vanity, Illuminated**

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	na

- **Molding, Protective Bodyside, Narrow** — Bright when ordered with Decor Option. Brown insert on Cougar Villager and Marquis Wagon with the Colony Park Option. Woodtone insert on Bobcat Villager with Woodgrain Option. Black otherwise.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	•

- **Molding, Rocker Panel**

Marquis	Cougar	Cougar Villager	Bobcat Villager
std	std	•	•

- **Paint, Glamour**

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	•

- **Paint Stripes, Bodyside**

Marquis	Cougar	Cougar Villager	Bobcat Villager
na	•	•	na

- **Power Lock Group** — Includes power door locks, power doorgate lock.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	na

- **Power Steering** — Recommended when air conditioning and 2.8 Liter V-6 engine are ordered on Bobcat Villager.

Marquis	Cougar	Cougar Villager	Bobcat Villager
std	std	std	•

- **Radio, AM** — Includes one instrument panel speaker. Includes separate fader control when ordered with dual speaker option.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	•

- **Radio, AM/FM Monaural** — Includes one instrument panel speaker.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	•

- **Radio, AM/FM/MPX** — Includes four speakers — two front and two rear on Marquis and Cougar models — 2 front door-mounted speakers on Bobcat.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	•

- **Radio, AM/FM/MPX with Stereo Tape Player** — Includes four speakers — two front and two rear speakers on Marquis and Cougar models — 2 front door-mounted speakers on Bobcat.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	na

- **Radio, AM/FM/MPX "Search"** — Includes front and rear speakers.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	na

- **Radio, AM/FM/Stereo Quad-8 Tape** — Includes front and rear speakers.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	na

- **Radio, AM/Stereo Tape Player** — Includes two speakers located in front doors.

Marquis	Cougar	Cougar Villager	Bobcat Villager
na	na	na	•

- **Seat, Flight Bench with Folding Center Armrest** — Available on Marquis station wagons only as part of the Colony Park option.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	std	na

- **Seat, Power Bench — Six-Way, Non-Reclining**

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	na	na	na

- **Seat, Power Flight Bench, Six-Way**

Marquis	Cougar	Cougar Villager	Bobcat Villager
na	•	•	na

- **Seats, Power Twin Comfort Lounge, Six-Way** — Driver's side only. Requires optional Decor Group on Cougar Villager which includes non-power Twin Comfort Lounge Seats with Passenger Recliner. Available as a separate option on Marquis Station Wagons.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	na	•	na

- **Seats, Power Twin Comfort Lounge, Six-Way/Six-Way** — Reclining passenger seat.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	na	na	na

- **Seats, Rear Dual-Facing (Marquis)**

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	na	na	na

- **Seat, Third Rear-Facing**

Marquis	Cougar	Cougar Villager	Bobcat Villager
na	•	•	na

- **Speakers, Dual Rear Seat** — Optional with AM Radio.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	na

- **Speed Control** — Includes Luxury Speed Control Steering wheel.

Marquis	Cougar	Cougar Villager	Bobcat Villager
•	•	•	na

- **Sports Accent Group** — Includes:

- Styled steel wheels and trim rings
- Leather-wrapped sports steering wheel
- Deluxe low-back bucket seats
- High level seat and door trim
- Deluxe seat belts
- Sound package
- Thick color-keyed carpeting

Not available with Deluxe interior or styled steel wheels

Marquis	Cougar	Cougar Villager	Bobcat Villager
na	na	na	•

- **Sports Instrumentation/Handling Group** — Includes:

- Instrumentation cluster and gauge package, (tachometer, temperature gauge, ammeter and oil pressure gauge)
- Sports steering wheel (soft-rim, three spoke design). Leather-wrapped sports steering wheel is substituted when the Sports Accent Group option is also ordered
- Handling suspension including front stabilizer bar
- Higher (3:18 to 1) axle ratio with 2.3 Liter 2V 4-cylinder engine with manual transmission

Marquis	Cougar	Cougar Villager	Bobcat Villager
na	na	na	•

- Sports Instrumentation Group** — Includes:
- Ampere guage
 - Clock
 - Oil pressure gauge
 - Engine temperature gauge
 - Trip odometer
 - Tachometer
 - Bright "gun-metal" grey instrument panel and cluster applique
 - Luxury steering wheel with "gun-metal" swirled insert with black deluxe trim

Marquis na	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- Steering Column, Tilt** — Column-mounted shift.

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- Steering Wheel, Leather-Wrapped Sports** — Not available with Speed Control.

Marquis na	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- Trailer Towing Package, Class III** — Refer to Trailer Towing Section.

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- Trim, Alpine Plaid Seat** — Available only with Deluxe Interior Trim.

Marquis na	Cougar na	Cougar Villager na	Bobcat Villager ●
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- Trim, Deluxe Interior** — Includes:
- Deluxe low-back bucket seats
 - Higher level door and seat trim
 - Deluxe seat belts
 - Deluxe steering wheel (Sports steering wheel is substituted when the Sports Instrumentation/Handling option is also ordered)
 - Deluxe sound package
 - Thick color-keyed carpeting
 - Not available with Sports Accent Group

Marquis na	Cougar na	Cougar Villager na	Bobcat Villager ●
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- Visibility Light Group** — Includes the following:

	Marquis	Colony Park Option
-Dome/dual beam map light	x	x
-Under hood light	x	x
-Right-hand remote-control mirror	x	x
-Headlamp-on buzzer	x	x
-Left-hand remote-control mirror	x	std
-Under instrument panel lights	x	std
-Cargo light	x	std
-Rear door courtesy light switch	x	std

Marquis ●	Cougar na	Cougar Villager na	Bobcat Villager na
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- Wheel Covers, Deluxe**

Marquis std	Cougar ●	Cougar Villager std	Bobcat Villager std
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- Wheel Covers, Luxury**

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- Wheel Covers, Wire** — Not available on Bobcat with Sports Decor Option.

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager ●
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- Wheels, Forged Aluminum** — Four wheels. Not available with styled steel wheels and trim rings. Spare tire has conventional steel wheel.

Marquis na	Cougar na	Cougar Villager na	Bobcat Villager ●
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- Wheels, Styled Steel with Trim Rings** — Four wheels. Spare tire has conventional steel wheel. Included on Bobcat Villager with Sports Accent Group or Sports Decor Option. Standard in California without Trim Rings.

Marquis na	Cougar na	Cougar Villager na	Bobcat Villager ●
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- Windshield Wipers, Interval**

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- Window, Power Doorgate**

Marquis std	Cougar ●	Cougar Villager std	Bobcat Villager na
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- Window, Power Vent** — Requires power side windows and tinted glass.

Marquis ●	Cougar na	Cougar Villager na	Bobcat Villager na
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- Windows, Power Side** — Requires optional left-hand remote-control mirror on Marquis models. Requires tinted glass on Cougar.

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager na
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Legend: ● = available at extra cost
std = standard
opt = optional
na = not available
nec = no extra cost

LIMITED PRODUCTION OPTIONS

- Automatic Parking Brake Release** — Not available with floor shift. Included in optional Convenience Group.

Marquis std	Cougar ●	Cougar Villager ●	Bobcat Villager na
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- Cross-Country Ride Package** — Included in Trailer Towing Package (Class III).

Marquis ●	Cougar na	Cougar Villager na	Bobcat Villager na
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- Day/Night Inside Mirror** — Included in Light Convenience Group.

Marquis na	Cougar na	Cougar Villager na	Bobcat Villager ●
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- Engine Block Heater**

Marquis ●	Cougar ●	Cougar Villager ●	Bobcat Villager ●
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TIRES*

MARQUIS STATION WAGON TIRE AVAILABILITY

49 STATES AND CALIFORNIA	JR78X15			LR78X15 WSW
	BSW	WSW	WWSW	
With or Without Air Conditioning				
400 CID 2V V-8	STD (a)	OPT	OPT	OPT
460 CID 2V V-8	STD (a)	OPT	OPT	OPT

*All tire applications are load "B"
(a) HR78 x 15 BSW Standard in California

COUGAR STATION WAGON TIRE AVAILABILITY

49 STATES AND CALIFORNIA	HR78X14		
	BSW	WSW	WWSW
With or Without Air Conditioning			
351 CID 2V V-8	STD	OPT	OPT
400 CID 2V V-8 (a)	STD	OPT	OPT

*All tire applications are load range "B"
(a) Not available in California

LEGEND: BSW = Black Sidewall
WSW = White Sidewall
WWSW = Wide Band White Sidewall
RWL = Raised White Letters
STD = Standard
OPT = Optional
NA = Not Available

BOBCAT VILLAGER STATION WAGON TIRE AVAILABILITY

49 STATES	A78X13		B78X13		BR78X13 (a)		BR70X13 (a)
	BSW	WSW	BSW	WSW	BSW	WSW	RWL
Without Air Conditioning							
	2.3 Liter 4-Cyl.	STD	OPT	OPT	OPT	OPT	OPT
With Air Conditioning							
	2.3 Liter 4-Cyl.	STD	OPT	OPT	OPT	OPT	OPT
CALIFORNIA							
	2.3 Liter 4-Cyl.	NA	NA	NA	STD	OPT	OPT
Without Air Conditioning							
	2.3 Liter 4-Cyl.	NA	NA	NA	STD	OPT	OPT

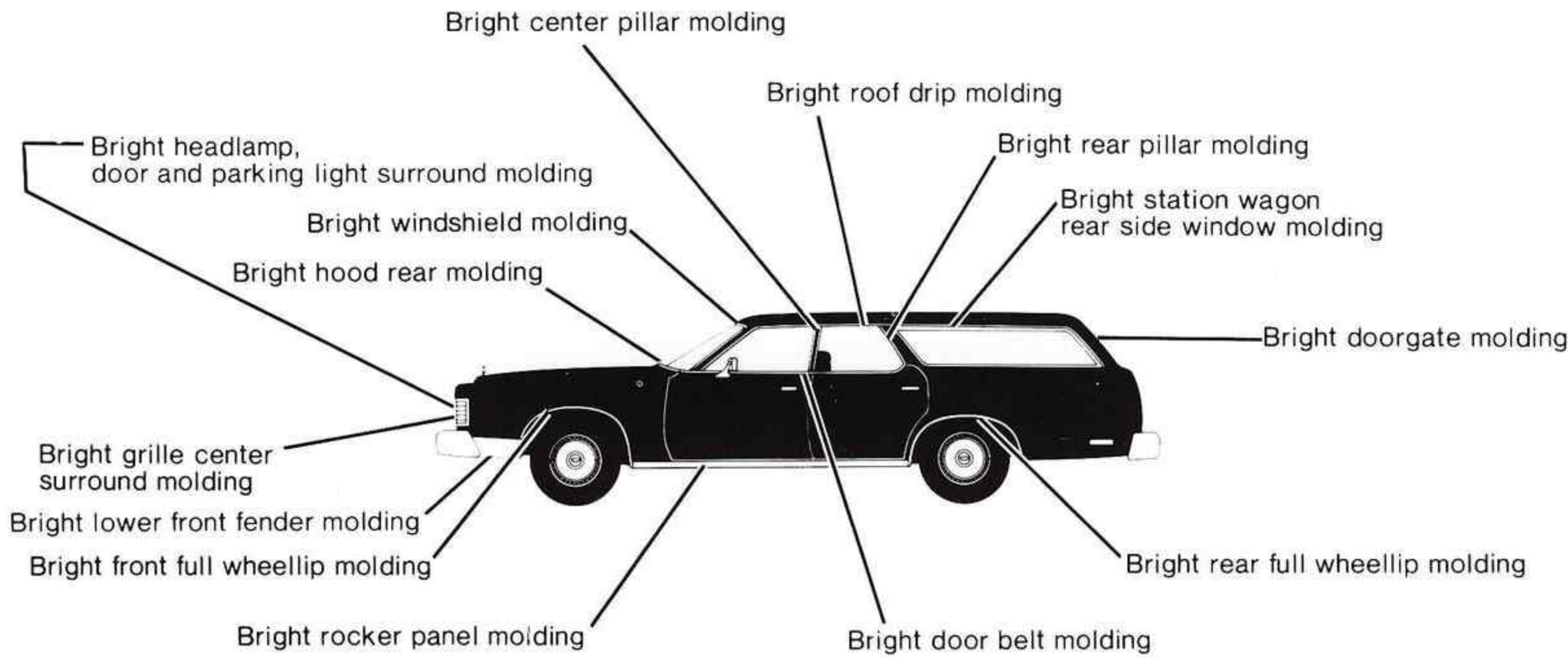
(a) Includes stabilizer bar.
* All tire applications are load range "B."

LEGEND: BSW = Black Sidewall
WSW = White Sidewall
WWSW = Wide Band White Sidewall
RWL = Raised White Letters
STD = Standard
OPT = Optional
NA = Not Available

STATION WAGON
EXTERIOR MOLDINGS

MARQUIS STATION WAGON

Standard

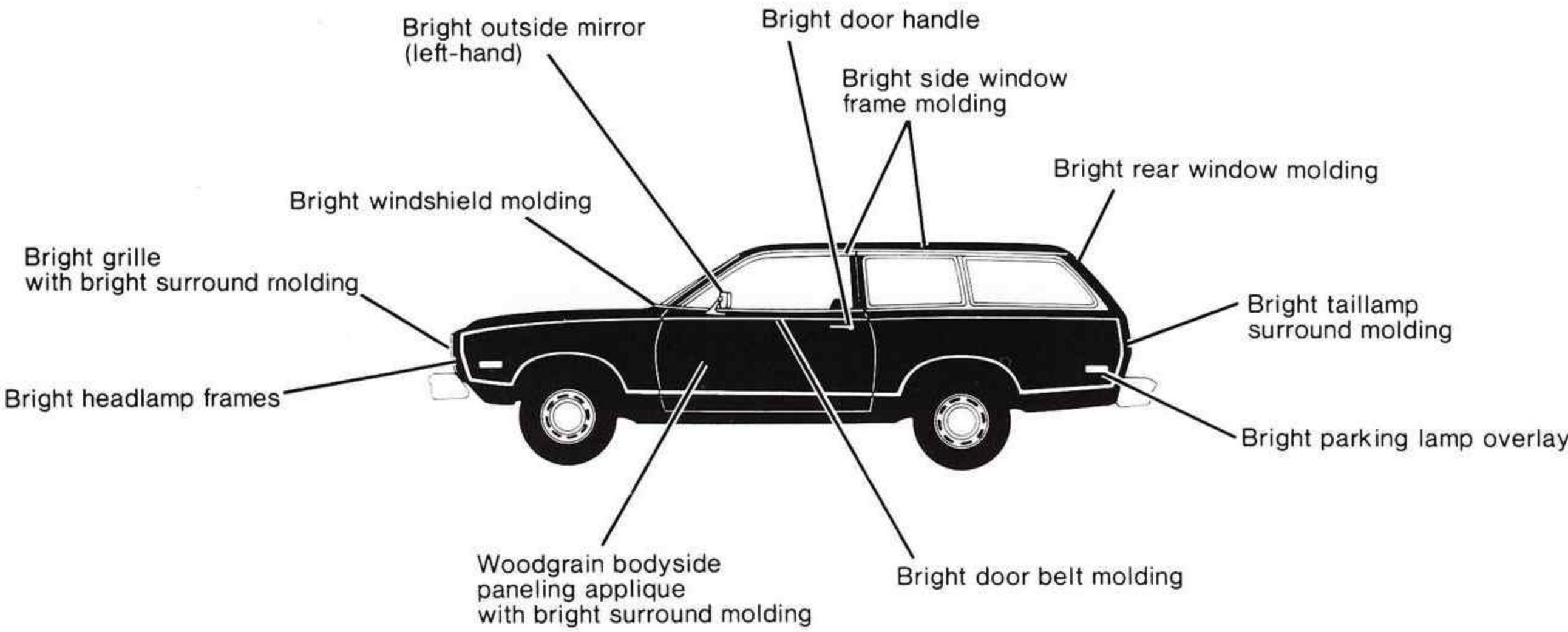


Optional

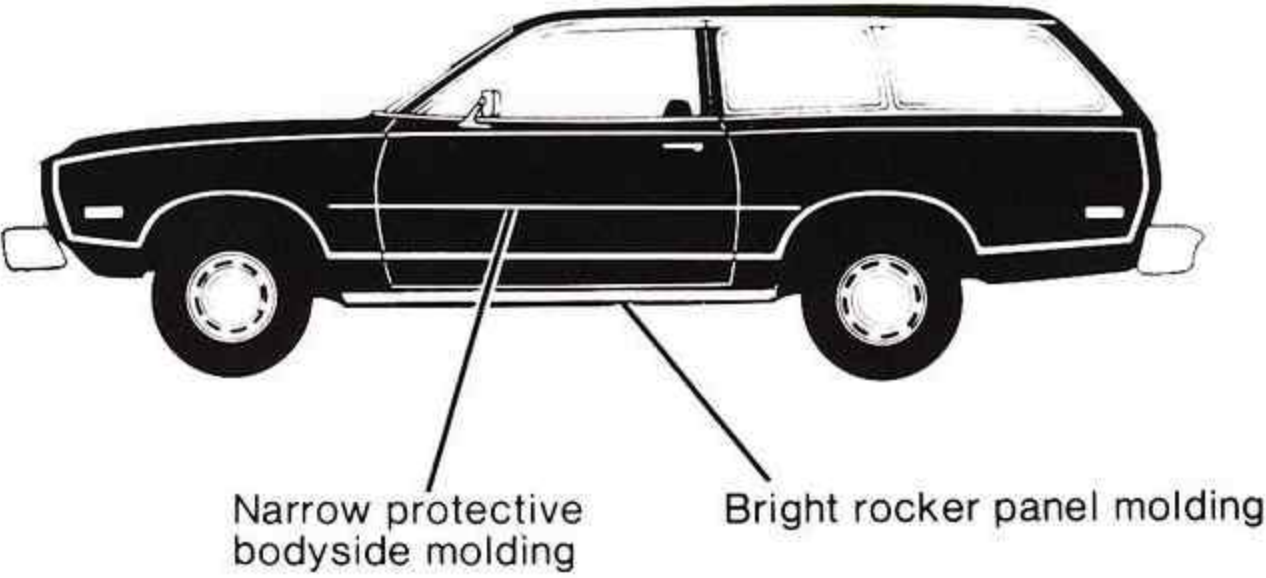


BOBCAT VILLAGER EXTERIOR MOLDINGS

Standard

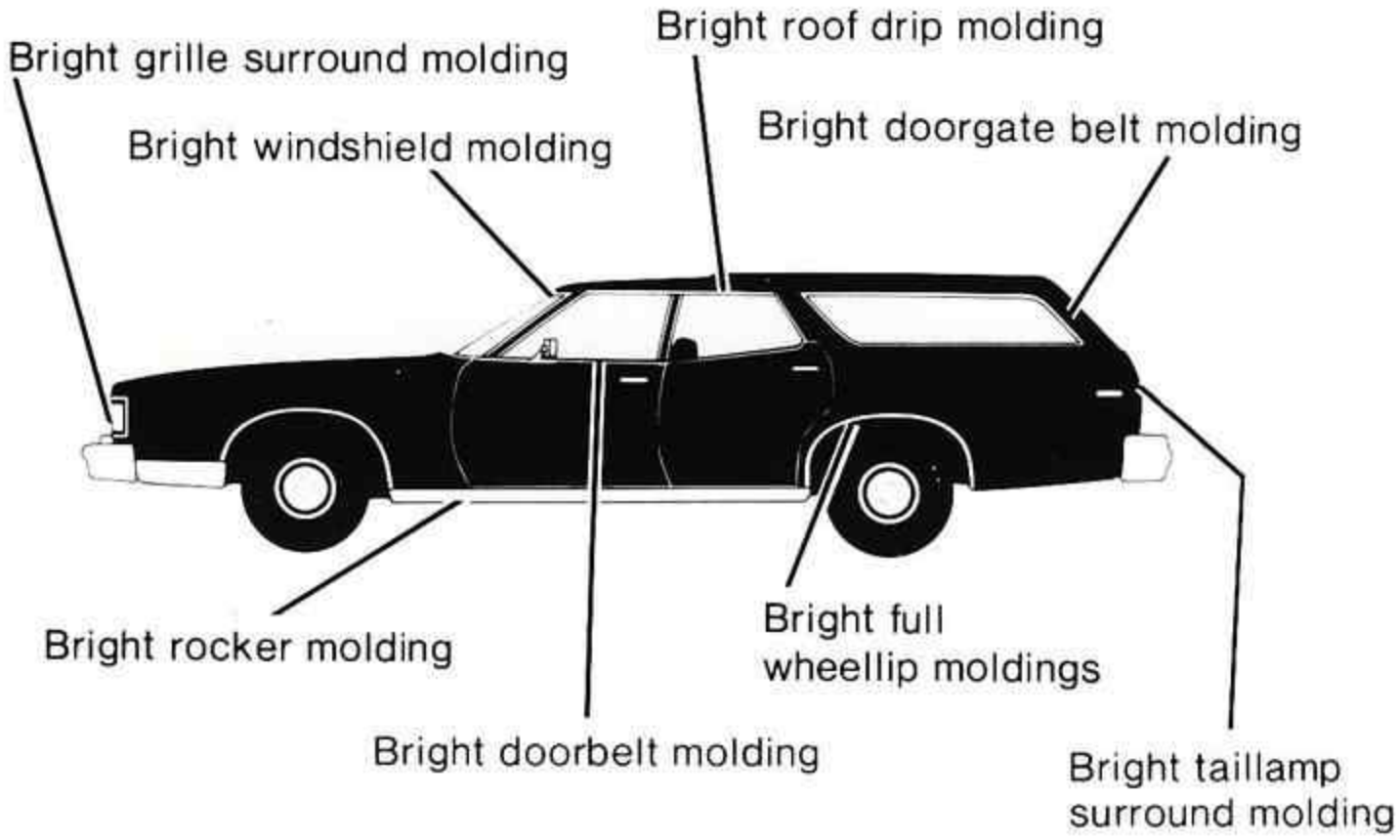


Optional

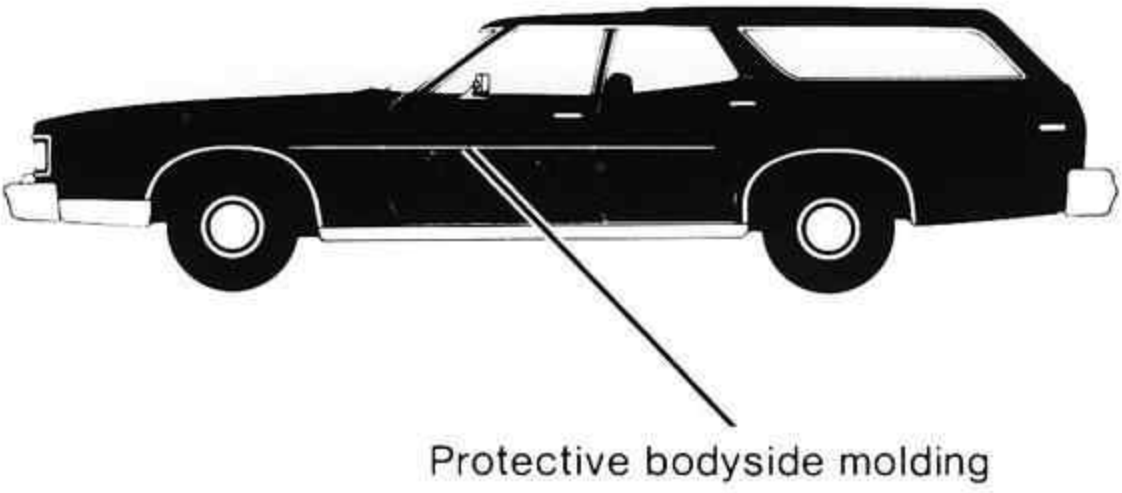


COUGAR STATION WAGON

Standard

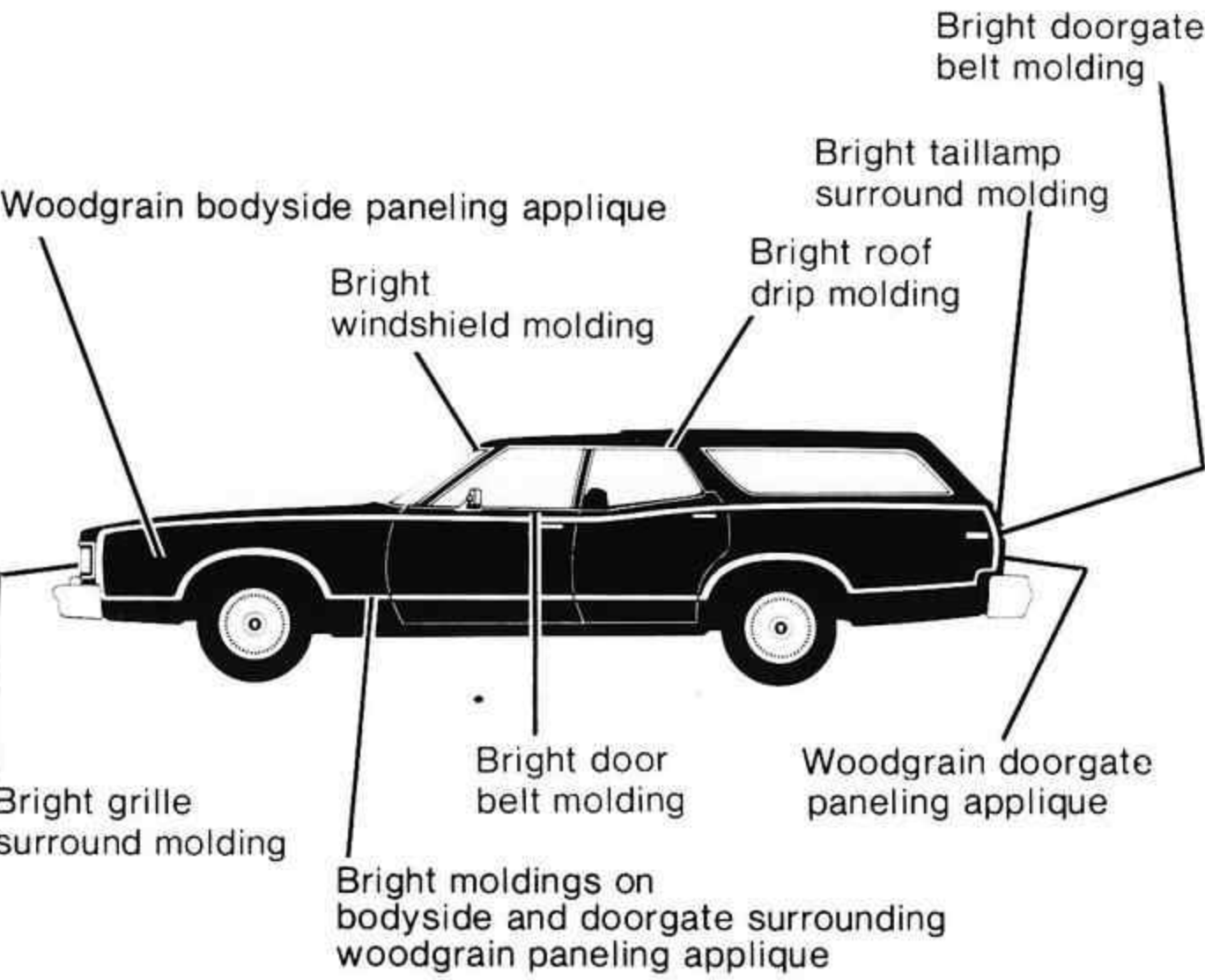


Optional

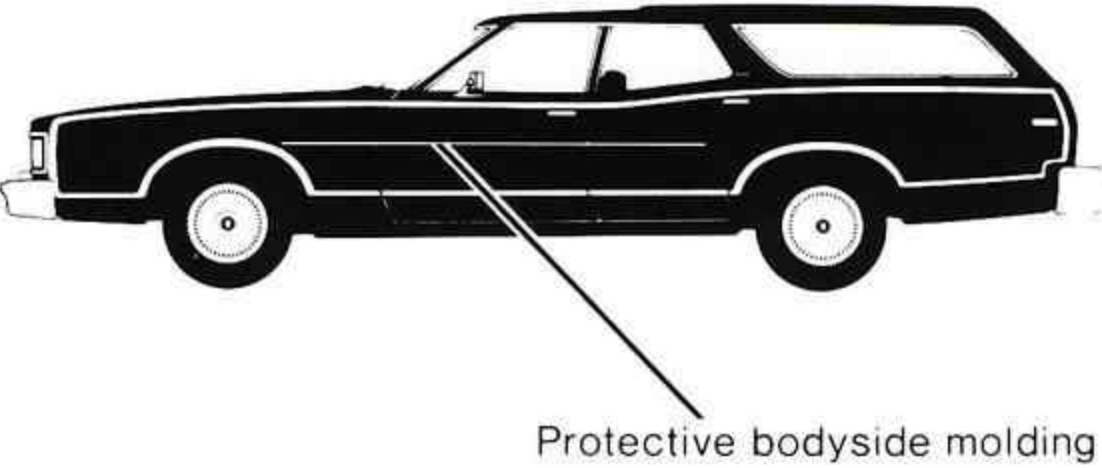


COUGAR VILLAGER

Standard



Optional



OPTIONS DIRECTORY

DIRECTORY OF OPTIONS

WHAT THIS DIRECTORY TELLS YOU, AND HOW TO LOCATE SPECIFIC OPTIONS INFORMATION

This DIRECTORY OF OPTIONS lists and describes all factory-installed options available on Mercury car lines. The descriptions cover the major advantages of each option. **Customer benefits** are stressed rather than "details of operation," which can be found in the appropriate car line's **Owner's Manual**. The directory is easy to use, and provides most of the answers that you and your prospects will want to know about options.

This DIRECTORY only lists optional applications. Some of the options listed may be offered as standard equipment on some models. Refer to the appropriate car line series section for this information.

WHY MERCURY BUYERS WANT OPTION INFORMATION

Options can often make a decided difference in an owner's overall satisfaction with his vehicle. In addition to increased owner satisfaction, many options tend to return a substantial portion of their initial cost by increasing resale value when the vehicle is traded. Examples can be easily located in the various "used car value" publications.

Knowledge of optional equipment availability and benefits is always important to help assure that the buyer is fully aware of the various opportunities to further personalize his new car or station wagon, so that he can tailor the vehicle precisely to his individual needs and tastes.

HOW TO LOCATE SPECIFIC OPTIONS

This DIRECTORY lists and describes all available options in alphabetical order, by subject: "Manual Air Conditioning" is listed as "Air Conditioning, Manual," "Four-Wheel Power Disc Brakes" is listed as "Brakes, Four-Wheel Power Disc." Immediately following each **option description** is a listing of the availability.

The DIRECTORY is a sales tool to be used with prospects to help determine their option needs. If potential option needs are reviewed prior to purchase, the owner's satisfaction with his vehicle is maximized at time of delivery and throughout the period of ownership.

In the Marquis, Cougar, Monarch, Comet, Bobcat, and Station Wagon sections, a complete listing of all options available for that car line is also provided. These car line listings include series availability and any restrictions.

DIRECTORY OF OPTIONS

A

- ALTERNATOR, HEAVY-DUTY

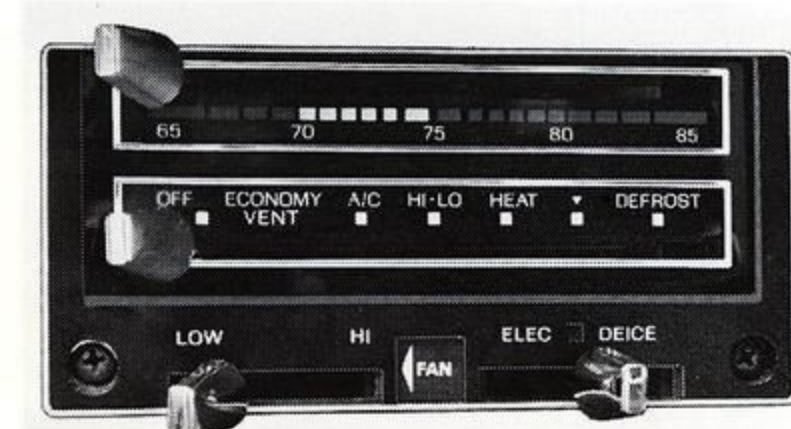
- Heavy-duty alternators are available to provide more charging capacity to the battery during demanding applications, such as cold weather starts, when extra electrical energy is needed.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar Station Wagon, Cougar Villager

- AIR CONDITIONING, AUTOMATIC TEMPERATURE CONTROL

- ATC Air Conditioning automatically maintains the most comfortable temperature range for driver and passengers.
- This versatile, integral unit performs five comfort functions:
 1. Automatic heating and cooling to a preselected temperature range.
 2. Automatic maintaining of pre-selected temperature range.
 3. Defrosting and defogging.
 4. Dehumidifying.
 5. Power ventilation, which permits fresh outside air to be drawn into the passenger compartment.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia



- AIR CONDITIONING, MANUAL

- This factory-installed unit is designed especially for each car line for maximum efficiency in cooling and heating.
- Easy-to-operate controls provide for manual adjustment of four comfort functions:
 1. Manual control of the heater and air conditioner for all-season comfort.
 2. Defrosting and defogging.
 3. Dehumidifying
 4. Power Ventilation, which permits fresh outside air to be drawn into the passenger compartment.

- Air conditioning is among the most sought-after options on used cars and, therefore, adds significantly to a car's resale value.

Availability: All Models



- ANTENNA, POWER (MARQUIS)

- The Power Antenna Option makes it possible to raise or lower the radio antenna electrically, using a switch located on the instrument panel.
- This option is not available in combination with AM radio.

Availability: Marquis, Marquis Brougham, Grand Marquis

- APPEARANCE PROTECTION/ PROTECTION GROUPS

- Included in this group are door edge guards (not included when Wide Bodyside Molding is ordered), front floor mats and bright license plate frames. Note: the front license plate frame is deleted if the optional front license plate bracket is not ordered.
- This option minimizes damage and wear at such high visibility areas as floor carpeting and door edges, adds to pride of ownership at time of purchase, and maintains the owner's investment at trade-in time.

Availability: Cougar, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager (Consult specific car line sections for any product content unique to car line.)



- AXLE, HIGHER RATIO

- Provides more power to rear wheels for trailer towing, off-highway driving, driving in hilly terrain and other heavy-duty vehicle uses.
- This ratio provides optimum performance combined with maximum economy of operation.

Availability: Marquis, Marquis Brougham, Grand Marquis, Cougar, Cougar Brougham, Cougar XR-7.

DIRECTORY OF OPTIONS (CONTINUED)

- AXLE, TRACTION-LOK DIFFERENTIAL

- Motorists who frequently drive off-highway or on roads which are slippery may want the added assurance of increased traction provided by a Traction-Lok Differential.
- On ice, snow or mud, the Traction-Lok differential automatically transfers traction from the rear tire with least traction (i.e. on ice) to the rear tire with most traction (i.e. on dry pavement).

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager.

B

- BATTERY, HEAVY DUTY

- Provides additional electrical power for cold weather starting.
- Provides reserve power for heavy duty operation.

Availability: Marquis, Marquis Brougham, Grand Marquis, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Comet (Consult specific car line sections for battery applications.)

- BELTS, DELUXE SEAT

- These lap and shoulder belts are color-keyed to vehicle's interior trim for a more luxurious appearance.

Availability: Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- BRAKE RELEASE, AUTOMATIC PARKING

- A convenience feature that automatically disengages the parking brake when the transmission is shifted into any forward or reverse gear

Availability: Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia

- BRAKES, FOUR-WHEEL POWER DISC

- These brakes perform well under wet driving conditions because of their ability to throw off moisture through centrifugal force and the wiping action of the brake pads.
- Heat build-up is dissipated more rapidly than with drum brakes, which results in reduced brake fade.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Monarch, Monarch Ghia

- BRAKES, POWER FRONT DISC/REAR DRUM

- Front Disc Brakes
 - Disc brakes perform well under wet driving conditions because the disc quickly throws off moisture through centrifugal force and the wiping action of the brake pads.
 - Normal heat build-up when the brakes are applied also dissipates rapidly.
 - The front disc brakes are easy to service, require minimum hydraulic pressure and provide a responsive pedal feel.
- They are designed to automatically maintain brake pad alignment and proper contact with the disc throughout the life of the pads.

● Rear Drum Brakes

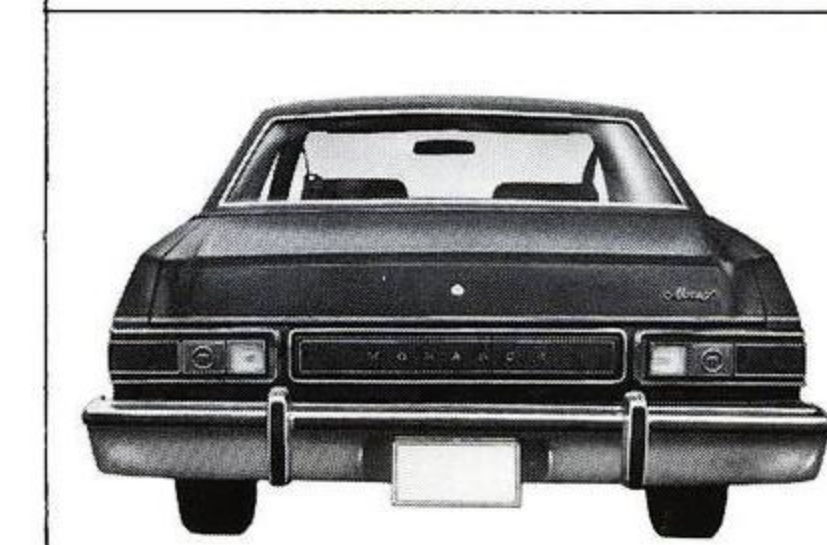
- The rear drum brakes are designed to be kept mechanically self-adjusted for the life of the lining.
- A built-in mechanism adjusts the brakes when the brakes are applied as the vehicle moves in reverse.

Availability: Monarch, Monarch Ghia, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- BUMPER PROTECTION GROUP

- Includes front and rear bumper guards with vertical protection strips and front and rear horizontal rub strips
- Gives added protection and a distinctive look to the front and rear bumpers

Availability: All Models



C

- CALIFORNIA EMISSIONS SYSTEMS

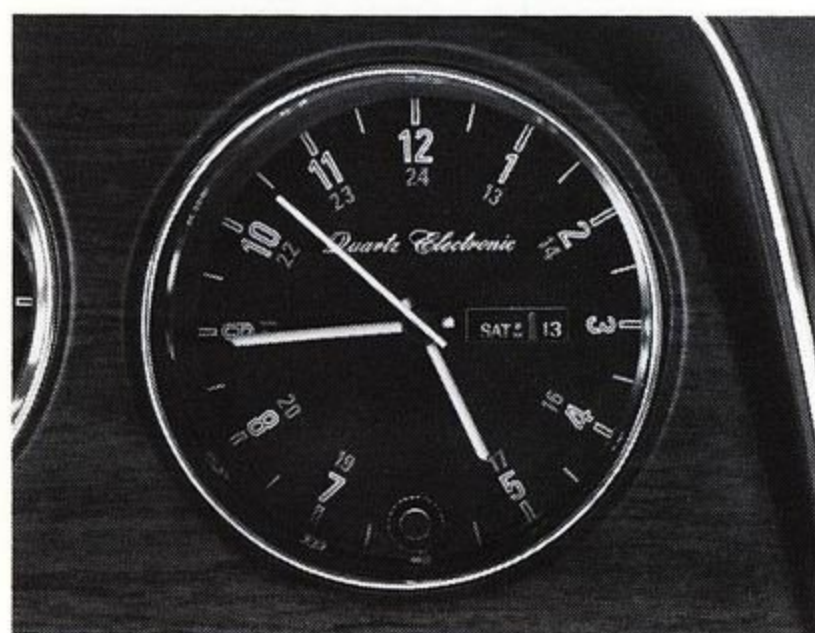
- This system of vehicle emission controls is mandatory on Lincoln-Mercury vehicles registered in California.
- See Engineering Features Section for details.

Availability: All Models

- CLOCK, DAY/DATE (COUGAR)

- This attractive new clock provides accurate timing with easy-to-read time, day, date, and month readout.
- Numerals are international orange.

Availability: Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager



- CLOCK, DIGITAL

- This handsome timepiece is centrally located for easy reading.
- The readout is shown in hours, minutes and five second intervals.

Availability: Marquis, Marquis Brougham, Monarch, Monarch Ghia



- COLD WEATHER OPTION (MONARCH)

- Motorists who live in extremely cold regions will appreciate the help this option will give them on those especially cold mornings.
- It includes a heavy-duty battery, a heavy-duty alternator and an engine block heater.

Availability: Monarch, Monarch Ghia

- COLONY PARK OPTION

- A generous blend of comfort and luxury, the Colony Park Option adds distinctive styling to the versatility of the Marquis Station Wagon.
- This distinguished station wagon option includes:
 - full-length Rosewood wood-grain applique on bodyside and doorgate
 - full-length fender peak molding
 - bright doorgate surround molding
 - bright left-hand remote-control rearview mirror
 - Colony Park script on rear quarter panel
 - flight bench seat with folding center armrest with Valino all-vinyl seating surfaces
 - deluxe door trim panel with door pull straps
 - electric clock
 - deluxe steering wheel
 - color-keyed deluxe seat belts
 - cargo light
 - under instrument panel courtesy lights
 - rear door courtesy light switch
 - rocker panel and front extension deleted

Availability: Marquis Station Wagon

- CONSOLE (MONARCH)

- This storage and instrumentation center provides a sporty appearance and added convenience.
- Includes door-ajar, headlamps-on, low-fuel and trunk-open warning lights.

Availability: Monarch, Monarch Ghia

- CONVENIENCE GROUP

- Includes convenience items that help to make the motoring experience more pleasant.
- The **Cougar Convenience Group** includes:
 - passenger visor vanity mirror
 - automatic parking brake release (not available with floor shift)
 - automatic seat back release (2-door)
 - trip odometer
 - interval windshield wipers
 - bright right-hand and left-hand remote-control mirrors (deleted when Decor Option is ordered on XR-7)
- The **Monarch Convenience Group** includes:
 - deluxe seat belts (standard on Ghia)
 - automatic parking brake release (except with floor shift)
 - automatic seat back release (2-door models; not available with base bench seat)
 - interval windshield wipers

Availability: Cougar, Cougar Brougham, Cougar XR-7, Monarch, Monarch Ghia

- CONVENIENCE/VISIBILITY GROUP (COMET)

- This option offers a wide range of very useful and helpful features for additional owner convenience.
- Includes:
 - left-hand remote-control bright mirror (excluded when dual racing mirrors are also ordered)
 - day/night inside mirror
 - luggage compartment light
 - deluxe lap and shoulder belts
 - under hood lamp
 - dual beam dome map light
 - glove box light
 - instrument panel courtesy light
 - interval windshield wipers

Availability: Comet

- COVER, LUGGAGE COMPARTMENT (BOBCAT)

- This easy-to-use, handsome black vinyl luggage cover provides a convenient concealed storage area for valuables.

Availability: Bobcat Runabout

DIRECTORY OF OPTIONS (CONTINUED)

- CROSS COUNTRY RIDE PACKAGE (MARQUIS)

- Higher rate springs and shock absorbers provide added support and a more stable ride when the vehicle is heavily loaded.
- This option is especially useful for salesmen, tradesmen, vacationers... or anyone carrying a heavier than average load in the rear seat, trunk, or station wagon cargo area.

Availability: Marquis, Marquis Brougham, Grand Marquis

- CUSTOM INTERIOR OPTION (COMET)

- This option combines into one package interior luxury features and many practical items.
- Includes:
 - unique vinyl seat trim
 - front bucket seats with reclining seat back
 - custom door trim panels
 - deluxe cut-pile carpeting
 - woodgrain instrument panel applique and bright surround bezel
 - deluxe color-keyed lap and shoulder belts
 - glove box light
 - day/night inside rearview mirror
 - leather-wrapped sports steering wheel
 - dual beam/dome lamp
 - right- and left-hand rear ashtrays
 - cigar lighter
 - luggage compartment light
 - higher level sound package
 - burloom luggage compartment mat

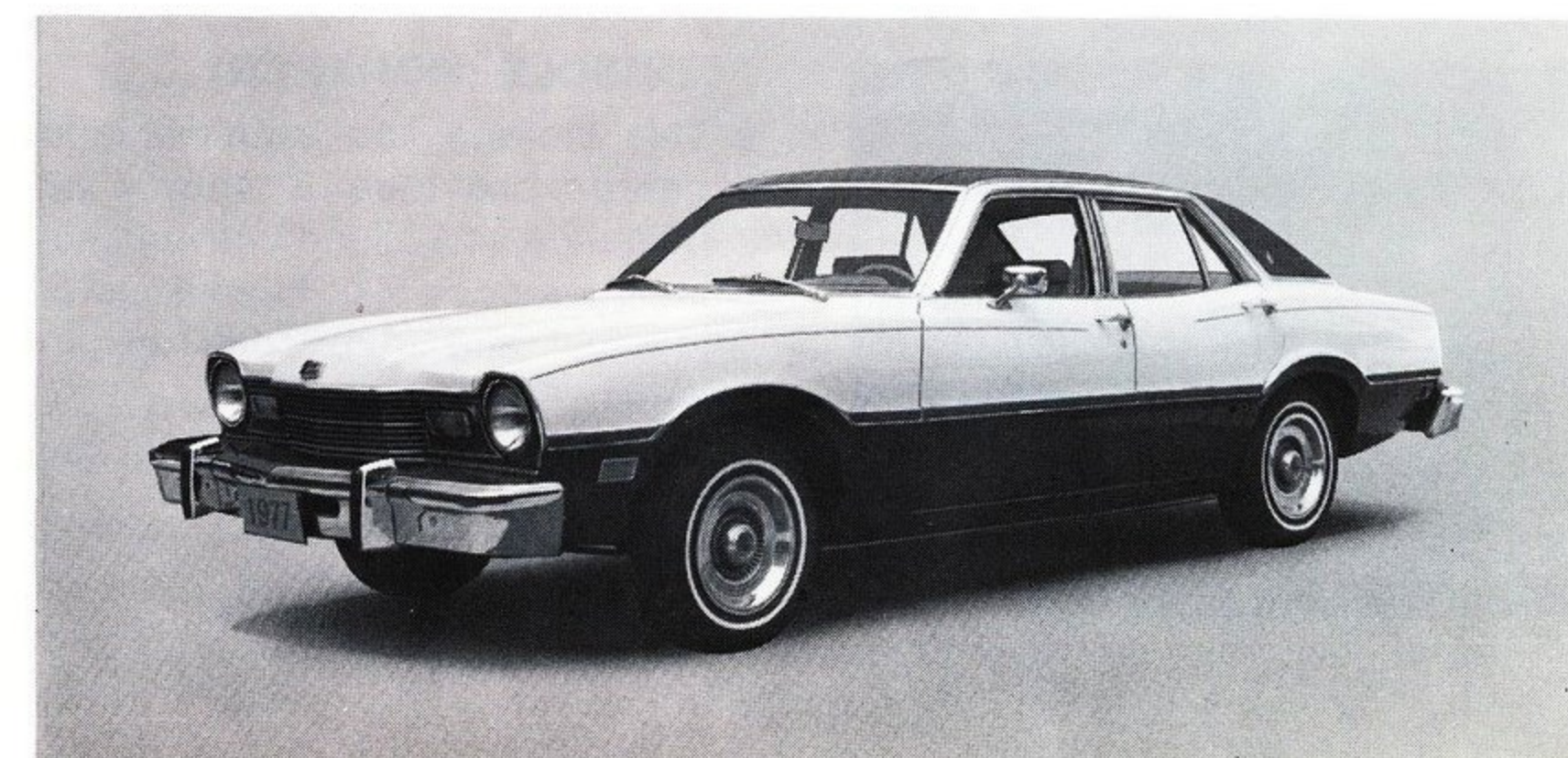
Availability: Comet



- CUSTOM OPTION (COMET)

- This assortment of features creates a plush, sharp-looking interior and an impressive exterior.
- Interior includes:
 - unique vinyl seat trim
 - front bucket seats with reclining seat back
 - custom door trim panels
 - deluxe cut-pile carpeting
 - woodgrain instrument panel applique and bright surround bezel
 - deluxe color-keyed lap and shoulder belts
 - glove box light
 - day/night inside rearview mirror
 - leather-wrapped sports steering wheel
 - dual beam/dome lamp
 - right- and left-hand rear ashtrays
 - cigar lighter
 - luggage compartment light
 - burloom trunk mat
- Exterior includes:
 - vinyl roof
 - wide padded bodyside molding with color-keyed vinyl inserts
 - bright belt moldings
 - center pillar applique with vinyl insert matching roof color (4-door only)
 - WSW tires
 - custom wheel covers
 - tinted glass
 - bumper guards
 - bright left-hand remote-control mirror
 - upper body paint stripe
 - high level sound package
 - bright window frames
 - standard upper bodyside, wheel lip, and rocker panel moldings are deleted

Availability: Comet



D

- DECK LID RELEASE, ELECTRIC (MONARCH)

- Allows the driver to conveniently open the deck lid from inside the passenger compartment.

Availability: Monarch, Monarch Ghia

- DECOR GROUP, BROUGHAM (COUGAR)

- The Decor Group offers an even higher level of luxury for an outstanding Cougar Brougham or Cougar Villager.
- It includes:
 - Twin Comfort Lounge seats with passenger recliner
 - luxury steering wheel
 - deluxe seat belts
 - 14-oz. carpeting
 - wide color-keyed vinyl insert in bodyside molding
 - 2-door models include quarter armrest pads

Availability: Cougar Brougham, Cougar Villager

- DECOR GROUP (COUGAR XR-7)

- The Decor Group accentuates the sportiness of the Cougar XR-7 with appearance and convenience features.
- It includes:
 - choice of Twin Comfort Lounge seats with passenger recliner or bucket seats with console
 - luxury steering wheel
 - upgraded door trim
 - full-length bodyside moldings with color-keyed vinyl inserts
 - deluxe seat belts
 - quarter armrest pads
 - 14-oz. carpeting
 - styled road wheels
 - dual racing mirrors
 - hood paint stripes

Availability: Cougar XR-7



- DECOR GROUP (MONARCH)

- The Decor Group includes deluxe seat and door trim with flight bench seats and deluxe steering wheel for a luxurious and comfortable interior.

Availability: Monarch

- DEFOGGER, REAR WINDOW

- A fan circulates air across the inside surface of the rear window to dissipate condensation and improve rear visibility on cold and humid days.
- Required in New York state unless Electric Rear Window Defroster is ordered.

Availability: Monarch, Monarch Ghia, Comet

- DEFROSTER, ELECTRIC REAR WINDOW

- An electric grid removes frost and ice in a matter of minutes.
- The unit has a high watt output per square inch of window surface that provides abundant heat for fast defrosting.
- Required in New York state unless Rear Window Defogger is ordered.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager



E

- ENGINE, 2.8 LITER 2V V-6 (BOBCAT)

- Delivers extra power and smoother response to provide sporty performance in a subcompact car.
- Variable venturi carburetor (VV) included in California. See Engineering Section for details.
- Refer to specific car line or wagon section power teams chart for California and High Altitude Area engine applications.

Availability: Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- ENGINE, 250 CID 1V 6-CYL.

- Delivers traditional, 6-cylinder reliability and easy serviceability.
- Offers rubber-cushioned engine mounts, plus 8 crankshaft counterweights to help reduce vibration and provide smooth, quiet operation.
- Refer to specific car line section power teams chart for California and High Altitude Area engine applications.

Availability: Monarch, Comet

- ENGINE, 302 CID 2V V-8

- Offers torque and horsepower advantages over 6-cylinder engines.
- It features:
 - Water pump by-pass for fast engine warm-up
 - Chrome-plated piston ring rails for long oil-sealing life
- Variable venturi carburetor (VV) included in California. See Engineering Section for details.
- Refer to specific car line section power teams chart for California and High Altitude Area engine applications.

Availability: Monarch, Monarch Ghia, Comet

- ENGINE, 351 CID 2V V-8

- A combination of performance and durability makes this mid-size V-8 extremely popular in Lincoln-Mercury intermediate-size cars.
- It features:
 - More than adequate power to handle a full range of power-operated options
 - Intake and exhaust valves that feature large passages for better engine breathing
- Refer to specific car line section power teams chart for California and High Altitude Area engine applications.

Availability: Cougar, Cougar Brougham, Cougar XR-7, Monarch Ghia

- ENGINE, 400 CID 2V V-8 (COUGAR)

- This engine has the same bore as the 351 engine but with a longer stroke and deeper block to provide a step up in power.
- The extra power can be an advantage for trailer towing.
- Refer to specific car line or wagon section power teams chart for California and High Altitude Area engine applications.

Availability: Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager

DIRECTORY OF OPTIONS (CONTINUED)

G

- ENGINE, 460 CID 4V V-8 (MARQUIS)

- The largest displacement engine offered by Lincoln-Mercury, the 460 CID 4V V-8 provides extra power on the large full-size cars, adequate for the demands of passengers, and trailer towing.
- Refer to specific car line section power teams chart for California and High Altitude Area engine applications.

Availability: Marquis, Marquis Brougham

- EXTERIOR DECOR GROUP (COMET)

- The Exterior Decor Group offers the handsome good looks of bright metal moldings and deluxe wheel covers.
- It includes:
 - bright window frames
 - bright belt moldings
 - deluxe wheel covers

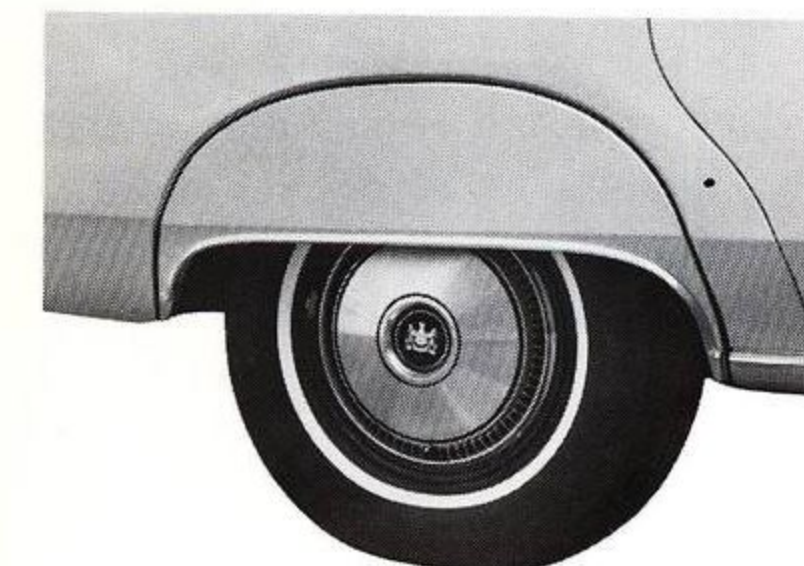
Availability: Comet

F

- FENDER SKIRTS (MARQUIS)

- This option adds a touch of distinction to exterior styling.

Availability: Marquis, Marquis Station Wagon



H

- GLASS, TINTED, COMPLETE

- Tinted glass cuts down on sun glare and heat transfer to the interior compartment, providing added passenger comfort and helping to increase visibility under bright conditions.
- This option is recommended with air conditioning.

Availability: Marquis, Marquis Brougham, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- GRAND MARQUIS DECOR OPTION

- This extra equipment group adds elegance to the Colony Park Option on the Marquis Station Wagon.
- It includes:
 - Twin Comfort Lounge Seats in distinctive sew style trimmed in leather and vinyl
 - luxury steering wheel
 - digital clock
 - dual beam map light
 - tinted glass
 - thick, color-keyed carpeting

Availability: Marquis Station Wagon with Colony Park Option

- HEATER, ENGINE BLOCK

- This option is used in regions where extremely cold weather makes starting difficult.
- A 600-Watt electric heating element installed in the engine block, when plugged into a regular household electrical outlet, warms the engine coolant.
- An extension cord long enough to reach from the heating element to any convenient opening in the front grille of the vehicle is included with the option.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Bobcat Runabout, Bobcat Villager

- HEAVY-DUTY ELECTRICAL/COOLING SYSTEM (MONARCH)

- Includes a heavy-duty battery and alternator and a heavy-duty, increased-capacity radiator.
- Recommended for trailer towing because of greater demands placed on a car's electrical and cooling system. It helps insure that the trailer receives the necessary amount of voltage.

Availability: Monarch, Monarch Ghia

- HIGH ALTITUDE EMISSION EQUIPMENT

- This equipment is required for previously notified dealers located in counties with altitudes above 4000 feet.
- Not available elsewhere.
- See Engineering Section for details.

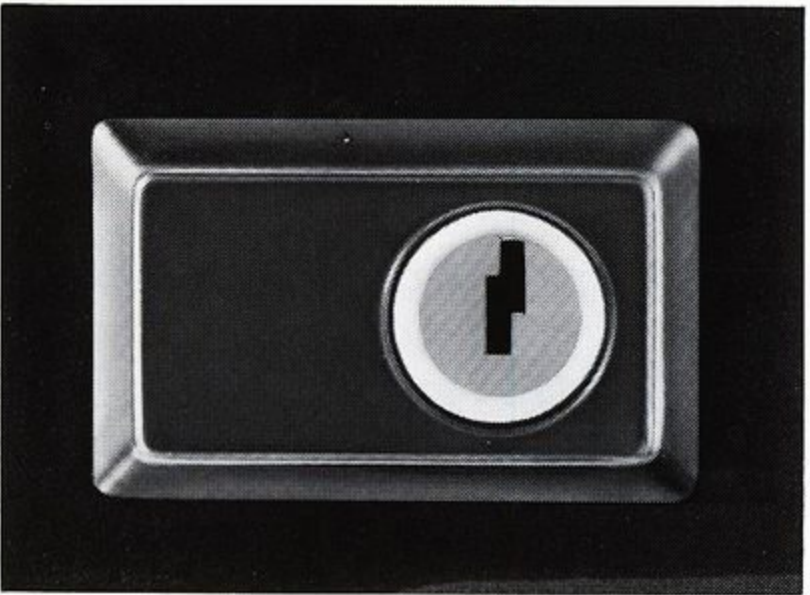
Availability: All Models

I

- ILLUMINATED ENTRY SYSTEM

- This system helps take the worry out of nighttime entry.
- When either the driver or passenger side door handle is pushed or lifted, interior lights and a convenient lighted ring around the door lock cylinder go on and remain illuminated for approximately 20 seconds.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia



- INTERIOR DECOR GROUP (COMET)

- Adds several luxury touches to the interior decor.
- Includes:
 - deluxe seat trim in either deluxe cloth and vinyl or all-vinyl
 - deluxe door trim
 - rear seat ashtray (one in 4-door, two in 2-door)
 - cigar lighter
 - deluxe sound package
 - deluxe steering wheel
 - color-keyed seat belts

Availability: Comet

J

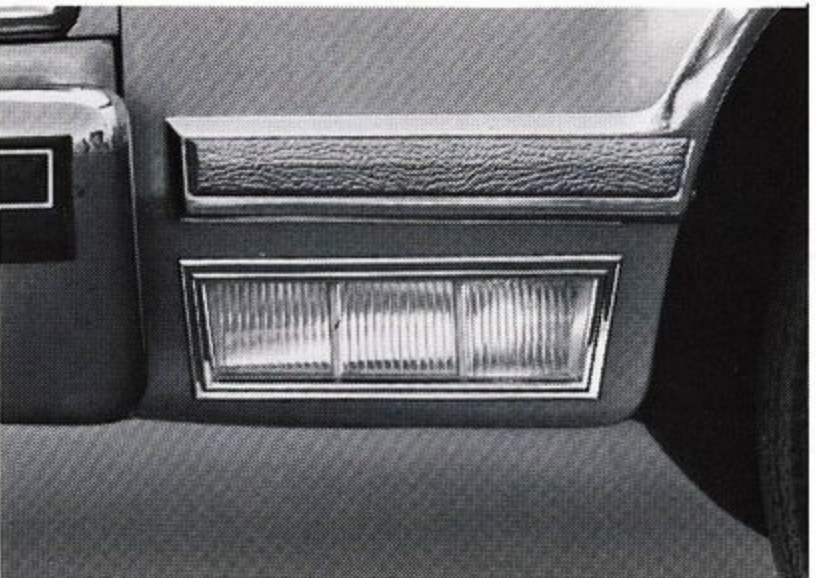
K

L

- LAMPS, CORNERING

- The Cornering Lamps are mounted on the lower front fenders and operate when the turn signals are activated.
- They are designed to provide light for added visibility in the turn area.
- This can be an advantage at unlit corners, driveways and parking lots, or when weather conditions affect normal visibility.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia



- LICENSE PLATE BRACKET, FRONT

- This no extra cost option provides a sturdy, attractive frame for the front license plate.
- It is mandatory in states requiring two license plates.

Availability: Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- LIGHT/CONVENIENCE GROUP (BOBCAT)

- This group comprises features that help increase visibility and offer added convenience.
- It includes:
 - day/night inside mirror
 - right-hand and left-hand remote-control racing mirrors (included with "S" Group)
 - passenger side visor vanity mirror
 - deluxe color-keyed seat belts
 - engine compartment light
 - glove box and ashtray lights
 - lights-on warning buzzer
 - adjustable map light (deleted when Sunroof is ordered)
 - interval windshield wipers
 - cargo light (standard on Villager)

Availability: Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

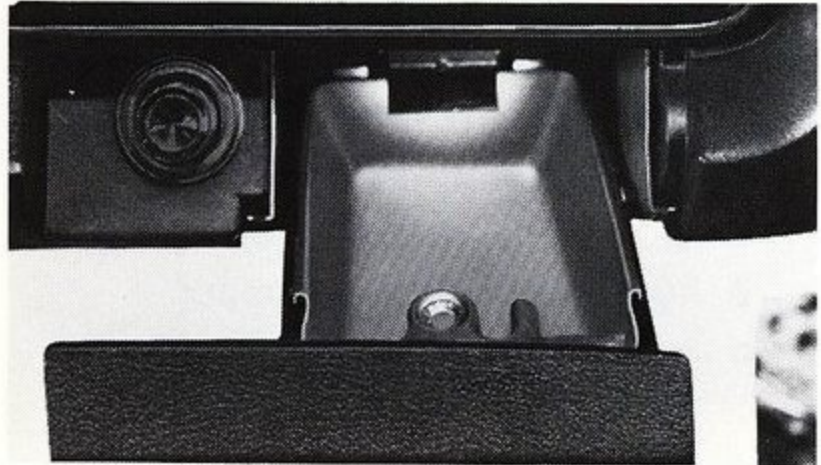
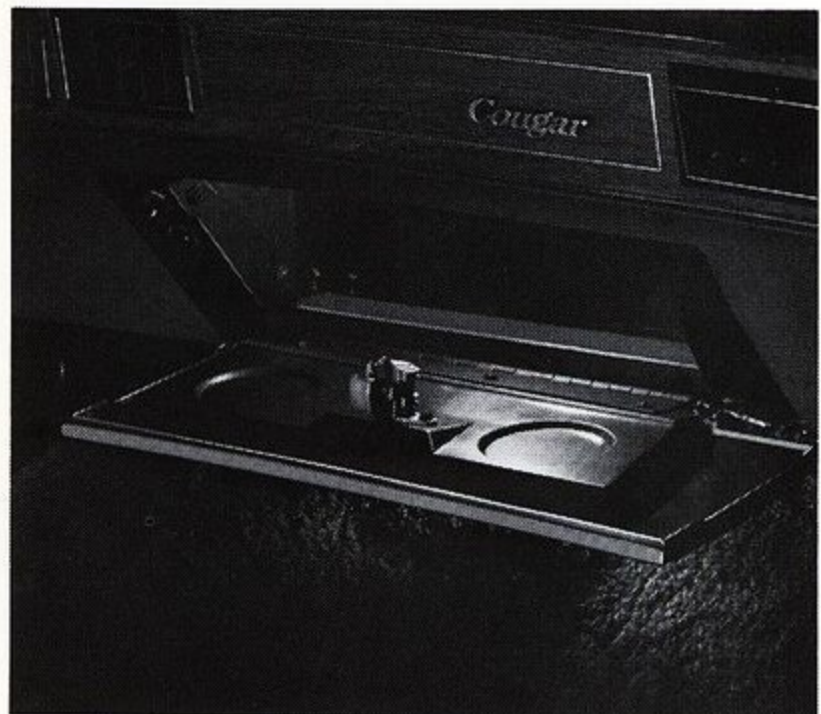
DIRECTORY OF OPTIONS (CONTINUED)

- LIGHT GROUP

- The Light Group offers lights and switches designed to help increase visibility and convenience.
- It includes:

Availability by Car Line		
luggage compartment light	Monarch	Cougar (a)
glove box light	Monarch	Cougar
instrument panel courtesy light	Monarch	Cougar
engine compartment light	Monarch	Cougar
ashtray light	Monarch	Cougar
dual beam dome/map light	Monarch	Cougar
headlamp-on warning buzzer	Monarch	Cougar
rear door courtesy light switch	Monarch 4-door models (STD on Ghia)	—
rear door jamb switches	—	Cougar 4-door models
door ajar light	—	Cougar
doorgate courtesy lamp switch		Cougar (b)

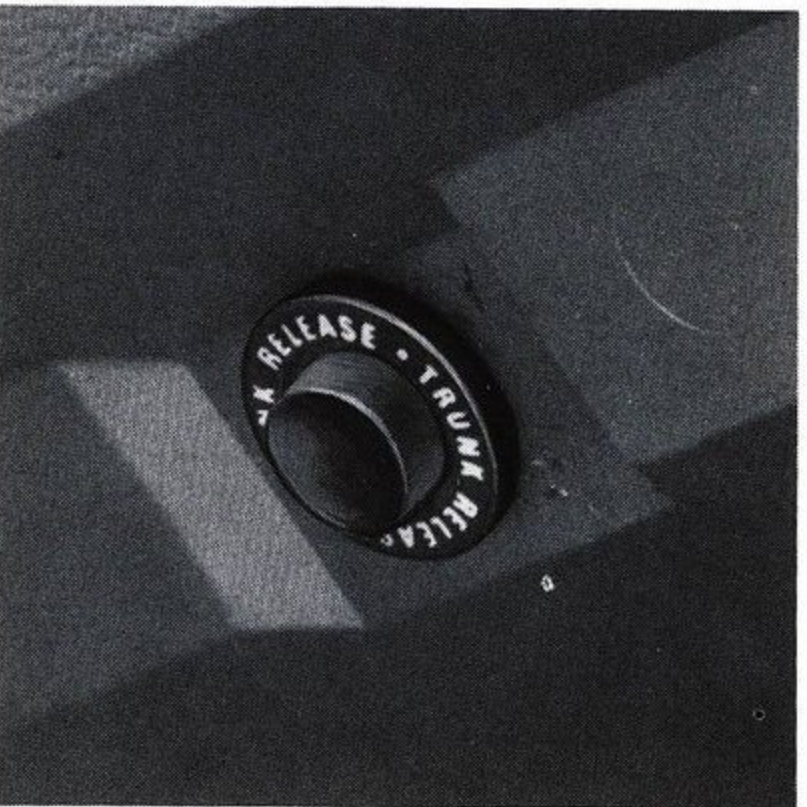
(a) Not available on Station Wagon models
(b) Station Wagon models only



- LOCK CONVENIENCE GROUP (MARQUIS)

- The Lock Convenience Group features a single power door lock that allows the driver to automatically lock all of the car doors.
- In addition, this group provides the convenience of a remote-control trunk lid release and a remote-control left-hand mirror.

Availability: Marquis, Marquis Brougham, Grand Marquis



- LOCKABLE STORAGE COMPARTMENT

- An additional storage space that can be locked for protection of valuables.

Availability: Marquis Station Wagon, Cougar Station Wagon, Cougar Villager

- LUGGAGE CARRIER, DECK LID (MONARCH)

- Increases the luggage-carrying capacity of the vehicle.
- Constructed of tubular stainless steel, this luggage rack is designed to be lightweight yet durable and corrosion-resistant.

Availability: Monarch, Monarch Ghia

- LUGGAGE COMPARTMENT LIGHT (COUGAR)

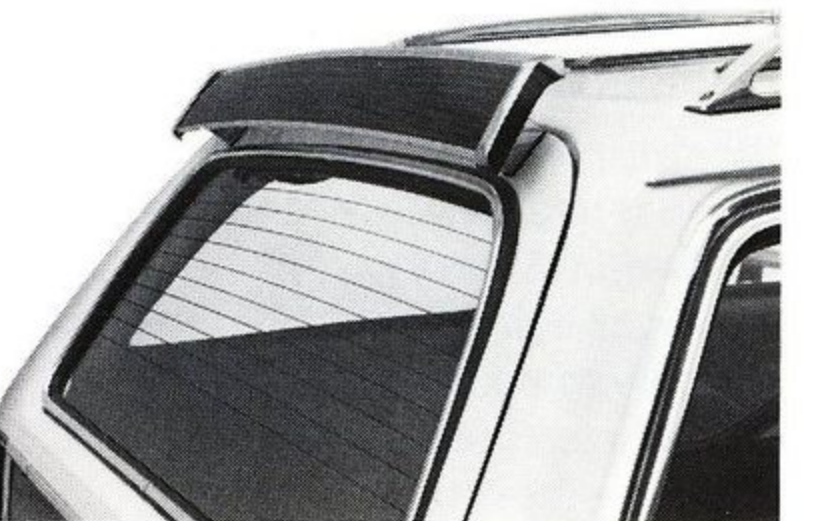
- Offers the convenience of a lighted luggage compartment that can be a real advantage when changing a tire or moving luggage at night.

Availability: Cougar, Cougar Brougham, Cougar XR-7

- LUGGAGE RACK WITH AIR DEFLECTOR

- The Luggage Rack with Air Deflector is a great convenience when extra luggage space is needed.
- The rack is permanently attached to the roof and has four rub strips to protect the roof finish from scuffs and scrapes.
- The air deflector helps to keep the rear window clean.

Availability: Marquis Station Wagon, Cougar Station Wagon, Cougar Villager, Bobcat Station Wagon, Bobcat Villager



M

- MIRROR, DAY/NIGHT

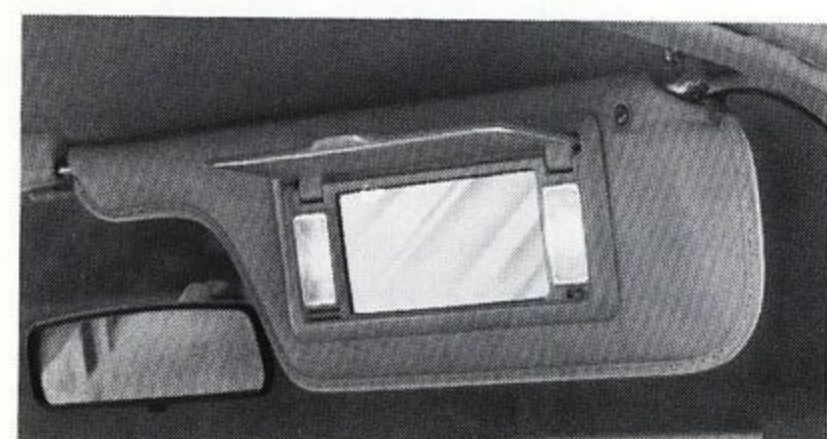
- The Day/Night Mirror offers two settings, one for normal day use and the other for night use, that help reduce the harsh glare of headlights in the mirror.

Availability: Monarch, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- MIRROR, ILLUMINATED VISOR VANITY

- The illuminated mirror fits into a recess in the visor on the passenger's side for convenient use under any lighting conditions.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia



- MIRROR, LEFT-HAND REMOTE CONTROL

- The Left-Hand Remote-Control Mirror allows the driver to adjust the mirror easily from inside the vehicle.

Availability: Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager

- MIRRORS, DUAL RACING, COLOR-KEYED

- Aside from accentuating the distinctive flair of a truly sporty car, dual color-keyed mirrors provide an added measure of convenience: more rearward visibility to the right rear of the car.
- Left-hand mirror is remote control; right-hand mirror is manually operated. (On Monarch car line both mirrors are remote control.)

Availability: Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia, Comet



- MOLDING, PROTECTIVE BODYSIDE, NARROW

- This bright metal molding has a vinyl insert that helps protect the sides of the car from scratches and minor dents.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar Station Wagon, Cougar Villager, Comet, Monarch, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- MOLDING, PROTECTIVE BODYSIDE WIDE VINYL INSERT

- The wide vinyl insert offers protection against parking lot dents and the other minor scratches that detract from the appearance and value of the car.

Availability: Monarch, Bobcat Runabout

- MOLDING, ROCKER PANEL

- The Rocker Panel Molding provides a bright dressy look that can also help protect the vehicle against stone pecking and corrosion.

Availability: Grand Marquis, Cougar Villager, Monarch, Monarch Ghia, Comet, Bobcat Villager

- MOONROOF, FLIP-UP/REMOVABLE (BOBCAT)

- Offers the stylish appearance of a hardtop and the fresh-air atmosphere of a convertible.
- Gives additional ventilation on hot, uncomfortable days.
- Can be easily flipped up or removed.
- Locks securely into place.
- Sunscreen and stowage bag are included.

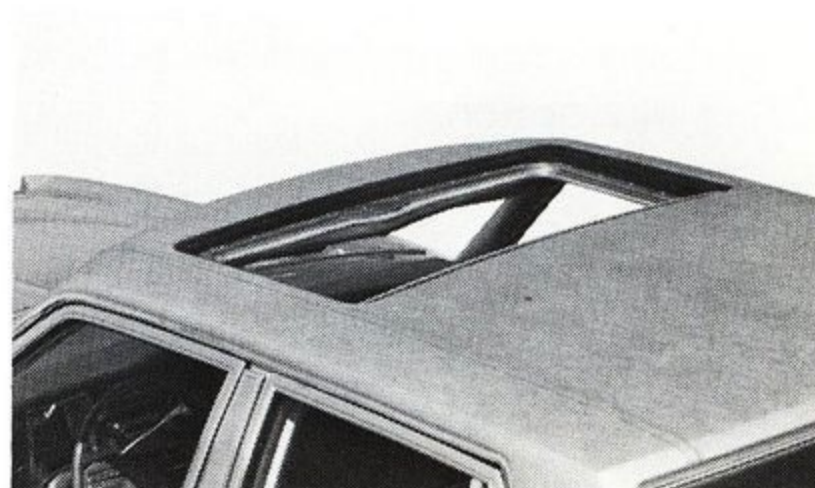
Availability: Bobcat Runabout



- MOONROOF, POWER

- The unique advantages of a convertible, the styling features of a hardtop and the privacy of a luxury sedan are all incorporated into this one unique option.
- The Power Moonroof is a color-coordinated, tinted glass panel that, when electrically opened, neatly slides down, back and out of sight.
- For complete privacy, there is an interior, manually operated sun shade.

Availability: Cougar, Cougar Brougham, Cougar XR-7, Monarch, Monarch Ghia.



DIRECTORY OF OPTIONS (CONTINUED)

N O P

- PAINT, LOWER TU-TONE (COMET)

- This striking paint option features lower bodyside and lower back panel accent color and tape treatment.
- Standard rocker panel and wheelip moldings are deleted.

Availability: Comet

- PAINT, GLAMOUR

- Dramatic colors in brilliant metallic tone provide an elegant exterior appearance.
- See Mercury Color and Upholstery pages.

- PAINT STRIPES

- These custom accents to the upper bodyside add notable contrast to the finish.
- Color of the stripes is automatically selected based on color and trim.

Availability: Marquis, Cougar, Cougar Station Wagon

- POLICE PACKAGE

- Contact District Sales Offices Distribution Manager for equipment and any other information concerning this option.

- POWER STEERING

- Power steering provides fast, responsive steering with reduced steering effort.

Availability: Monarch, Monarch Ghia, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- POWER DOOR LOCKS (MONARCH)

- This convenience option features electrically operated door locks. Raising either front door button unlocks all doors, and lowering locks all doors.

Availability: Monarch, Monarch Ghia

- POWER LOCK GROUP (COUGAR)

- For buyers who prefer added convenience plus security, the Power Lock Group includes electrically operated door locks actuated by raising either front door lock button which unlocks all doors. Lowering the lock button locks all doors.
- Also included in the group is a power deck lid release that is located inside the glove box. This control will not function when the ignition switch is in the OFF position.

Availability: Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager

Q

R

- RADIO, AM

- The AM radio features push buttons for preset station selection, as well as a manual tuning knob.
- This option includes one instrument panel mounted speaker.

Availability: All Models.

- RADIO, AM STEREO TAPE

- This option combines pleasing 8-track Stereo tape playing capabilities with a basic AM radio.

Availability: Monarch, Monarch Ghia, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- RADIO, AM/FM MONAURAL

- This entertainment choice combines AM and FM reception capabilities, maximizing the number of channels available.

Availability: Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- RADIO, AM/FM/MPX

- The melodious luxury of Stereophonic FM is available in addition to AM reception.
- An attractive jewel of light appears when an FM Stereo station is selected.

Availability: All Models

- RADIO, AM/FM/MPX SEARCH

- This versatile listening package offers all of the advantages of preselected AM/FM Stereo push-button tuning.
- Three functions that set this radio apart from other stereo systems and make it especially useful when traveling in town or in out-of-the-way areas, are the sophisticated signal-seeking SEEK, SCAN and SEARCH sensitivity buttons. These buttons allow you to conveniently and automatically seek out additional stations for added entertainment with the ultimate in audio clarity.
- A touch of the SEEK button automatically changes the selection to the next audible station.
- The SCAN feature allows an 8-second sampling of all audible stations, and can be locked in when a suitable station is located.
- The SEARCH feature can be set to automatically seek out either strong station signals or all stations on the band. SEARCH can also be set to seek out FM Stereo stations only.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager



- RADIO, AM/FM/MPX WITH STEREO TAPE PLAYER

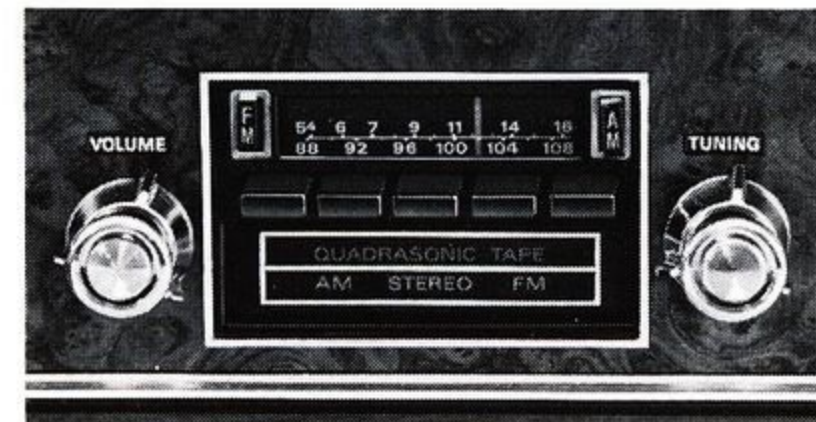
- This entertainment center offers AM stations, FM Stereo or Monaural stations, and a Stereo tape player.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia, Comet

- RADIO, AM/FM/MPX WITH QUADRASONIC-8 STEREO TAPE

- This integrated unit transforms the interior of the automobile into something approaching a concert hall. The integration of AM radio, FM Stereo radio, and 8-Track Quadrasonic tape player provides the ultimate in sound systems with a separate sound track for each of four speakers.
- The tape player will play either Quadrasonic tapes or Stereo tapes.
- When Stereo tapes are used, the system reverts to regular 8-track Stereo.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager



- ROOF, FORWARD HALF VINYL (COUGAR)

- A vinyl covering over the forward portion of the roof.
- Adds a contemporary sporty look to the car's exterior.

Availability: Cougar 2-Door, Cougar Brougham 2-Door.



- ROOF, VINYL, FULL

- This distinctive vinyl roof adds a luxurious accent to the exterior styling.
- It includes a bright surround molding.

Availability: Marquis, Marquis Brougham, Grand Marquis, Cougar, Cougar Brougham, Cougar XR-7, Monarch, Monarch Ghia, Comet

- ROOF, VINYL, LANDAU

- The Landau vinyl roof sets off the exterior styling.
- It covers the rear portion of the roof with refined luxury.
- A wide choice of colors in distinctive grain vinyl is available.
- A bright surround molding accents the distinctive appearance.

Availability: Marquis, Cougar, Cougar Brougham, Monarch, Monarch Ghia

- ROOF, VINYL, SPORTS (BOBCAT)

- This option offers a sporty styling accent.
- It covers the forward three-quarters of the roof and includes sport tape stripes and bright drip moldings.

Availability: Bobcat Runabout

DIRECTORY OF OPTIONS (CONTINUED)

S

- "S" OPTION GROUP (BOBCAT)

- This option offers all-black paint with distinctive gold trim. The new glass third door provides outstanding rear visibility.
- The group includes:
 - bodyside, hood, third door surround and lower back panel, dual gold color tape stripe treatment
 - blackout treatment for windshield wiper arms, windshield, side windows, rear window, lower back panel surround area, center pillar, and belt areas
 - body color wheelip and rocker panel areas
 - styled steel wheels with gold accents (spare tire on standard wheel)
 - dual color-keyed remote-control racing mirrors
 - handling suspension (including stabilizer bar)
 - higher (3.18:1) axle ratio with 2.3 liter 2V 4-Cyl. engine and manual transmission
 - glass third door

Availability: Bobcat Runabout



- "S" OPTION GROUP (MONARCH)

- This sports option group comprises a variety of exciting features, all of which team up to create the flashy, youthful look of a very sporty car.
- It consists of:
 - Landau vinyl roof
 - gold color bodyside hood and deck lid paint/tape stripes
 - rocker panel molding
 - dual remote-control color-keyed racing mirrors
 - styled steel wheels with trim rings and gold paint accent
 - bucket seats and deluxe door trim with Chainmail vinyl inserts
 - leather wrapped sports steering wheel
 - floor-mounted shift with optional automatic transmission
 - heavy-duty suspension
 - standard bright upper bodyside and deck lid molding is deleted

Availability: Monarch (2-Door)

- SEAT, BUCKET

- These handsome vinyl bucket seats add a European flair to the sporty interior.
- Includes a console and floor shift with 351 CID 2V V-8 and 400 CID 2V V-8 engines.

Availability: Cougar, Cougar Brougham, Cougar XR-7

- SEAT, BUCKET, FOUR-WAY MANUAL, DRIVER'S SIDE ONLY

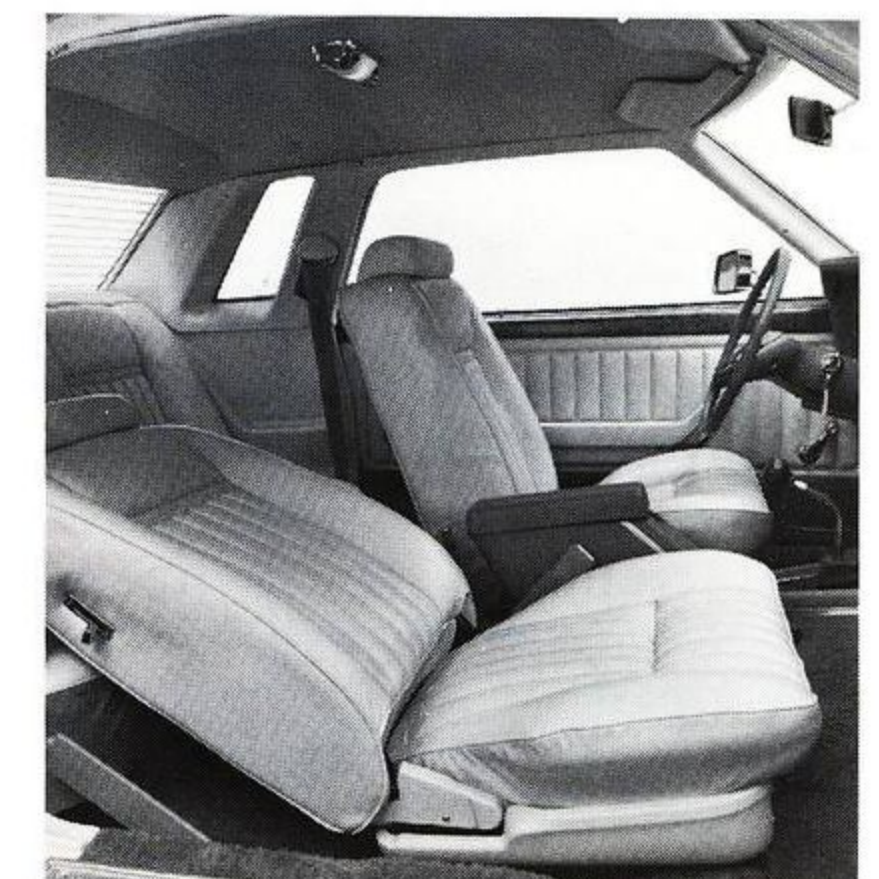
- It allows the driver's seat to be adjusted up, down, fore and aft to maximize driving comfort.

Availability: Monarch, Monarch Ghia, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- SEAT, BUCKET RECLINING

- Provides individualized seating comfort for the driver and front passenger.
- The seat backs are adjustable to any angle to provide a comfortable reclining position.

Availability: Monarch, Monarch Ghia, Comet



**- SEAT, FLIGHT BENCH
(COUGAR)**

- Offers the comfort of a useful folding center armrest and a distinctive sew style.

Availability: Cougar

**- SEAT, POWER FLIGHT BENCH,
SIX-WAY**

- Can be easily power adjusted to any of six different directions for both driver and passenger comfort.

Availability: Marquis, Marquis Brougham, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia

**- SEAT, POWER BENCH —
SIX-WAY, NON-RECLINING
(MARQUIS)**

- Six power adjustments for the standard bench seat provide driver and passenger comfort.
- Three driver-controlled switches adjust the seat fore, aft, up, down, and raise or lower the front edge and rear edge of the seat.

Availability: Marquis Station Wagon

**- SEAT, POWER BUCKET,
DRIVER'S SIDE ONLY**

- Power controls at the side of the seat allow the driver to adjust the seat for a comfortable position.
- The passenger seat is manually adjustable.

Availability: Cougar XR-7, Monarch, Monarch Ghia

**- SEAT, POWER TWIN
COMFORT LOUNGE, SIX-WAY,
DRIVER'S SIDE ONLY**

- These seats are individually adjustable and each seat offers a separate folding center armrest.
- The driver's seat is power adjustable while the passenger seat is manually adjustable.

Availability: Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar Brougham, Cougar XR-7, Cougar Villager



**- SEAT, POWER TWIN COMFORT
LOUNGE, 6-WAY/6-WAY**

- These seats offer the comfort of six individual power adjustments for both the driver and the front passenger.
- Separate center folding armrests.

Availability: Marquis Brougham, Marquis Station Wagon, Grand Marquis

**- SEATS, REAR DUAL-FACING
(MARQUIS)**

- The Rear Dual-Facing Seats provide additional seating space for passengers.
- The seats fold conveniently into the floor for full cargo space.

Availability: Marquis Station Wagon

**- SEAT, TWIN COMFORT LOUNGE
WITH RECLINING PASSENGER
SEAT**

- Individually adjustable front seats for both driver and passenger.
- For even greater comfort, they include separate folding center armrests. The passenger seat also includes a reclining adjustment.

Availability: Marquis Brougham, Cougar Villager

- SEAT, THIRD, REAR-FACING

- The third seat offers the advantage of expanded passenger seating room behind the standard rear seat.
- The third seat conveniently folds into the cargo floor when the cargo area is needed.

Availability: Cougar Station Wagon, Cougar Villager

- SPEAKERS, DUAL REAR

- Increase the pleasure of listening to AM or AM/FM Monaural radio by adding depth and balance of sound.
- Provides full listening pleasure to rear seat passengers.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager

DIRECTORY OF OPTIONS (CONTINUED)

- SPEED CONTROL

- Can help reduce driver fatigue on long trips by allowing the driver to remove his foot from the accelerator pedal.
- Automatically maintains a preselected speed which can help the driver improve gas mileage and stay within the legal speed limit.
- The controls are conveniently located on the spokes of the steering wheel for fingertip control.
- Includes luxury steering wheel.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia



**- SPORTS ACCENT GROUP
(BOBCAT)**

- This option group combines a wide assortment of eye-catching features, elevating an already smart-looking car to a higher level of sporty appeal.

- On the **Bobcat Runabout** it includes:

- lower bodyside and lower back panel accent color
- styled steel wheels and trim rings
- leather-wrapped sports steering wheel
- deluxe low back bucket seats
- high level seat and door trim
- deluxe seat belts
- sound package (including carpeting in passenger compartment and load floor)
- Delete standard rocker panel molding

- On the **Bobcat Villager** it includes:

- gold bodyside tape stripe
- styled steel wheels and trim rings
- leather-wrapped sports steering wheel
- deluxe low-back bucket seats
- high level seat and door trim
- deluxe seat belts
- sound package

Availability: Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

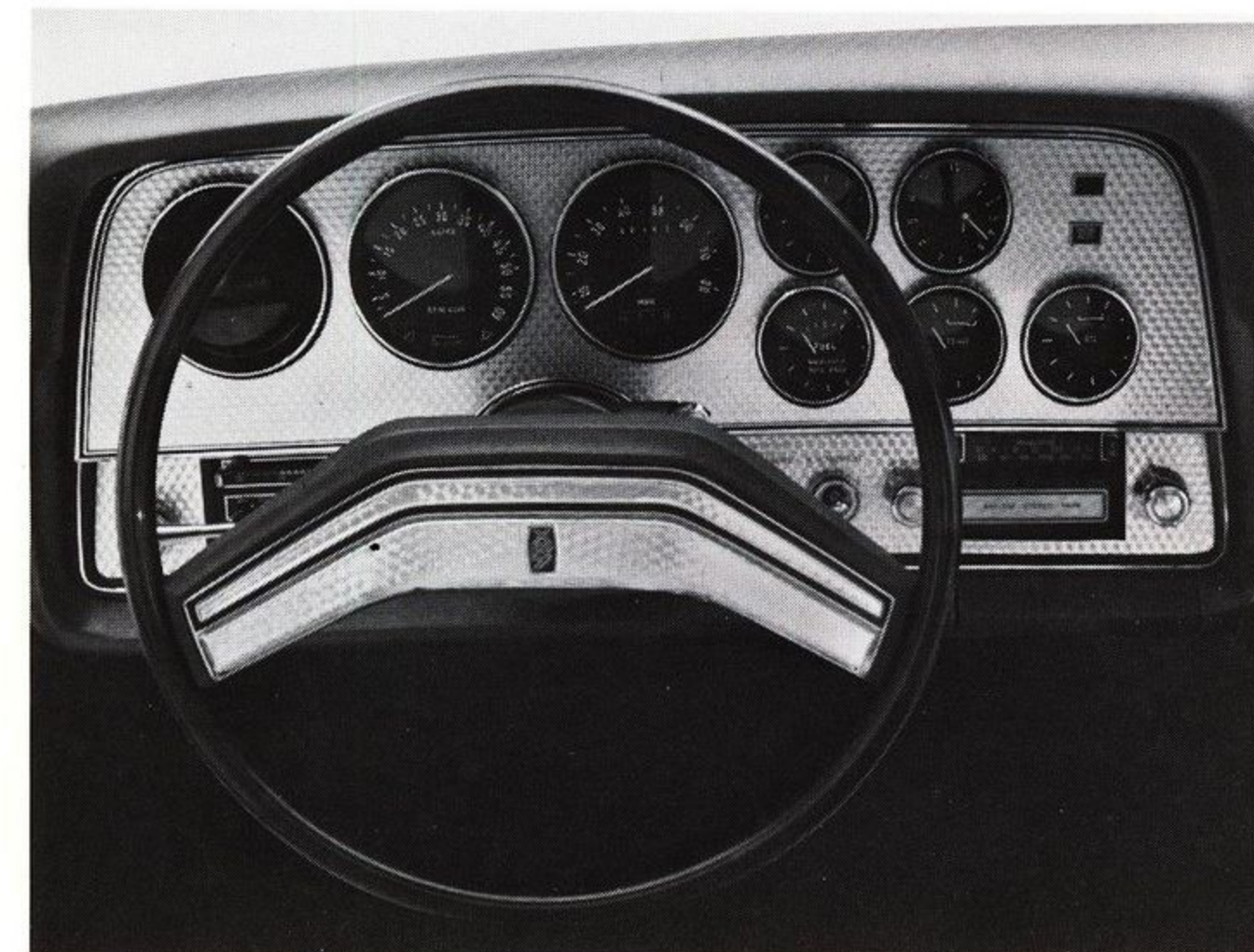
**- SPORTS ACCENT GROUP
(COMET)**

- The Sports Accent Group provides a distinctive sporty flair to the Comet exterior that not only adds to the pride of ownership but can help to increase the value of the vehicle at resale time.
- It includes:
 - custom wide bodyside molding
 - lower bodyside and lower back panel paint
 - dual racing mirrors (LH remote-control)
 - styled steel wheels with trim rings
 - WSW tires
 - belt moldings
 - bright window frames
 - delete upper bodyside, and rocker panel moldings

**- SPORTS INSTRUMENTATION
GROUP (COUGAR)**

- The Sports Instrumentation Group transforms the instrument panel into a striking performance-type panel with instruments, gauges, a unique applique treatment and luxury steering wheel.
- It includes:
 - ampere gauge
 - engine temperature gauge
 - oil pressure gauge
 - electric clock
 - trip odometer
 - tachometer
 - sports instrument panel
 - luxury steering wheel with "Gun metal" grey insert

Availability: Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager



DIRECTORY OF OPTIONS (CONTINUED)

- SPORTS INSTRUMENTATION/ HANDLING GROUP (BOBCAT)

- This option group merges, into one complete package, the youthful flair of the sports instrumentation cluster and gauges, the stable ride associated with the sure, steady, sports suspension system, and the firm performance delivered by a higher rear axle ratio.
- It includes
 - instrumentation cluster and gauge package (tachometer, temperature gauge and ammeter)
 - sports steering wheel (soft rim, three spoke design)
 - handling suspension including front stabilizer bar
 - higher (3.18) axle ratio with 2.3 liter 2V 4-Cyl. engine and manual transmission

Availability: Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- STEERING COLUMN, TILT

- The Tilt Steering Wheel allows the driver to conveniently select any one of five steering wheel positions — two above and two below the normal driving position.
- The wheel may also be placed in the maximum "Up" position for easier exit and entry.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia



- STEERING WHEEL, LEATHER-WRAPPED SPORTS (COUGAR)

- The owner can dress up the car's interior with the sporty luxury of this leather-wrapped steering wheel.

Availability: Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager

- SUNROOF, MANUAL (BOBCAT)

- Combines the open air advantages of a convertible with the styling of a hardtop.
- It operates manually and slides back and out of sight above the headliner.
- When closed, the Sunroof matches the roofline, seats tightly in position and keeps weather and noise outside.

Availability: Bobcat Runabout



- SUSPENSION, CROSS COUNTRY (COUGAR)

- The Cross Country Suspension provides the handling and cornering ability appreciated by driving enthusiasts.
- Cougar and Cougar Brougham models include:
 - heavy-duty rear springs
 - rear stabilizer bar
 - heavy-duty rear shock absorbers
 - heavy-duty front stabilizer bar
- On Cougar XR-7 model, heavy-duty front and rear shocks and heavy-duty rear springs are also included.

Availability: Cougar, Cougar Brougham, Cougar XR-7

- SUSPENSION, HEAVY-DUTY (MONARCH)

- A welcome addition when the driver is carrying extra loads at vacation time or when pulling a light utility trailer.
- It includes:
 - revised front and rear shock absorber valving
 - increased rear spring rate with iso-clamps

Availability: Monarch, Monarch Ghia

T

- TIRE, BIAS-PLY WSW

- Refer to specific car line section for sizes and requirements.
- Availability:** Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- TIRE, SPACE-SAVER SPARE

- The Space-Saver Spare replaces the conventional spare tire.
- It is stowed deflated to provide more usable luggage capacity.
- Included are:
 - A wheel
 - Inflation bottle
 - Instructions for usage

Availability: Monarch, Monarch Ghia, Comet

- TIRES, STEEL-BELTED RADIAL PLY BSW

- Refer to specific car line section for sizes and requirements.
- Availability:** Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- TIRES, STEEL-BELTED RADIAL PLY WSW

- Refer to specific car line section for sizes and requirements.
- Availability:** Marquis, Marquis Brougham, Grand Marquis, Cougar, Cougar Brougham, Cougar XR-7, Monarch, Monarch Ghia, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- TIRES, WIDE BAND WHITE SIDEWALL

- Wide band white sidewall tires add a look of nostalgic elegance.
- Refer to specific car line section for size and/or requirements.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Monarch, Monarch Ghia

- TRAILER TOWING PACKAGE, CLASS III

- Successful and enjoyable trailer-towing requires a tow vehicle matched to the size and weight of the trailer and equipped to meet the extra demands of trailer towing.
- Refer to Trailer Towing Section for equipment and vehicle qualifications.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager

- TRANSMISSION, FLOOR-MOUNTED SELECTOR

- For a sporty European look and feel.

Availability: Monarch, Monarch Ghia

NOTE: California transmission applications are unique. Refer to specific car line section Power Teams chart for further information.

- TRANSMISSION, SELECTSHIFT AUTOMATIC

- Provides ease of operation that is particularly welcome in heavy traffic conditions.
- Isolation of first or second gears allow second gear starts on ice or snow.

Availability: Monarch, Monarch Ghia, Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- TRIM, ALPINE PLAID SEAT

- This unique Alpine Plaid seating material adds a distinctive and beautiful look to the interior.

Availability: Comet, Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- TRIM, DELUXE INTERIOR (BOBCAT)

- This option offers:
 - dressed up front seating with deluxe low-back bucket seats
 - higher level door and seat trim
 - deluxe seat belts
 - deluxe steering wheel
 - the added comfort of a deluxe sound insulation package.

Availability: Bobcat Runabout, Bobcat Station Wagon, Bobcat Villager

- TRIM, LEATHER AND VINYL (MONARCH)

- Leather and vinyl seat trim provide a look of classic luxury for Monarch Ghia bucket seats.

Availability: Monarch Ghia

- TRIM, LUXURY CLOTH (MONARCH)

- Offers the soft comfort of cloth and a distinctive luxurious look.

Availability: Monarch Ghia

- TRIM, VINYL BENCH SEAT

- The standard bench seat covered in durable and attractive vinyl.

Availability: Marquis, Cougar, Comet

- TU-TONE GROUP (MARQUIS)

- Combines an attractive two-color exterior paint treatment with unique two-tone interior trim.
 - The option includes:
 - Tu-Tone leather and vinyl interior
 - Twin Comfort Lounge Seats (available in all-vinyl in the Marquis Brougham and with leather and vinyl trim in the Grand Marquis.)
 - exterior treatment is common to both models
 - upper peak molding and parallel tape stripes to break colors on upper bodyside and roof
 - Marquis Brougham has tape treatment on lower bodyside. Grand Marquis has Wide Bodyside Molding
 - Dark tone paint on hood and front of roof, light tone paint on rear of roof, deck lid, and bodyside between peak moldings and lower body contour line.
 - Vinyl roof quarter panel peak molding
 - Fender skirts
 - Rocker panel and extension moldings are deleted when option is ordered on Marquis Brougham.
 - Allows the owner to dress up the exterior with a unique Tu-Tone paint treatment.
- Availability:** Marquis Brougham 2-Door, Grand Marquis 2-Door

- TU-TONE PAINT OPTION (COUGAR)

- Allows the owner to dress up the exterior with a unique Tu-Tone paint treatment.
 - It includes a handsome bright metal molding to separate the areas of color.
- Availability:** Cougar, Cougar Brougham, Cougar XR-7

U

V

- VISIBILITY GROUP (MONARCH)

- This handsome addition to the vehicle contributes to driving ease, comfort and visibility.
- It includes:
 - LH bright remote-control mirror (standard on Ghia)
 - RH bright remote-control mirror
 - Day/night inside rearview mirror (standard on Ghia)
 - RH visor vanity mirror.

Availability: Monarch, Monarch Ghia

- VISIBILITY LIGHT GROUP (MARQUIS)

- The convenience of additional lighting in the passenger compartment, under the hood, and inside the trunk
- In addition, left- and right-hand mirrors increase rear visibility.
- It includes:

	Marquis	Marquis Brougham	Grand Marquis
Dome/dual beam map light	x	x	std
Under hood light	x	x	x
Right-hand remote-control mirror	x	x	x
Headlamp-on buzzer	x	x	x
Rear pillar lights	x	x	std
Left-hand remote-control mirror	x	std	std
Under instrument panel lights	x	std	std
Trunk light	x	std	std
Rear door courtesy light switch	x	std	std

	Marquis Station Wagon	Colony Park Option
Dome/dual beam map light	x	x
Under hood light	x	x
Right-hand remote-control mirror	x	x
Headlamp-on buzzer	x	x
Left-hand remote-control mirror	x	std
Under instrument panel lights	x	std
Cargo light	x	std
Rear door courtesy light switch	x	std

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon.

DIRECTORY OF OPTIONS (CONTINUED)

W

- WHEEL COVERS AND WHEELS

- A variety of optional wheel covers and wheels are available for each car line to personalize the appearance of the car.
- See the specific car line section for illustrations, descriptions and availability.

- WINDOW, HINGED QUARTER (BOBCAT)

- Increases flow-through ventilation.
- With pop-open design, the window is held in open or closed position by a toggle latch.

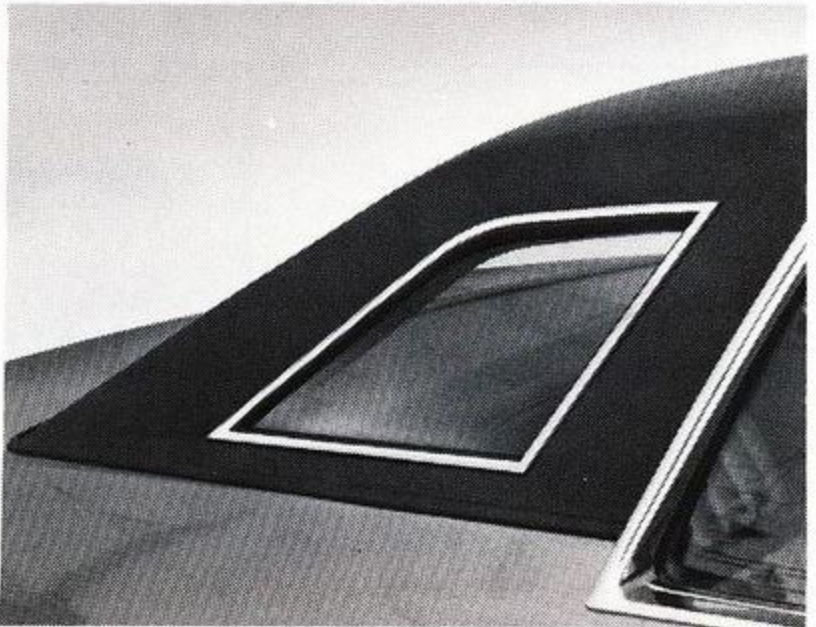
Availability: Bobcat Runabout



- WINDOW, OPERA (COUGAR)

- Opera windows will catch the attention of the discriminating motorist who looks for a special touch of classic elegance to complement the car's sleek, contoured lines.
- Greater visibility for driver and passengers is an additional benefit.

Availability: Cougar



- WINDOW, POWER DOORGATE (COUGAR)

- Helps provide excellent ventilation of the vehicle when the window is lowered.
- Provides access to the cargo area without opening the station wagon's doorgate.
- For added convenience it can be operated from the driver's seat or with the doorgate key from the outside of the doorgate.

Availability: Cougar Station Wagon

- WINDOW, POWER SIDE

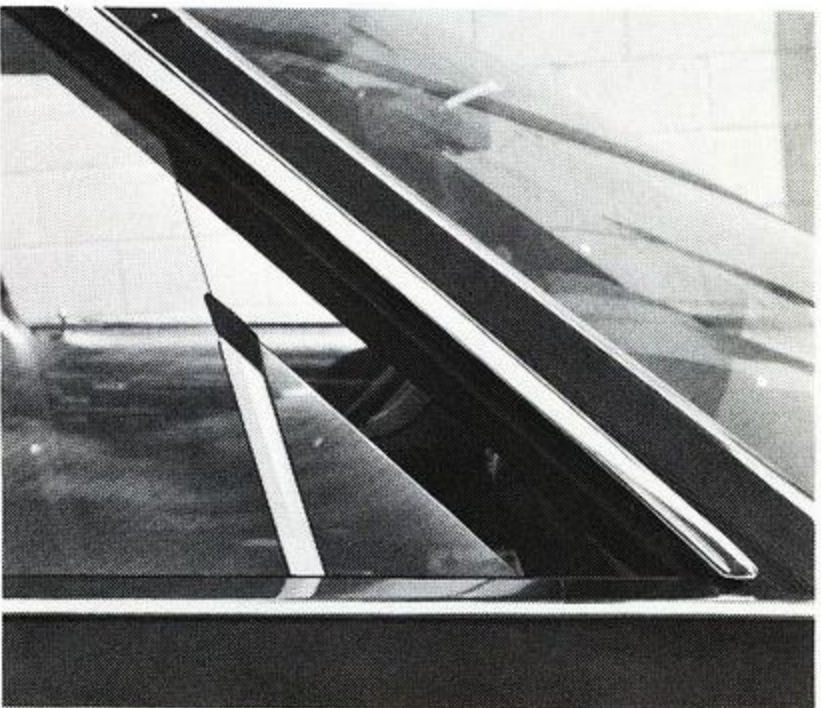
- Allows the driver to conveniently adjust all of the door windows from the driver's seat.
- Each window can be operated individually.
- The driver can lock all the windows from the driver's seat.

Availability: Marquis, Marquis Station Wagon, Cougar, Cougar Brougham, Cougar XR-7, Cougar Station Wagon, Cougar Villager, Monarch, Monarch Ghia.

- WINDOWS, POWER VENT (MARQUIS)

- Offers the convenience of a front vent window, while retaining the sleek window lines of a hardtop
- The vent window is operated by the same control that operates the power side windows.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon.



- WINDSHIELD WIPERS, INTERVAL

- These wipers provide a high- or low-speed constant wiping action, plus an intermittent action that can be varied to fit the weather conditions.

Availability: Marquis, Marquis Brougham, Grand Marquis, Marquis Station Wagon, Cougar Station Wagon, Cougar Villager.

X
Y
Z

ENGINEERING FEATURES

INDEX

	PAGE
Body Construction	2 — 6
Chassis Features	7 — 8
Safety and Damageability	9 — 10
Vehicle Emission Controls	11 — 12

INTRODUCTION

The purpose of the Engineering Features Section is to help you find information quickly on standard engineering features that are common to the Mercury car lines covered in this book.

Important Engineering Features that are unique to each car line are presented in the appropriate car line section.

As a salesman, you should be aware of the many quality engineering features which help to set 1977 Mercury cars apart from other vehicles.

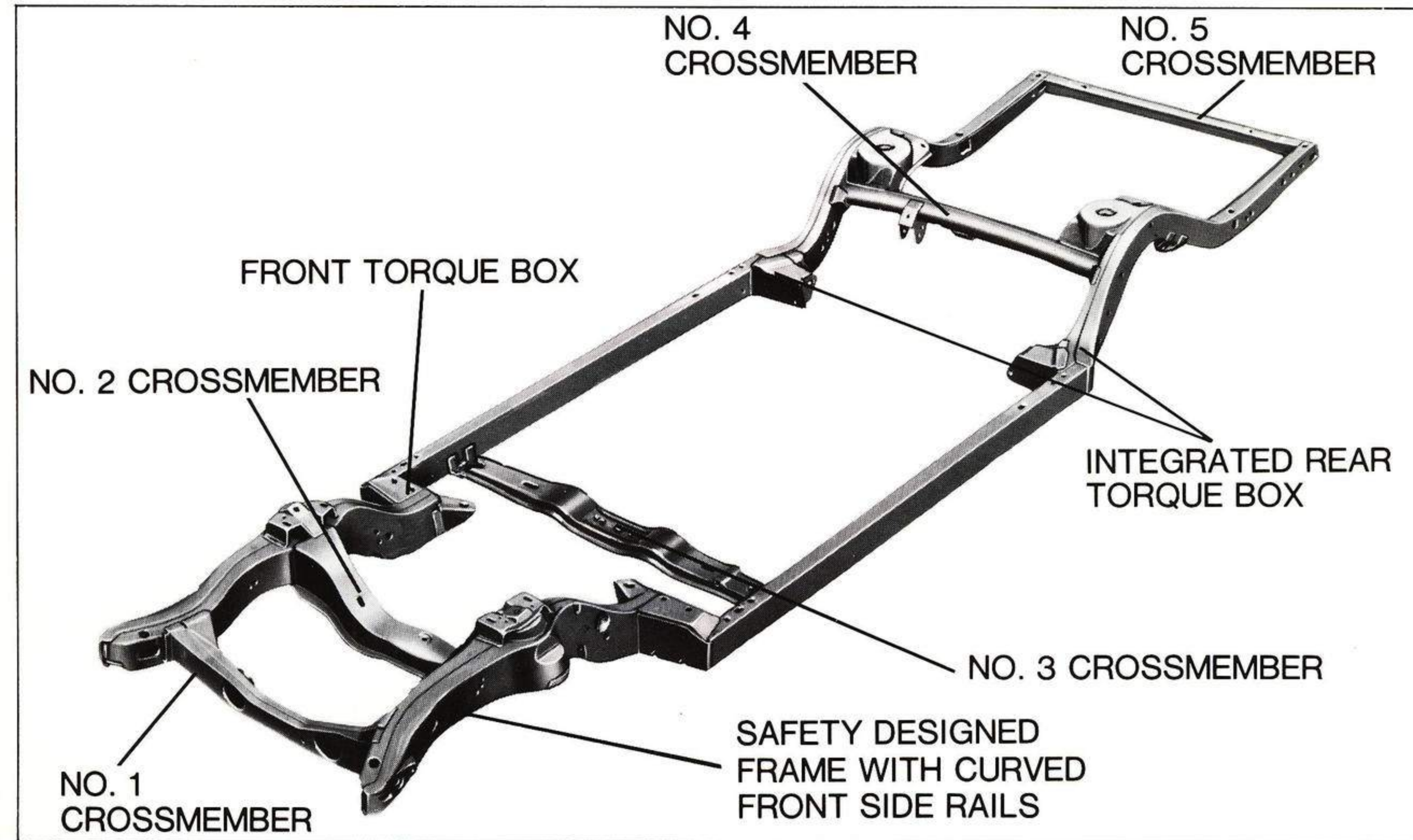
With knowledge of the information provided in this section, you will be better able to answer questions of a technical nature asked by your prospects.

You will also be able to point out important Mercury engineering advances and advantages as you present and demonstrate these fine cars and station wagons.

The Engineering Features Section is divided into four sub-sections: Body Construction, Chassis Features, Safety and Damageability Features and Vehicle Emission Controls.

BODY CONSTRUCTION

BODY/FRAME CONSTRUCTION (MARQUIS AND COUGAR)



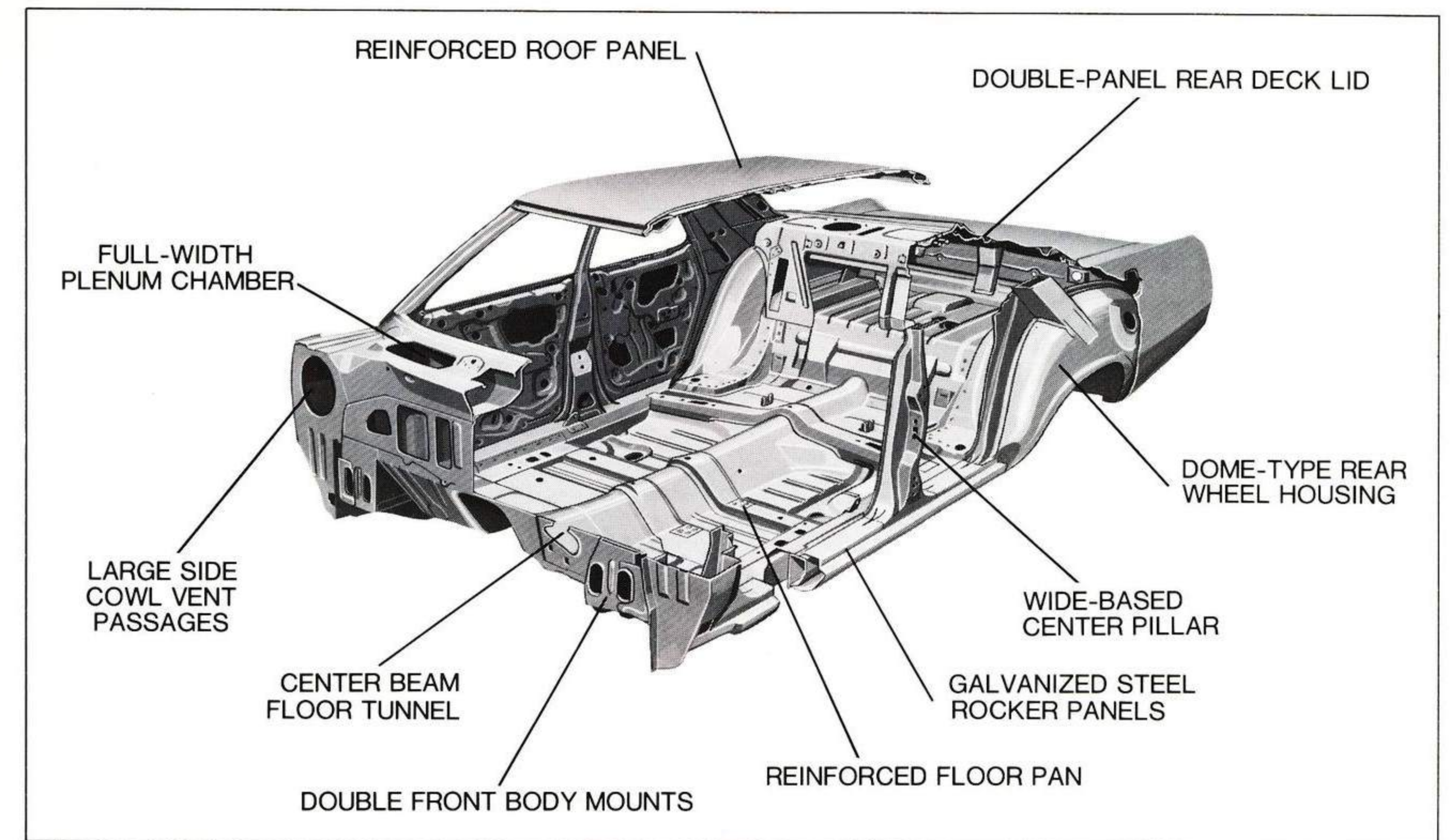
Marquis Frame

FRAME CONSTRUCTION

The frame forms the foundation on which the body is mounted. It also carries the engine and drive line components.

- The frame is an energy-absorbing perimeter design formed of two husky side rails and five crossmembers.
- The perimeter design permits a low, flat floor for ease of entry and exit, as well as ample foot and leg room for car occupants.

- The frame is strong, yet able to flex slightly over rough, uneven surfaces. This flex action, plus rubber body frame mounts, helps reduce road shock and helps keep it from reaching the passenger compartment.
- The center section of the side rails is designed to fit into the body between the rocker panels, and provides protection along the lower edge of the vehicle.



Marquis Body

BODY CONSTRUCTION

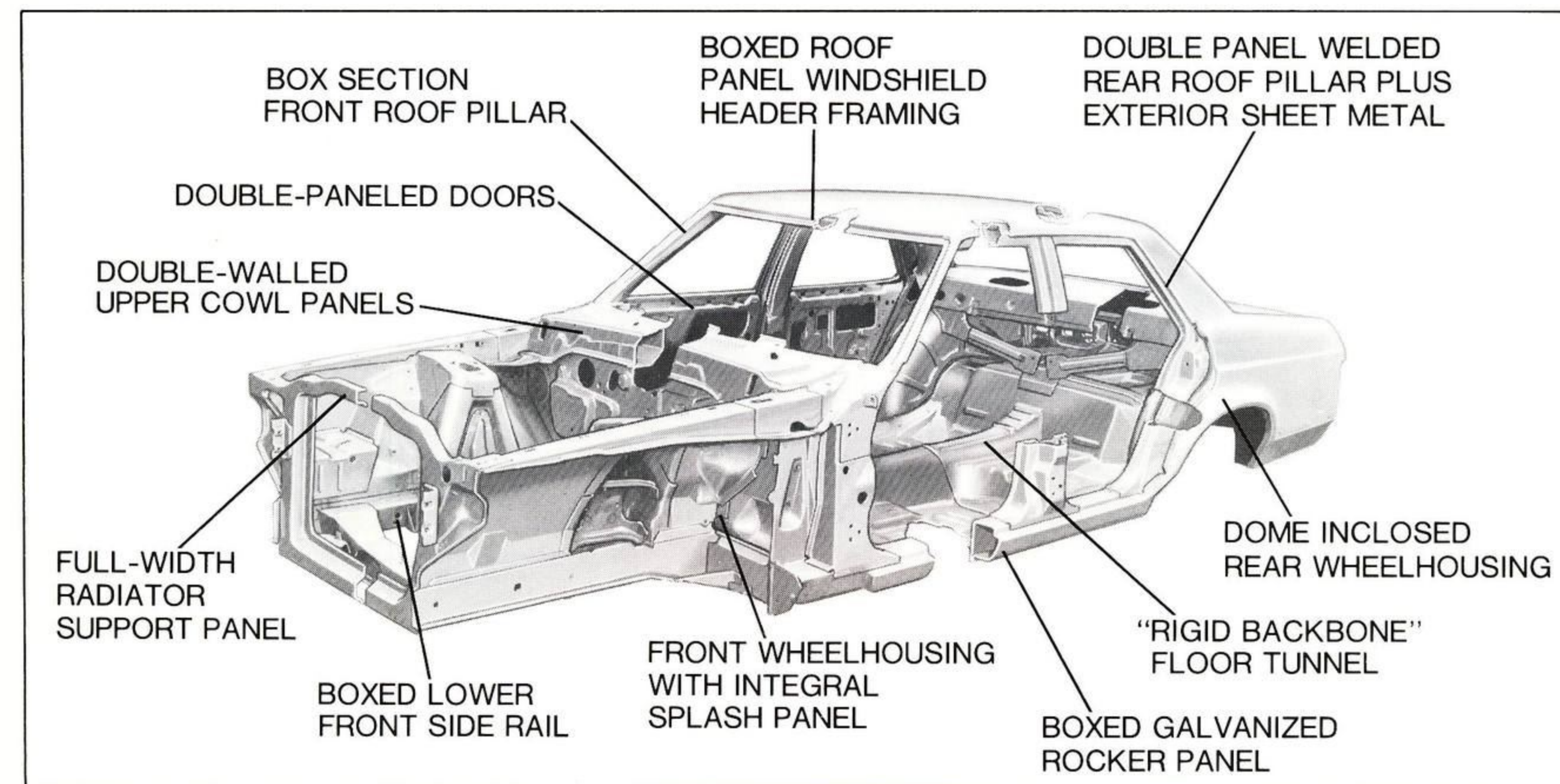
In 1977 Marquis and Cougar models, a strong rigid body is paired with the rugged perimeter frame. Important features include:

- The **floor pan** is reinforced with several sheet crossmembers that bridge the driveline tunnel and tie together the rocker panels.
- The **rocker panels** consist of inner and outer steel members to give additional strength at the sides of the underbody.
- **Heavy-gauge center pillars** and **welded wheelhouses** with inner and outer panels provide further strength at the sides of the body shell.

- **Boxed roof side rails** and **windshield pillars** and double walled **rear pillar panel**, plus a deep-channeled **windshield header** and **inner roof rails** provide high strength with light weight.
- **Full-length fender top reinforcement** and a **full hood inner panel** provide resistance to twisting and "torsional rigidity" at the front.
- A **deck lid inner panel** incorporates stamped-in reinforcing members for further overall strength.
- An **inside hood latch release** helps protect underhood components from theft and vandalism.

BODY CONSTRUCTION (CONTINUED)

UNITIZED BODY CONSTRUCTION (MONARCH, COMET, BOBCAT)



Monarch Body

1977 Monarch, Comet and Bobcat models feature "unitized" body construction which forms a passenger capsule of great strength and rigidity. It combines maximum strength with minimum weight, providing a smooth, quiet ride.

- **The body is welded from end to end** to form an overall unitized body structure with sturdy anchors for engine suspension, steering and driveline components.
- **The floor pan** has a full-length tunnel that provides rigidity in the passenger compartment.
- **The front suspension** upper-arm attaching points, the front spring towers and the engine front mounting brackets are actually part of the engine compartment side panels for added strength.
- **Rubber insulators** are used at all points of contact where the front and rear suspensions and engine are attached to help absorb noise, vibration and harshness before it reaches the passenger compartment. This liberal use of rubber insulators also reduces engine and body resonance.
- **The roof panel** is a one-piece stamping with steel reinforcement members strategically located to provide a high-strength roof that adds rigidity and strength to the overall body structure.
- **The hood and deck lid** panels incorporate stamped-in reinforcements to further strengthen the overall structure.
- **Rubber bumpers** along the front and sides of the hood provide cushioning against squeaks and rattles and are adjustable for leveling the hood.

FEATURES COMMON TO MERCURY CAR LINE AND STATION WAGON BODIES

DOORS

- Double-panel construction with a steel guard beam in each door helps prevent penetration of the passenger compartment in the event of a side impact.
- Bullet door lock knobs on 2-door models make it difficult to hook and release with wire loops — a theft-deterrent feature.
- Door (and deck lid) keys are reversible.

STATION WAGON THREE-WAY DOORGATE (Marquis and Cougar Station Wagon Models)

- The doorgate, with the window retracted, swings down like a tailgate.
- A safety interlock system requires that the window be lowered before the door can be used as a tailgate, thus eliminating the danger of rear window breakage.
- The doorgate also swings out like a door, with the window either up or down.
- A safety tailgate lock button prevents accidental opening of the doorgate when the button is depressed; the door can then be unlocked with the key or the optional power tailgate lock control.
- A power-operated tailgate window is standard on Marquis and Cougar Villager Station Wagons.

BOBCAT RUNABOUT AND VILLAGER LIFTGATE

- **On the Bobcat Runabout**, the third door is an easy lift-up, top-hinged door, opening at the rear for convenient access to the cargo area.
- The third door includes fixed rear window glass.
- Its design provides:
 - smooth lift-up with only a slight initial motion.
 - secure hold-open at maximum height due to a gas-filled cylinder at each inner side of the liftgate, exerting pressure on a piston.
 - easy closing, because slight downward pressure reverses the piston-cylinder action.
- **On the Bobcat Villager**, the liftgate also opens upward, but counterbalanced supports replace gas-filled cylinders.
- Bobcat Villager features a "liftgate ajar" warning light.

GLASS

- Windows are high-strength, impact-resistant, heat-tempered glass.
- The windshield is constructed of two sheets of glass with a penetration-resistant clear vinyl material heat-laminated in between.

FRONT BENCH SEAT CONSTRUCTION

- The seat cushion frame is made of heavy steel stampings welded together to form a rigid platform.
- The seat spring system provides deep deflection at a controlled rate for seating comfort.
- Preformed, presewn upholstery is slipped over cushion and frame element and secured firmly to the underside of the frame.
- **Flight Bench Seats** feature a front seat, folding center armrest.

TWIN COMFORT LOUNGE SEAT CONSTRUCTION

- The seat contours are designed to provide extra lower-back support and superior comfort.
- The seat assembly includes a sturdy shell-type steel frame made of contour stampings.
- Zigzag springs and coil springs provide comfortable support.
- Both driver and passenger seats are individually adjustable.
- The seats include individual center armrests for both driver and passenger.

BUCKET SEAT CONSTRUCTION

- Bucket seats feature the same basic heavy-duty frame construction and spring system as bench seats.
- Separate driver and passenger seats are deeply contoured to cradle the body comfortably.
- Both driver and passenger seats are individually adjustable.

HEATING AND VENTILATION

All Mercury car lines have heating and ventilating systems to help provide a comfortable interior climate for driver and passengers. Each system has simplified controls for heating the vehicle's interior, defrosting or defogging the windshield, and ventilating the passenger compartment with fresh outside air. The details and operation of each system can be found in the Owners Manual furnished with each car or station wagon.

INSULATION AND SOUNDPROOFING

NOTE: See car line sections for specific insulation and soundproofing materials and applications.

ANTI-CORROSION PROTECTION

All 1977 Lincoln-Mercury Division passenger cars manufactured in North America will feature expanded use of precoated steel to provide additional corrosion protection to critical body areas. In addition, vinyl sealer is applied to the wheelside surface of the rear wheelhouses.

The following are anti-corrosion measures used on Mercury car lines:

PRECOATED STEEL

A corrosion inhibitor coating and a layer of epoxy paint containing zinc are applied and baked on the sheet metal before it is stamped into body parts.

The coated side of the steel is fabricated to face the interior areas of the body. Precoated steel is used on the quarter panels, outer wheelhouses, inner door panels (except Bobcat), on all outer door panels (which are galvanized steel), front fenders (except Bobcat), quarter lock pillars (on all 4-door models), and inner and outer deck lids (except Comet). Station wagons also use precoated steel on the inner and outer panels of the tailgate.

GALVANIZED STEEL

Sheet metal is galvanized by covering one or both sides with a zinc coating applied by hot dipping or electro-deposit process. This anti-corrosion treatment is applied prior to forming metal into body structures or panels. Galvanized steel is used on the louvered cowl tops, rocker panels and the critical underbody or structural parts.

ZINC RICH PRIMER

A thick anti-corrosion paint containing zinc is brush or spray applied to corrosion-prone areas. Zinc rich primer is applied to hood outer panels (except hatch types, which are protected from air driven moisture), front fenders and critical areas of the underbody, rear outer wheelhouses and quarter panels. Comet uses primer on the trailing edge of the deck lid inner and outer panels.

BODY CONSTRUCTION (CONTINUED)

ANTI-CORROSION (CONTINUED)

VINYL SEALER

Vinyl sealer is a heat-curable corrosion barrier material. Expandable weld sealer is flow-applied prior to forming a joint between two sheet metal panels. A wipe-on sealer is also used to protect raw edges and body joints.

A vinyl sealer is also sprayed on the underside of the rear wheelhouse and fenders without splash shields to protect against stone and wheel wash abrasion.

ALUMINIZED WAX

Wax base spray-applied material contains aluminum particles that protect metal surfaces and joints. Aluminized wax is used on lower interior surfaces of doors, quarter panels, rear wheelhouses and tailgates.

CLEAN AND PHOSPHATE BATH

Clean and phosphate bath cleans the entire body and leaves a phosphate treatment on the sheet metal surface. This provides a conditioned surface for primer and paint adhesion. All Lincoln-Mercury vehicles receive the clean and phosphate bath treatment.

PRIMING — ELECTROCOAT OR SPRAY PROCESS

This is a process that provides a corrosion resistant coating to the body surface.

In the electrocoat process, the entire body is dipped in a tank which electrically deposits primer paint on the body surfaces.

In plants not equipped with electrocoat facilities, primer paint is applied by various spraying methods.

All Lincoln-Mercury Division vehicles receive either the electrocoat or spray primer coatings.

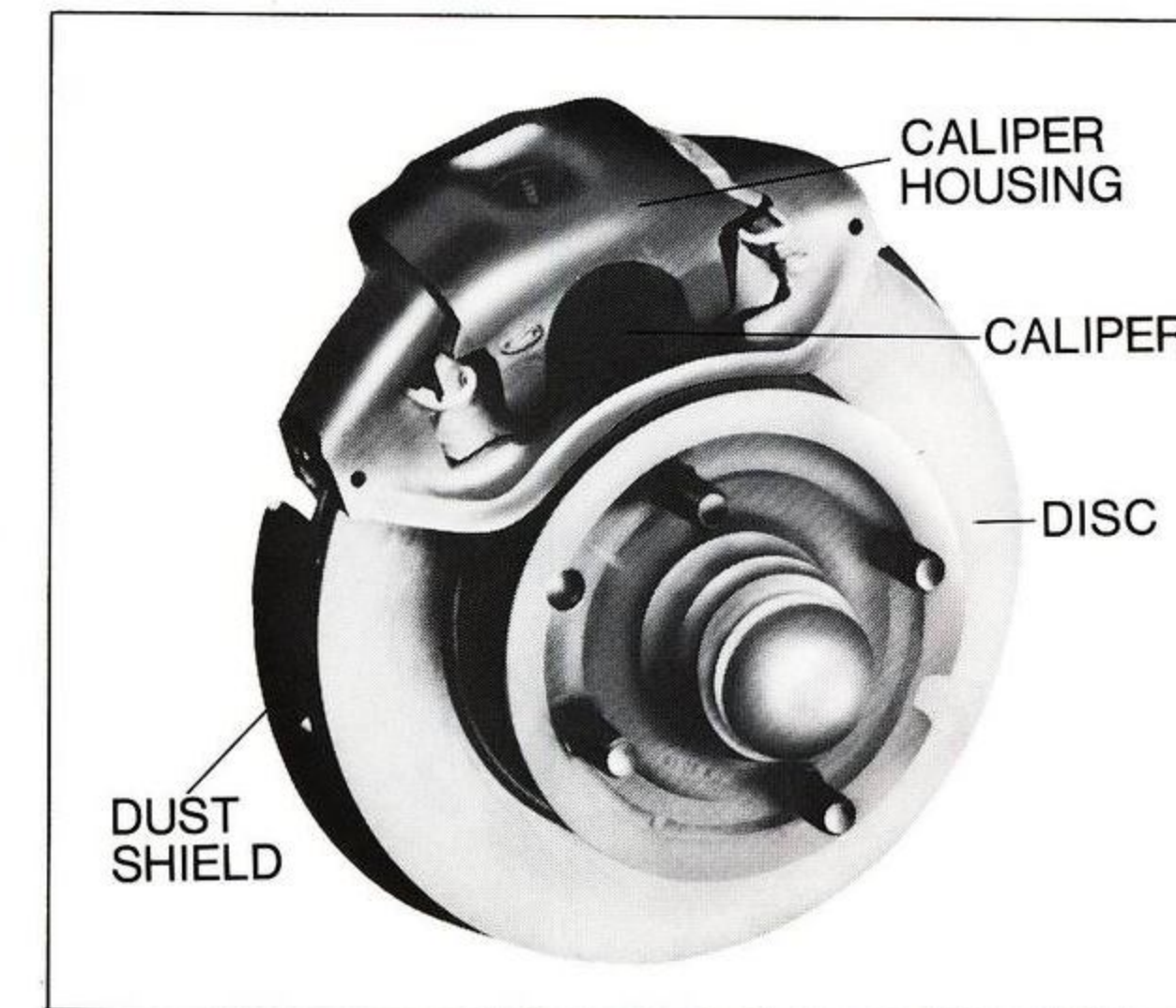
BODY PAINTING

- The first coat of primer, which is black in color, is applied then heat dried.
- The second epoxy primer coat, which is gray in color, is sprayed on and then heat dried.
- The difference in color between these two primer coats makes it easier to inspect the second primer coat.
- Wet sanding, in critical areas, follows, along with thorough drying.
- Finally, coats of acrylic enamel are sprayed on by means of the electrostatic paint process.
- In this process, the spray gun charges the paint particles negatively and propels them by means of air pressure to the positively charged car body.
- As the negatively charged paint particles near the positively charged sheet metal, they are attracted to the metal surface.
- The electrostatic process helps achieve an exceptionally uniform paint finish with thorough coverage.

CHASSIS FEATURES

FRONT DISC/REAR DRUM BRAKES

Power front disc/rear drum brakes are standard on Marquis and Cougar models, required on Bobcat Villager with 2.8 Liter V-6 Engine, and optional at extra cost on most other models. Manual front disc/rear drum brakes are standard on Monarch, Comet and Bobcat models.



Front Disc Brake

- Front disc/rear drum brakes provide for resistance to fade.
- Front disc brakes include three major components: a ventilated disc rotor, a caliper housing and an anchor plate.
- The caliper slides on machined surfaces in the anchor plate.
- When the brakes are applied, the caliper automatically centers, and pressure is applied equally through the brake pads to both sides of the rotor.
- This caliper design permits lining on both sides of the rotor and results in a "clamping" action when the brakes are applied.
- Disc brakes perform well under wet driving conditions since the disc quickly throws off moisture through centrifugal force and the wiping action of the brake pads.
- Normal heat build-up when the brakes are applied also dissipates moisture from the disc and pads.
- The front disc brakes are easy to service, require minimum hydraulic pressure and provide a responsive pedal feel.
- They are designed to automatically maintain brake pad alignment and proper contact with the disc throughout the life of the pads.

Rear Drum Brakes

- The rear drum brakes are designed to be kept mechanically self-adjusted for the life of the lining.
- When the brakes are applied, a built-in mechanism adjusts the brakes as the vehicle moves in reverse.
- The brakes are also shielded by a curved edge of the brake backing plate which mates with a groove in the brake drum. This shield is designed to help minimize the entry of dust and water.

BRAKE SYSTEM FEATURES

- Other important features of Mercury brake systems include:
 - A dual-chambered master cylinder containing two pistons on a single push rod.
 - Both pistons are activated when the brake pedal is depressed.
 - One chamber and its piston apply hydraulic pressure to actuate the front brakes; the other chamber and piston activate the rear brakes.
 - The system is designed so that either front or rear brakes will operate if a malfunction occurs in either of the systems.
 - All hydraulic lines are corrosion-resistant for long service life.
 - A warning light on the instrument panel alerts the driver if a hydraulic pressure loss occurs.

STEERING SYSTEM

Power Steering (Standard, Marquis and Cougar models)

- The power assist helps to give the driver fast, controlled steering action with a reduced effort.
- All Bobcats, Comets, and Monarch equipped with optional power steering feature a revised low-loss power steering pump in 1977. When power-assist is not required, the pump has a new bypass that opens to reduce the pressure, decreasing the power demand to the engine.

MANUAL STEERING

Parallel Linkage Type (Monarch, Comet)

- The recirculating ball steering gear is filled with an all-weather lubricant that never needs changing under normal conditions.

Rack-and-Pinion Steering (Bobcat)

NOTE: See Bobcat car line section for detailed information.

SUSPENSION (Front and Rear)

NOTE: See car line sections for detailed information.

CHASSIS FEATURES (CONTINUED)

DURASPARK IGNITION SYSTEM

- There are two versions of the new DuraSpark ignition:
 - one for California V-8 engines
 - one for all other engine applications.
- Both versions feature higher spark plug voltages than the 1976 solid state system during the starting and running cycles to allow use of a wider spark plug gap as compared to 1976. Improvements are shown in the chart below.
- The wider spark plug gap is needed to ignite the fuel/air mixtures such as occur with the California engines in 1977.
- Performance characteristics of the new DuraSpark ignition system are as follows:

SPARK PLUG VOLTAGE COMPARISON		
	Start (10 Volts) at 200 rpm	Run (14 Volts) at 800 rpm
1976 Solid-state	32,000 volts	26,000 volts
1977 49-State DuraSpark	42,000 volts	36,000 volts
1977 California DuraSpark	47,000 volts	42,000 volts

FOUR-SPEED MANUAL OVERDRIVE TRANSMISSION

- This new transmission is available only on Monarch as standard with the 200 CID 2V, 250 CID 2V and 302 CID 2V engines (except in California and for designated high-altitude sales areas.)
- It offers good overall performance in 1st through 3rd gears with the advantage of low engine rpm cruising in 4th gear.
- The higher overall 1st-gear ratio in 1977 provides more start-up torque to the rear wheels.
- At the same time, there are four forward gear speeds for driving flexibility.
- In fourth gear, the final drive ratio to the rear wheels is lower than in 1976.
- Additional features of the four-speed overdrive transmission include:
 1. Sporty floor shift lever
 2. Full synchronization in all forward gears
 3. Sturdy cast-iron gear case and extension housing
 4. Full anti-friction bearings throughout

SAFETY & DAMAGEABILITY FEATURES

LIFEGUARD DESIGN SAFETY FEATURES

In the fall of 1955, Ford Motor Company pioneered safety door locks, double-ball adhesive-backed rearview mirror and a deep-dish steering wheel as standard equipment. Ford Motor Company also offered optional seat belts, and padded sun visors and instrument panels. Since then, a significant number of additional safety features have been incorporated as standard equipment on an industry-wide basis.

This section describes the Ford Motor Company Lifeguard Design Safety Features — which are standard on Lincoln-Mercury Division cars — as well as certain safety-related dealer accessories. Certain Ford Motor Company Lifeguard Design Safety Features are required by Federal Standards while others are not.

SUMMARY OF FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

OPERATING SAFETY

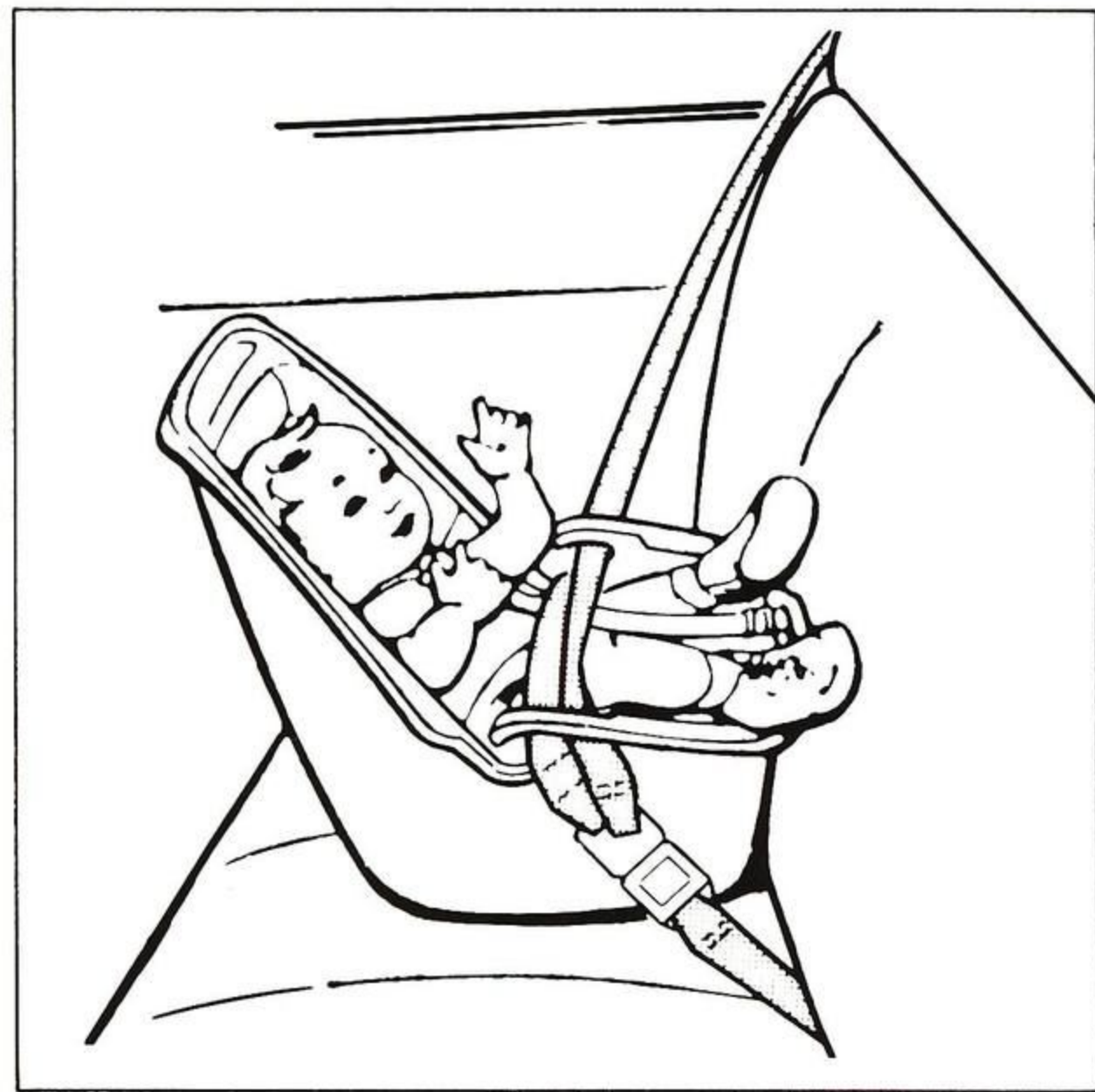
- Safety rim wheels and load-rated tires
- Dual hydraulic brake system with warning light
- Corrosion-resistant brake lines
- Turn indicators with lane-changing signal feature
- Hazard warning flasher
- Backup lights
- Side marker lights
- Parking lights coupled with headlamps
- Two-speed or variable speed windshield wipers
- Windshield washers
- Outside rearview mirror, driver's side
- Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars
- Uniform transmission shift quadrant (on all cars equipped with automatic transmission)
- Illuminated controls (wiper/washer, defrost/defog, climate control)
- Continuously variable control illumination intensity (instrument panel lights)
- Safety hood latch system
- Impact resistant bumper system

OCCUPANT PROTECTION

- Safety-designed front end structure
- Safety-designed roof structure
- Steel guard rails in side doors
- Double-yoke safety door latches and safety hinges
- Integral lap and shoulder belts with individual lap and shoulder belt retractors for front outboard occupants
- Positive reminder warning light and buzzer for driver
- Lap belts with mini buckles for center front and all rear seating positions with retractors for rear outboard occupants
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety-designed door handles
- Energy-absorbing instrument panel with padding for right and center front passenger
- Padded sun visors
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on two-door vehicles
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons (on all cars equipped with radios)
- Head restraints or high back seats for front outboard occupants
- Safety glove box latch
- Inside yield-away rearview mirror
- Impact-absorbing laminated safety glass windshield
- Flame resistant interior materials

ANTI-THEFT

- Locking steering column with warning buzzer
- Non-reversing odometer
- Visible vehicle identification number



OPTIONAL FORD INFANT SAFETY CARRIER

- Available as a dealer accessory
- Designed to increase protection for infants in collision impacts
- Designed for infants up to 20 pounds, and for use in any Ford Motor Company passenger car
- Directions for use are included with the accessory.



OPTIONAL TOT GUARD

- Available as a dealer accessory for use in any Ford Motor Company passenger car.
- Tot Guard is a lightweight, portable plastic shield designed to increase protection for young children in collision impacts.
- It is designed for children approximately 1 to 5 years old, 20 to 50 pounds, who have a seating height of 19 to 28 inches and a standing height of 46 inches or less.
- Directions for use are included with the accessory.

VEHICLE EMISSION CONTROLS

In 1977, both the Federal (49-state) and California emission control requirements are more stringent than in 1976. The new emission control requirements expressed in terms of the test procedures (grams per mile) for 1976 and 1977 are:

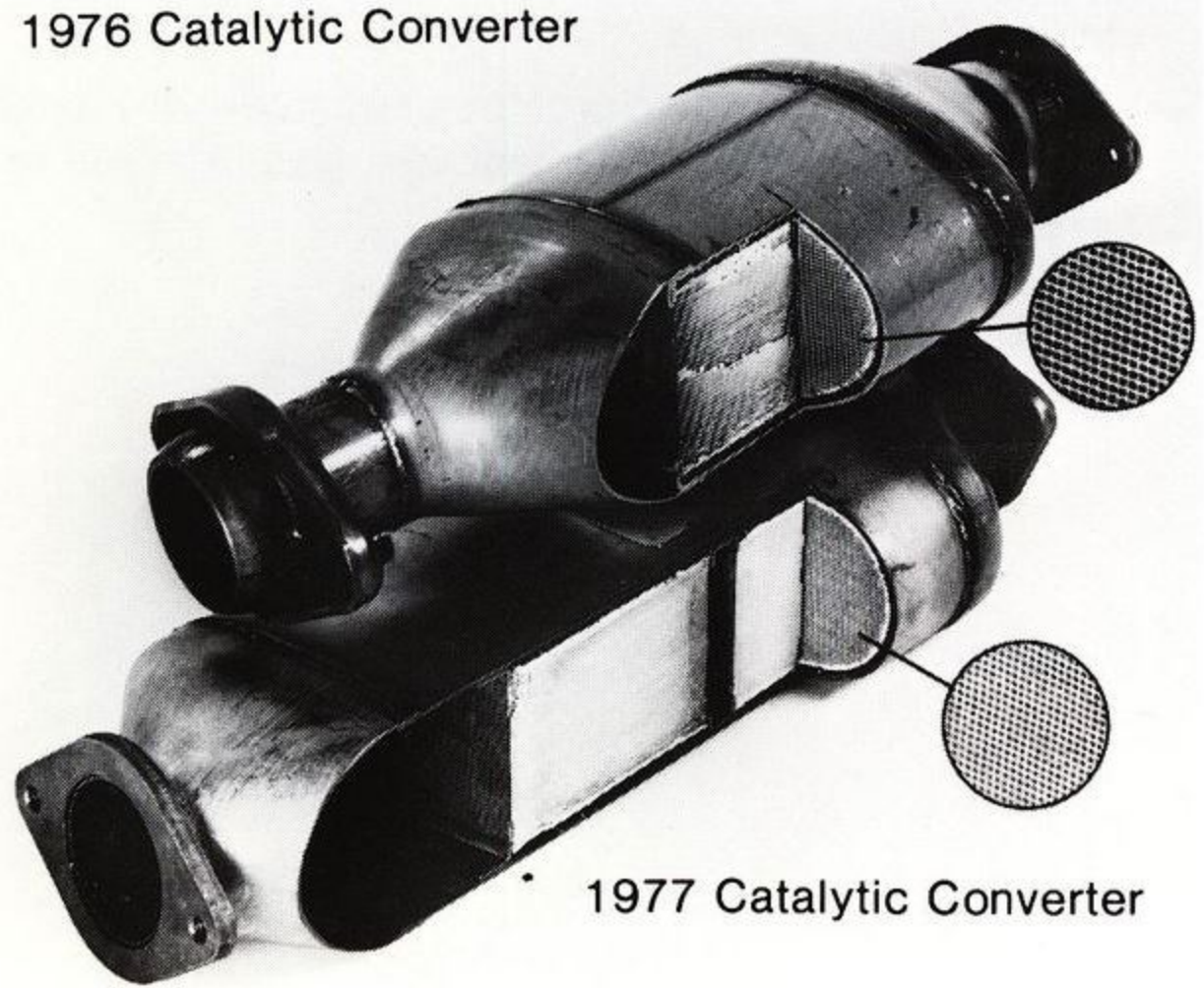
	Federal		California	
	Grams per Mile			
	1977	1976	1977	1976
Hydrocarbons (HC)	1.5	1.5	.41	0.9
Carbon Monoxide (CO)	15.0	15.0	9.0	9.0
Nitrogen Oxides (NOx)	2.0	3.1	1.5	2.0

To help meet the new emission standards, and at the same time provide good overall responsiveness and driveability, there are numerous engine and power train changes to cars manufactured in North America. A discussion of 1977 improvements follows.

EMISSION RELATED ENGINE AND POWER TRAIN CHANGES FOR 1977

Exhaust Emission System Catalyst

1976 Catalytic Converter



New improved technology catalysts are used on all 1977 Mercury vehicles.

New DuraSpark Ignition System

DuraSpark ignition is standard on all Mercury cars built in North America in 1977. It is an improvement of the solid-state system used in 1976.

NOTE: Discussed in greater detail under Chassis Features.

200 CID 1V and 250 CID 1V Six-Cylinder Engine Changes

- Available on Comet and Monarch, these engines include changes to the cylinder head common to both engines. In addition, the 250 cylinder block has been revised for increased ratio.
- These changes are a revised combustion chamber which also increases the compression, and larger intake valves.
- These changes combine to assist in more efficient combustion while improving performance.

302 CID 2V and 351 CID 2V Engine Changes

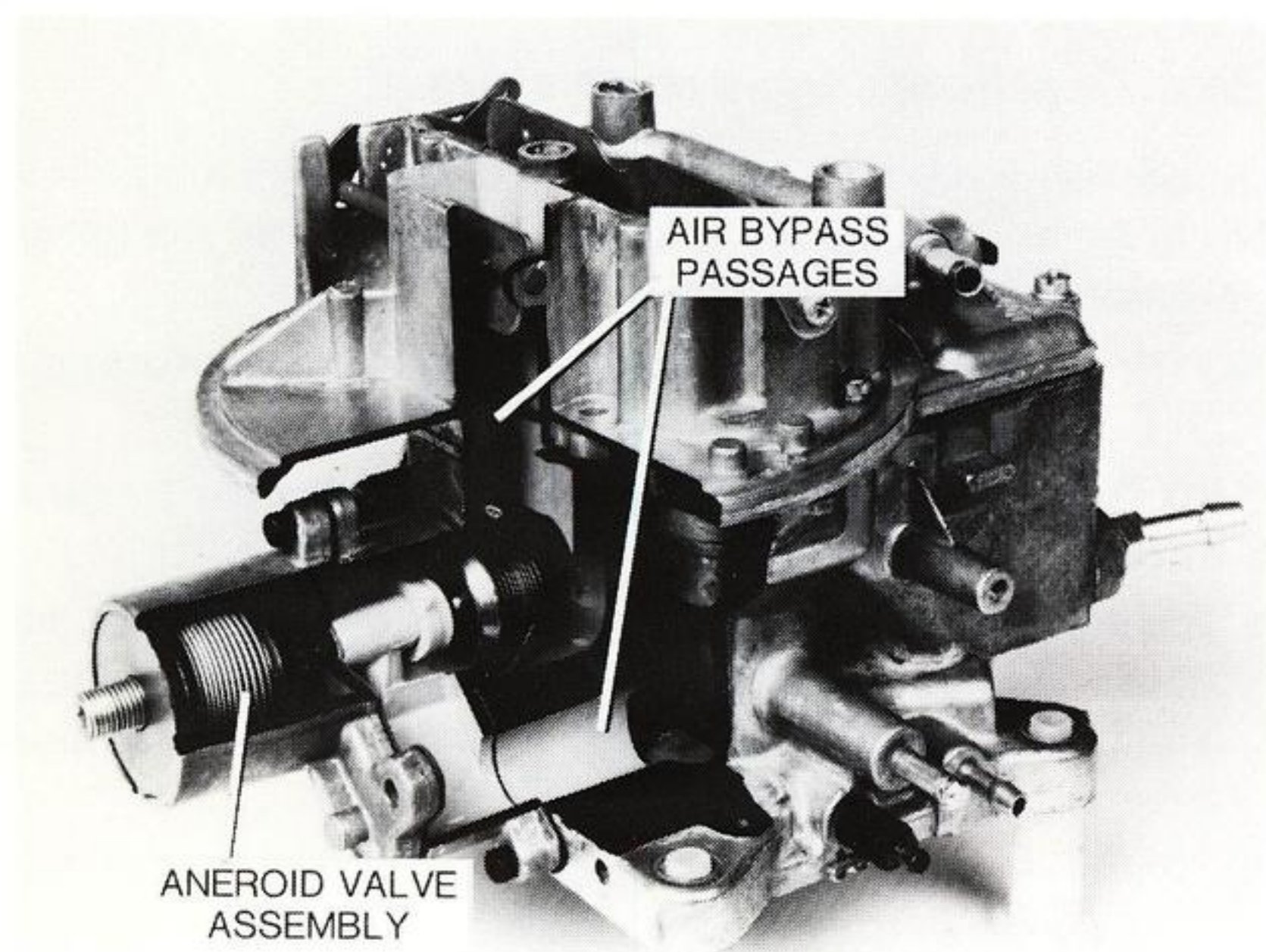
- The 302 CID 2V engine is available on Comet, Monarch and Cougar.
- The 351 CID 2V eight-cylinder engine is available on Monarch Ghia and Cougar.
- Major changes in both engines are to the cylinder heads, intake manifolds and pistons.
- Cylinder heads feature a revised combustion chamber design that, along with the new pistons, increases the compression ratio and improves the burning of the fuel/air mixture to help reduce emissions.
- Cylinder heads also have larger cooling passages to improve spark plug and exhaust valve cooling.
- Intake manifolds have reduced-size passages that increase the velocity of the air/fuel mixture; this promotes mixing of the fuel with the air which results in more complete combustion, and also improves engine response at lower rpm.
- An added benefit to the combined engine changes is an increase in their octane tolerance, or resistance to "ping" or knock when under load.

New Variable Venturi Carburetor

- The new variable venturi (VV) carburetor is installed on all 2.8 liter V-6 and 302 CID V-8 engines in California. It is not available in the 49 states.
- The variable venturi principle is used to provide more constant air velocity through the venturi during variable speed operation compared to conventional carburetors.
- Keeping a more constant air velocity permits more precise control of the air/fuel mixture which in turn aids in control of exhaust emissions.

VEHICLE EMISSION CONTROLS (CONTINUED)

High Altitude Emission Equipment



- Certain counties in the western United States have been designated high-altitude areas by the Environmental Protection Agency (EPA).
- All cars sold for use in these counties must be certified to meet the normal EPA exhaust emission standards while operating at high altitudes (designated as above 4,000 feet).
- To meet this requirement, Lincoln-Mercury has developed High Altitude Emission Equipment for most of its 1977 model cars sold by previously notified dealers located in counties with altitudes above 4000 ft.
- The heart of the High Altitude Emission Equipment is an altitude compensating carburetor designed to supply the same relative air/fuel mixture at both high and low altitudes.
- As a car ascends in altitude, the atmospheric pressure is reduced and the air becomes less dense, causing the air/fuel mixture to become richer at the same throttle opening.

- A change in the air/fuel mixture can affect exhaust emissions.
- The advantage of the altitude compensating carburetor is the ability to provide proper driveability at lower altitudes, and also to help meet emission standards at the required high altitude. This is in response to customer needs, since most high-altitude cars are also used at lower altitudes.

Revised Power Steering Pumps

- All Bobcats, Comets and Monarchs equipped with power steering feature a revised low-loss power steering pump in 1977. When power-assist is not required, the pump has a new bypass that opens to reduce the pressure, decreasing the power demand on the engine.

Matching Engine to Automatic Transmission

- All cars equipped with the 302 CID 2V or 351 CID 2V eight-cylinder engines and SelectShift automatic transmission include revised transmission torque converters.
- These torque converters feature less slip at all speeds and react faster at low speeds than converters used in comparable 1976 vehicles.
- As a result, overall performance is improved, especially at low speeds, with a feeling of more responsiveness to throttle movement.

Revised Carburetor Linkage

- All cars for 1977 include revised carburetor linkage with all engines.
- The revised linkage features faster opening of the throttle with respect to foot movement compared to 1976.
- This gives a more responsive feel, desired by many drivers.
- The linkage system also provides automatic downshifting with less throttle movement than was required with 1976 models.

TRAILER TOWING

INDEX

	PAGE
INTRODUCTION	2
TRAILER CLASSES AND TOWING REQUIREMENTS	2
GUIDING YOUR CUSTOMER'S SELECTION	2
Type of Trailer	2
Choice of Model	2
Required Equipment	3
Engines	3
Transmissions	3
Suspensions	3
Tires	3
Engine Cooling Equipment	3
Electrical System Components	3
Incidental Trailer Towing Equipment	3
SOME THOUGHTS ABOUT OPTIONS	4
Trailer Brake Control	4
Automatic Speed Control	4
TRAILER TOWING HITCHES	4
Load-Carrying Hitches	4
Load-Equalizing Hitches	5
How the Load is Distributed	6
CLASS I LIGHT-DUTY TRAILERS	6
CLASS II MEDIUM-DUTY TRAILERS	7
CLASS III HEAVY-DUTY TRAILERS	7
RECOMMENDED MINIMUM TRAILER TOWING EQUIPMENT CHART	8
TRAILER TOWING TIPS	9

TRAILER TOWING

The Recreational Vehicle market has profit potential for new car sales personnel. Successful and enjoyable use of a trailer requires a tow vehicle matched to the size and weight of the trailer and equipped to meet the extra demands of towing. The time to equip a passenger car for trailer towing is when the car is ordered. With a factory engineered and tested trailer towing package, the car can

be properly engineered to haul a trailer satisfactorily — and stay within warranty requirements.

This section of your Book provides information on matching the automobile to your prospect's trailer towing needs and provides guidance in the selection of other specialized trailer equipment.

TRAILER CLASSES AND TOWING REQUIREMENTS

All domestic Mercury car lines are capable of towing Class I Light-Duty trailers, except for Bobcat which is limited to 1000 lbs.

For 1977, a Class III Heavy-Duty Trailer Towing Package is the only trailer towing package available.

For Class II Medium-Duty trailers, the Class III Heavy-Duty Trailer Towing Package is recommended, since equipment differences between Class II Medium-Duty and Class III Heavy-Duty requirements are minimal. The heavy-duty and extra-capacity components in the Class III Heavy-Duty Trailer Towing Package provide all the required equipment for both Class II Medium-Duty and Class III Heavy-Duty towing applications. With the Class III Heavy-Duty requirements already fulfilled, the buyer has the option of increasing the size of the trailer he tows

without having to adjust the equipment levels of the vehicle at a later date to handle the additional weight.

The Trailer Towing Package for Class III trailers is designed to permit hauling of heavier loads and includes such equipment as an extra-capacity radiator and cooling system (to handle the higher heat load from the engine), a heavy-duty suspension (to support the added weight imposed upon the vehicle by the trailer), a higher capacity battery and/or alternator (to meet the trailer's electrical needs), a trailer wiring harness of color-coded wires (to feed the trailer circuits), and a higher numerical ratio for the rear axle to give more pulling effort.

Engines, transmissions, tires and other items are normally left out of the package to permit each customer to tailor the package to his needs. If desired, these items must be ordered separately.

GUIDING YOUR CUSTOMER'S SELECTION

Matching a Mercury to a customer's trailer requirement is not difficult, but it does call for some study.

TYPE OF TRAILER

Any domestic Mercury car except Bobcat can tow light-weight, fold-down camper trailers and small boat trailers that don't exceed SAE Class I Light-Duty weight limits. Bobcat's trailer limit is 1,000 lbs. gross weight, with no

more than 25 square feet frontal area. For heavier units that fall into Class II Medium-Duty or Class III Heavy-Duty categories, rule out Monarch, Comet and Bobcat.

CHOICE OF MODEL

Selection of car size — compact, intermediate or standard-size — is influenced by the same considerations as with any other sale. However, since the occupants are apt to be spending more time in the car for any given trip when towing a trailer . . . and since they're also apt to be

taking more trips . . . sufficient roominess takes on added importance. Station wagons are advantageous for stowing excess trailer gear and should be suggested when possible.

REQUIRED EQUIPMENT

No automobile is engineered specifically to tow a trailer. That's why the required equipment listed on the following pages must be added.

The following explanations may be helpful in reviewing some of the considerations which prompted these requirements in certain cases.

ENGINES

For obvious reasons, larger displacement engines are required or recommended for towing tasks. The added load of a trailer calls for more pulling power at the rear wheels. Some customers may ask if they could "get by" with a smaller engine and a higher numerical axle ratio that would increase the torque for pulling power at the rear wheels to equal that of the specified engine-axle combination.

This is a seemingly attractive theory, one which appears mathematically possible . . . but there are obstacles which make it impractical. The smaller engine would have to be "revved up" more to give acceptable highway speeds, resulting in accelerated wear and possible overheating. Gas economy, too, would suffer. In short, equipping a trailer towing car with a small engine would not be an advantage.

TRANSMISSIONS

There are three good reasons for specifying an automatic transmission for trailer towing. The gears in the SelectShift transmission offer more heavy-duty capacity than the gears in manual transmissions, and the torque converter of the automatic transmission cushions drive

train shocks that are created by towing a trailer. In addition, the automatic transmission makes it easier to "creep" ahead or back at very slow speed when maneuvering the trailer within confined spaces.

SUSPENSIONS

As will be described in the subsequent paragraphs on trailer hitches, towing a trailer throws extra weight on the car's wheels. If this weight exceeds several hundred pounds per axle, the standard springs will be overloaded and "bottom out" very easily in operation. They could also fatigue or even break, in some instances. In addition, the lower suspension height will affect ride, handling and headlamp aim. This is why higher rate springs (and

sometimes stabilizer bars) with heavy-duty shock absorbers are required. They maintain suspension heights within proper limits and provide firmer control to handle the added weight. It is possible to add heavy-duty aftermarket replacement components after the car is delivered, of course, but the result can be less efficient and more costly than the engineered combination provided in the Trailer Towing Package.

TIRES

Tires with added capacity are also advisable. It can be dangerous, as well as ineffective to attempt to increase a lower rated tire's load capacity by overinflation.

A slight excess in rated capacity, on the other hand, will provide a good ride and longer wear under trailer towing loads.

ENGINE COOLING EQUIPMENT

Pulling up to three tons of trailer is a lot of extra work for a car's engine! And there's going to be a lot more engine heat to dissipate. That's why the Class III Heavy-Duty Trailer Towing Package includes extra-cooling components. External transmission oil coolers provide an added

margin of cooling for transmission fluid; they minimize the chance of overheating damage to the transmission and prolong fluid life under severe operating conditions that trailer towing entails. This feature is included on models with Class III Heavy-Duty Trailer Towing Packages.

ELECTRICAL SYSTEM COMPONENTS

Trailers demand considerable 12-volt current from the car's electrical system. There are clearance lights, side marker lights, taillights, stop lights, turn signal lights — all supplied by the car's battery and alternator. In addition, most trailers have 12-volt electric brakes and 12-volt

interior lighting. And some trailers even have their own 12-volt batteries which depend on the car's alternator for recharging current. The Class III Trailer Towing Package includes an increased capacity (60-amp. minimum) alternator.

INCIDENTAL TRAILER TOWING EQUIPMENT

Touch all the bases with your trailer towing customers. They'll need a pair of removable trailer towing mirrors for the car and a properly charged dry chemical fire extinguisher for the trailer.

And check with your Parts Manager to learn how many other items of trailer equipment he keeps in stock. Your customers will appreciate the "one stop" shopping convenience you offer.

SOME THOUGHTS ABOUT OPTIONS

TRAILER BRAKE CONTROL

Most trailers weighing over 1500 pounds are required by law to be equipped with brakes. The majority of these braking systems are operated electrically. The car must be equipped with a controlling device and wiring to supply the electrical power. The electro-hydraulic trailer brake control provides both automatic and manual control of electric trailer brakes. In normal operation, the brakes

on the trailer are automatically applied when the car's brakes are applied, in proportion to brake pedal pressure. Your customer should consult the trailer brake manufacturer for the recommended installation, adjustment, and operation of the system. Surge-type brakes are also acceptable when properly installed.

AUTOMATIC SPEED CONTROL

If your customer is considering Automatic Speed Control for use when towing, advise him that the Speed Control is

not designed to hold a car with a heavy trailer at a steady highway speed.

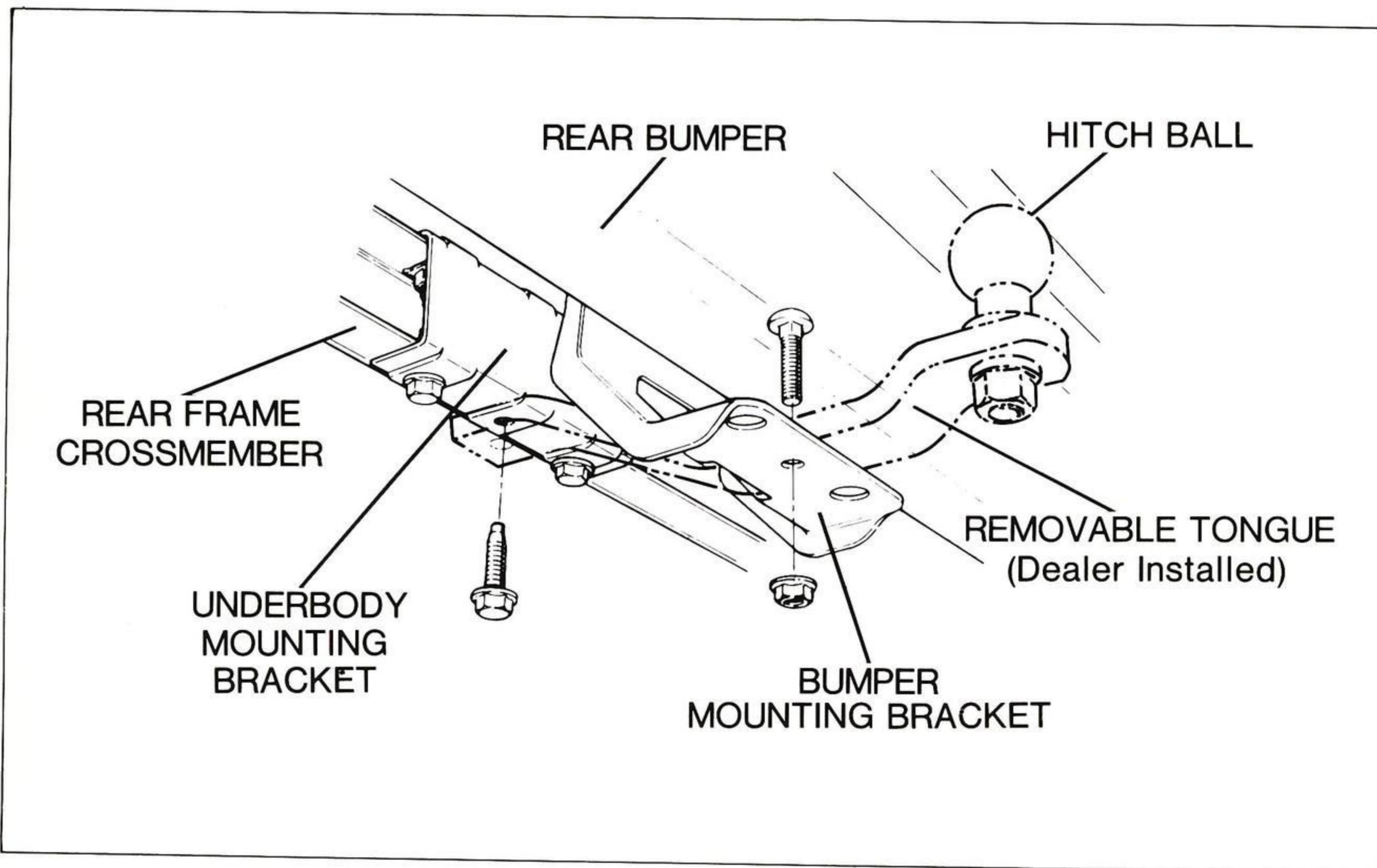
TRAILER TOWING HITCHES

There are currently two types of trailer hitches in common use — the simple load-carrying ball hitch, and the load-equalizing hitch that distributes the weight to all four wheels of the towing car. The load-carrying hitch should never be used for trailers which exceed Class I Light-

Duty limits. Load-equalizing hitches are required for Class II Medium-Duty and Class III Heavy-Duty trailers and are advisable for better handling with some smaller cars towing heavier Class I Light-Duty trailers.

LOAD-CARRYING HITCHES

Illustrated is one example of a Class I Light-Duty Trailer Towing Hitch. This type of hitch places the entire tongue load of the trailer on the rear wheels of the car, and for that reason it is limited to tongue loads of 200 pounds or less.

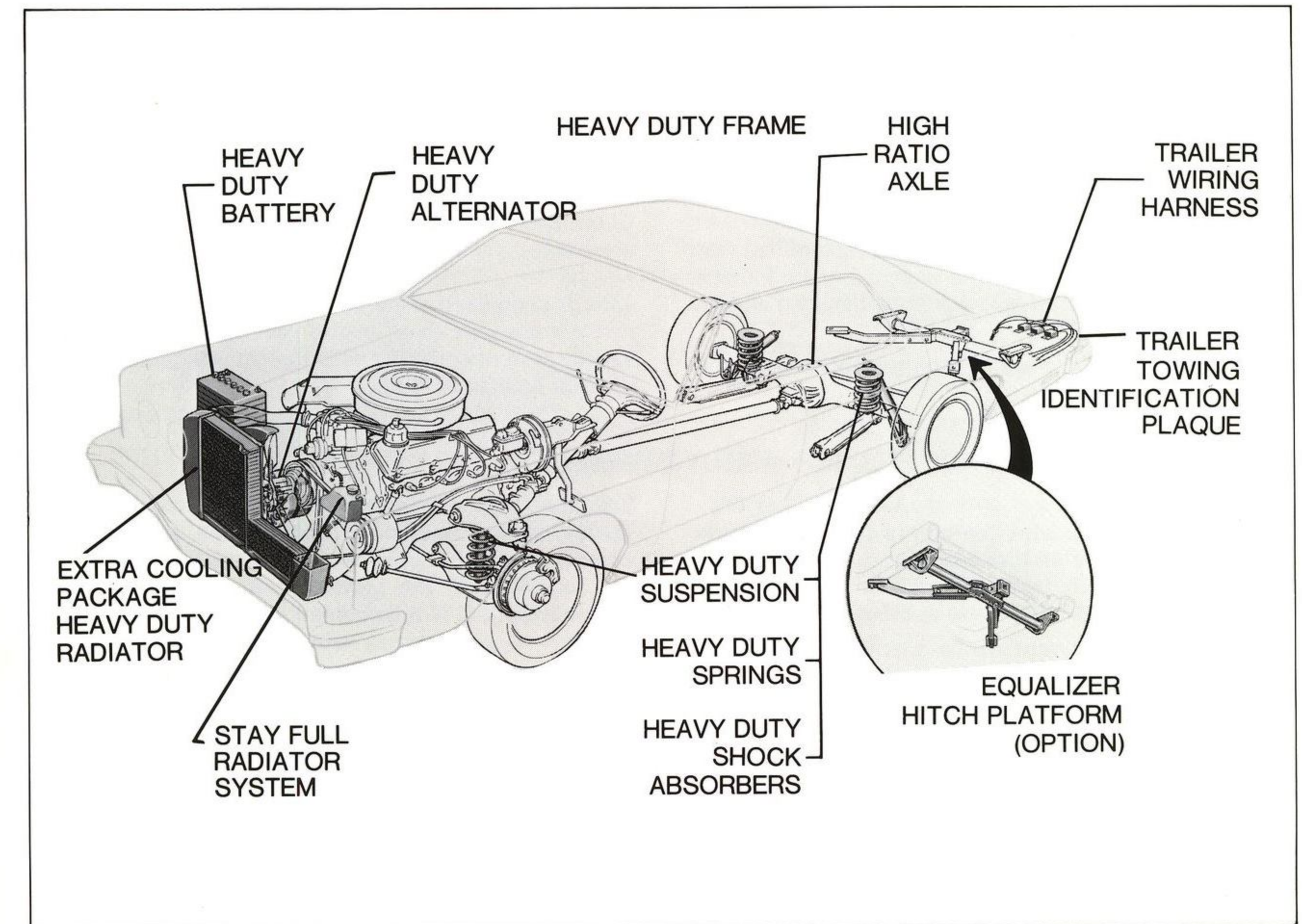


Typical Class I Light-Duty Trailer Towing Hitch

IMPORTANT

Hitches which attach to the axle should never be used, and those which clamp to the rear bumper at multiple points at the bumper mounting brackets (as provided by most trailer rental agencies) should be used only if unavoidable. Single-point clamping bumper hitches should never be used.

Hitch balls for Class I Light-Duty load-carrying hitches are either 1-7/8 inches or 2 inches in diameter and must be selected to match the trailer coupler socket.



Class III Heavy-Duty Trailer Towing Package Components and Equalizer Hitch Platform

LOAD-EQUALIZING (WEIGHT-DISTRIBUTING) HITCHES

Load-equalizing hitches, which distribute the tongue weight to all four wheels of the towing vehicle, must be used for all Class II Medium-Duty and Class III Heavy-Duty trailers.

The reason is that the tongue weights of these trailers range from over 200 pounds to as much as 800 pounds — and that's simply too much extra weight to put on the rear wheels of any car. It would overload the rear tires and springs, and would lift the front end. Steering, braking and headlight aim would all be affected. There are many brands of acceptable load-equalizing hitches available, but they all have one feature in common. They all have

hitch spring bars which can be adjusted to supply the required amount of tension to the hitch when the trailer is coupled to the car, causing the tongue weight to be placed on all wheels. When adjusted for best towing performance, about a quarter of the weight will be transferred to the front wheels. The equalizing feature also shifts a portion of the tongue weight back on to the trailer wheels themselves, with the car's rear wheels supporting the remainder. The car remains level with the road surface, retaining its proper steering and braking characteristics, suspension travel and headlight aim.

HOW THE LOAD IS DISTRIBUTED

To understand how the equalizing hitch functions to distribute trailer tongue weight, you must first realize that the equalizer hitch platform is attached solidly to the car's frame or underbody, so it becomes, in effect, an integral, immovable part of the car.

The hitch spring bars trail back from the hitch and are connected to the A-frame of the trailer, usually by lengths of chain. The chains, however, are not slack; they are pulled up forcefully during the hitching-up process to bend the spring bars upward.

To see how this distributes tongue weight to all wheels, imagine for a moment that the spring bars were strong enough to snap back straight after they were bent upward by the chains. In straightening out, they would cause the hitch ball and coupler to pivot upward, and the car-trailer combination would pop into an arched structure that was supported only by the car's front wheels and the trailer's wheels. The car's rear wheels would be dangling an inch or so above the road.

But, obviously, the hitch spring bars are not that strong.

Instead of lifting the car's rear wheels off the road, they simply lift some of the weight from the wheels. Of course, that weight has to be supported somewhere else . . . so it is distributed to the other wheels of the car-trailer combination. And that's how the load-equalizing trailer hitch functions.

Equalizer hitch platforms can be installed either by welding or bolting into place. Bolt-on equalizer hitch platforms are recommended for many reasons. They can be removed after towing or prior to trade-in. A properly installed bolted equalizer hitch platform will not weaken the car frame as the heat of welding is apt to do. Installation is faster (15 to 30 minutes, on the average, for Lincoln-Mercury cars) with no fire danger from welding.

Class II Medium-Duty and Class III Heavy-Duty hitch balls are either 2 inches in diameter (up to 3500 pounds trailer weight) or 2-5/16 inches (a size with capacity great enough to be used on large mobile homes during transit). A hitch-mounted sway control device of some sort is usually recommended for most trailers with gross weights of 3500 pounds or more.

PROTECT YOUR CUSTOMER AND YOURSELF!

When selling cars or accessories for trailer towing, be sure to advise customers of the limitations and capacities of those products to insure that they do not buy less product than they need for the towing task they have in mind.

The laws of several states now provide that the implied warranty of fitness for intended purpose may not be disclaimed by an express written warranty.

Salesmen selling vehicles or parts to be used for towing or hauling of other accessories, such as campers, are obligated to advise customers of the suitability of the product sold for the purposes intended. If a salesman sells a hitch to a customer who has made known the type of towing intended, the Salesman must advise the customer of the limits of the particular hitch being sold. Such limits should be noted on the Retail Buyer Order to assure an adequate record.

CLASS I LIGHT-DUTY TRAILERS

Class I Light-Duty trailers have gross weights of up to 2000 pounds, including the trailer and its cargo. Included in this category are the smaller boat trailers and many “fold-down” camper trailers. All domestic Mercury cars, except Bobcat(a), can tow Class I Light-Duty trailers

without any special equipment other than an underbody-mounted, weight-carrying hitch and appropriate car-to-trailer electrical connections. However, an automatic transmission and a V-8 engine are recommended. This equipment must be purchased separately.

Gross Weight	up to 2000 lbs. (a)
Tongue Weight on Hitch.....	up to 200 lbs. (a)
Hitch Ball Size	1-7/8" or 2" Diameter

Mercury Cars Suitable for Towing	
A Class I Light-Duty Trailer.....	Marquis
.....	Cougar
.....	Monarch (b)
.....	Comet (b)
.....	Bobcat (a)

(a) Bobcat's trailer limit is 1,000 lbs. gross weight, and 100 pounds tongue weight with no more than 25 square feet frontal area. Clamp-type bumper mounted hitches are prohibited.

(b) NOTE: Comet and Monarch not recommended for towing trailers with more than 25 square feet frontal area.

CLASS II MEDIUM-DUTY TRAILERS

Trailers with gross weights between 2,000 pounds and 3500 pounds are included in the SAE Class II Medium-Duty category. Some large camper trailers and most single-axle travel trailers are in this Class. All domestic

Mercury cars, except Monarch, Comet and Bobcat, can tow Class II Medium-Duty trailers; however, additional equipment is required which must be purchased separately.

Gross Weight	2000 lbs. to 3500 lbs.
Tongue Weight on Hitch	up to 500 lbs.
Hitch Ball Size	2" diameter

Mercury Cars Suitable for Towing	
A Class II Medium-Duty Trailer	Marquis
.....	Cougar

CLASS III HEAVY-DUTY TRAILERS

Trailers with gross weights up to 6,000* pounds are included in the Class III Heavy-Duty category. Dual-axle and larger single-axle travel trailers are in this Class. When properly equipped, all domestic Mercury cars, ex-

cept Monarch, Comet and Bobcat, are capable of towing these trailers. As with the other classes, a few additional items are recommended.

Gross Weight	4000 lbs. to 6000 lbs.*
Tongue Weight on Hitch	up to 700 lbs.*
Hitch Ball Size	2-5/16" diameter

Mercury Cars Suitable for Towing	
A Class III Heavy-Duty Trailer	Marquis Cougar

*Marquis can tow 7,000 pounds, gross weight, with 800 pounds tongue weight when equipped with Class III Trailer Towing Package.

RECOMMENDED MINIMUM TRAILER TOWING EQUIPMENT

CAR LINE	BOBCAT	COMET	MONARCH	COUGAR			MARQUIS		
CLASS	LIGHT DUTY	LIGHT DUTY	LIGHT DUTY	LIGHT DUTY	MEDIUM DUTY	HEAVY DUTY	LIGHT DUTY	MEDIUM DUTY	HEAVY DUTY
Gross Trailer Weight (lbs.)	1000 max.	1000-2000	1000-2000	1000-2000	2000-3500	3500-6000	1000-2000	2000-3500	3500-7000
Maximum Tongue Load (lbs.)	100	200	200	200	500	700	200	400	800
ENGINE	2.3 Liter 4-Cyl.	250 CID 2V V-8	250 CID 2V V-8	302 CID 2V V-8	351 CID (b) 2V V-8	400 CID (b) 2V V-8	400 CID 2V V-8	400 CID (b) 2V V-8	400 CID (b) 2V V-8
COOLING	STD	STD	STD	STD	TRAILER TOWING PACKAGE (a)	TRAILER TOWING PACKAGE (a)	STD	TRAILER TOWING PACKAGE (a)	TRAILER TOWING PACKAGE (a)
TRANSMISSION	Select-Shift	Select-Shift	Select-Shift	Select-Shift STD	Select-Shift STD	Select-Shift STD	Select-Shift STD	Select-Shift STD	Select-Shift STD
EXTERNAL OIL COOLER	NR	NR	NR	NR	STD	STD	STD	STD	STD
FRAME	STD	STD	STD	STD	STD	HEAVY DUTY (a)	STD	STD	STD
REAR AXLE RATIO	STD	STD	STD	STD	3.00 (a)	3.00 (a)	STD	3.00 (a)	3.00 (a)
SUSPENSION	STD	STD	STD	STD	TRAILER TOWING PACKAGE (a)	TRAILER TOWING PACKAGE (a)	STD	TRAILER TOWING PACKAGE (a)	TRAILER TOWING PACKAGE (a)
TRAILER WIRING HARNESS	NA	NA	NA	NA	TRAILER TOWING PACKAGE (a)	TRAILER TOWING PACKAGE (a)	NA	TRAILER TOWING PACKAGE (a)	TRAILER TOWING PACKAGE (a)
STEERING	STD	STD	STD	STD	STD	STD	STD	STD	STD
BRAKES	POWER DISC	STD	STD	STD	STD	STD	STD	STD	STD
TIRES	STD	STD	STD	STD	STD	(c)	STD	(c)	(c)
WHEELS	STD	STD	STD	STD	STD	(a) 5.5x15	STD	STD	(a) 6.5x15
ALTERNATOR	STD	STD	STD	STD	STD	60-amp. -min. (a)	STD	STD	60-amp. -min. (a)
BATTERY	STD	STD	STD	STD	STD	STD	STD	STD	80-amp. -hr. (a)
HITCH	NON-EQUAL-IZING TYPE	NON-EQUAL-IZING TYPE	NON-EQUAL-IZING TYPE	NON-EQUAL-IZING TYPE	WEIGHT DISTRI-BUTING	WEIGHT DISTRI-BUTING	NON-EQUAL-IZING TYPE	WEIGHT DISTRI-BUTING	WEIGHT DISTRI-BUTING

(a) CLASS III Trailer Towing Package Content:

- Heavy-Duty Frame
- Manual Load Levelers (Marquis)
- Heavy-Duty Radiator
- Heavy-Duty Suspension
- 3.00 to 1 Axle Ratio
- Heavy-Duty Alternator (60-amp. Min.)
- Auxiliary Transmission Oil Cooler
- Heavy-Duty 80-amp. Battery
- Trailer Wiring Harness
- Wheels - (6.5x15" Marquis — 5.5x15" Cougar/Cougar Brougham, 6.0x15" Cougar XR-7)

(b) Minimum Mandatory Equipment required to order Trailer Towing Package

(c) JR78x15 required on all Grand Marquis models and all Cougar and Marquis models with air conditioning. Marquis Station Wagons (8-passenger) with 460 CID 4V require LR78x15 tires.

Legend: STD = Standard Equipment

NA = Not Available

NR = Not Required

TRAILER TOWING TIPS

Chances are good that some of your trailer-towing customers may be “first timers” who are just beginning the enjoyable recreational pastime of trailer camping. And since they consider you their expert advisor on automo-

biles, they may ask your advice on towing problems. If you can fill them in from your own experience, fine! If not, here are some tips to pass along.

BEFORE STARTING

Practice turning, stopping and backing in an area away from heavy traffic (an unused supermarket parking lot is fine) to gain experience in handling the extra weight

and length of the trailer. Take enough time to learn the “feel” of the car-trailer combination before setting out on a trip.

BACKING

Skillful backing requires practice. Back very slowly, with someone outside at the rear of the trailer to guide your efforts. Place your hand at the bottom of the steering wheel and move it in the direction you want the rear of the

trailer to swing. Make small corrections instead of exaggerated ones — a slight movement of the steering wheel will result in a much larger movement of the rear of the trailer. Easy does it!

BRAKING

Allow considerably more room for stopping when the trailer is attached. If you have a manual brake controller, “lead” with the trailer brakes when approaching a stop, if possible. Trailer brakes are also handy for correcting

trailer sidesway. Just touch ‘em for a moment without using your car brakes, and the trailer should settle down and track steadily again.

ON THE ROAD

Check everything before starting out, of course. But don't be satisfied with that. After you've traveled about 50 miles or so, stop in a protected location and double-check

your trailer hitch and electrical connections for security. Also examine the trailer wheel lug nuts for tightness; they have a tendency to loosen at times.

MAINTENANCE

Trailer towing is a severe operating condition, requiring additional precautions in maintenance services. Added maintenance requirements are given in the Owner's Manual.