

LINCOLN-MERCURY STATION WAGONS VS. COMPETITION



December 21, 1977

Marquis Station Wagon with Colony Park Option

THE 1978 LINCOLN-MERCURY STATION WAGON LINE-UP ... A WIDE SELECTION FROM THE TEAM OF MARQUIS, ZEPHYR AND BOBCAT

Lincoln-Mercury Division's station wagon line-up for 1978 provides a wide range of sizes to satisfy whatever needs a buyer might have. The selection you offer is impressive — the luxurious, full-size Marquis wagon ... the compact, versatile Zephyr wagon ... and the sporty, fuel-efficient Bobcat wagon.

Each model is beautifully styled, well appointed, and provides a high level of passenger comfort and cargo-carrying capacity. Together they form a team of station wagons carefully designed and engineered for the growing needs of today's diverse market.

THE MARKET

The **Marquis Station Wagon** occupies an excellent competitive position in the full-size station wagon market in 1978. With the discontinuance of Chrysler's "full-size" line of station wagons this year, the traditional-size Marquis wagon is now the largest in its class.

Buyers in this market rate riding comfort and interior spaciousness as principal reasons for purchasing a station wagon in the full-size category. For those prospects who desire interior comfort and the highest available level of spaciousness, the Marquis wagon offers significant advantages over the downsized GM wagons, which are its nearest competitors now that Chrysler has discontinued its full-size station wagon line.

No other full-size station wagon offers Marquis comfort, convenience and roominess. In a class all by themselves, the distinctive Marquis Station Wagon and luxurious Colony Park Option offer tremendous opportunities for conquest Chrysler and GM sales in 1978.

The all-new **Zephyr Station Wagon** competes primarily in the compact car market. The Zephyr wagon will appeal not only to buyers in this market, but to buyers in the mid-size and subcompact fields as well.

Offering ample room for five passengers, the Zephyr station wagon's interior dimensions rival those of competitive mid-size wagons. And with the rear seat folded down, it provides 79.5 cubic feet of cargo volume — more than any other compact station wagon.

Zephyr's interior spaciousness is but one part of the overall value picture. Zephyr wagons also excel in fuel economy and maneuverability.

Zephyr station wagons are powered by a standard 2.3 litre 4-cylinder engine with four-speed manual transmission. This responsive engine combines with Zephyr's light weight and aerodynamic design to provide a significant fuel economy advantage over heavier wagons equipped with standard 6-cylinder engines.

Another of Zephyr wagon's strong assets is its excellent handling features. This station wagon offers an advanced strut-type front suspension and rack-and-pinion steering — sports car features which are not found on competitive domestic mid-size wagons. Finally, Zephyr station wagon provides a wide selection of options as well as an assortment of colors and trims.

The practical Zephyr Station Wagon and stylish Villager Option are designed and engineered for the value-conscious buyer who wants a roomy, versatile wagon at a very affordable price.

The **Bobcat Station Wagon** is well equipped to meet its domestic and import competitors in 1978. This year the Bobcat wagon offers the cost-conscious buyer more product value for the money than ever before. It is priced below comparable 1977 models. Popular options available at extra cost on last year's Bobcat wagons are now standard ... steel-belted radial ply tires, power front disc brakes, tinted glass and four styled steel wheels with trim rings. In addition, Bobcat station wagon provides outstanding fuel economy and reduced cost of ownership.

The value built into Bobcat Station Wagon and Bobcat Villager offers you greater sales opportunities in 1978 than ever before.



INDEX OF COMPARISONS

MARQUIS STATION WAGON

Marquis Station Wagon vs. Pontiac Catalina Safari Wagon	3
---	---

MARQUIS STATION WAGON WITH COLONY PARK OPTION

Marquis Station Wagon with Colony Park Option vs. Buick Estate Wagon	4
Marquis Station Wagon with Colony Park Option vs. Oldsmobile Custom Cruiser Wagon	5

ZEPHYR STATION WAGON

Zephyr Station Wagon vs. Toyota Corona Deluxe Station Wagon	6
Zephyr Station Wagon vs. Pontiac LeMans Safari Wagon	7
Zephyr Station Wagon vs. Dodge Aspen Station Wagon	8

ZEPHYR STATION WAGON WITH VILLAGER OPTION

Zephyr Station Wagon with Villager Option vs. VW Dasher Station Wagon	9
Zephyr Station Wagon with Villager Option vs. Pontiac Grand LeMans Safari Wagon	10
Zephyr Station Wagon with Villager Option vs. Dodge Diplomat Station Wagon	11
Zephyr Station Wagon with Villager Option vs. Oldsmobile Cutlass Cruiser Wagon	12
Zephyr Station Wagon with Villager Option vs. Chevrolet Malibu Classic Wagon	13
Zephyr Station Wagon with Villager Option vs. Dodge Aspen Special Edition Station Wagon	14

BOBCAT STATION WAGON

Bobcat Station Wagon vs. Chevrolet Monza Station Wagon	15
Bobcat Station Wagon vs. Pontiac Sunbird Sport Safari Wagon	16

BOBCAT VILLAGER STATION WAGON

Bobcat Villager vs. Pontiac Sunbird Sport Safari Wagon	17
--	----

1978 MARQUIS STATION WAGON vs. 1978 PONTIAC CATALINA SAFARI WAGON

(All States Except California)



Marquis 4-Door Station Wagon*



Pontiac 4-Door Catalina Safari Station Wagon*

* Cars shown may include optional equipment not covered in comparison.

PRICE ANALYSIS Marquis Station Wagon's base sticker price is within \$34 of Pontiac Catalina Safari Wagon. Comparably equipped, Marquis Station Wagon is within \$5 of Pontiac Catalina Safari Wagon.

4-DOOR STATION WAGONS	MARQUIS STATION WAGON	PONTIAC CATALINA SAFARI WAGON
Base Vehicle Price**	\$5,958.00	\$5,924.00
BASE PRICE DIFFERENCE	Marquis Station Wagon within \$34	
Bumper Protection Group <ul style="list-style-type: none">• Front Bumper Guards• Rear Bumper Guards• Front and Rear Rub Strips	STD	40.00
	59.00	STD
Lockable Stowage Compartment	49.00	STD
Deluxe Wheel Covers	STD	38.00
Deluxe Sound Insulation	STD	34.00
Door Belt Molding	STD	25.00
Comparably Equipped Vehicle Price**	\$6,066.00	\$6,061.00
COMPARABLY EQUIPPED PRICE DIFFERENCE	Marquis Station Wagon within \$5	

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

Other Marquis Station Wagon Standard Features Over Pontiac Catalina Safari Wagon

- Traditional full-size station wagon
 - Longer wheelbase †
 - Longer overall †
 - Wider track, front and rear †
 - More shoulder room, front and rear †
 - More hip room, front and rear †
 - Greater cargo volume †
- Longer cargo floor †
 - Wider cargo floor †
 - Larger standard engine (5.8L vs. 5.0L)
 - Concealed dual headlamps
 - Center folding armrest
 - Automatic parking brake release
 - Load floor cut-pile carpeting
- Bright front seat side shields
 - Full-length fender peak molding
 - Lower front fender extension molding
 - SelectShift transmission starts forward in second gear (not first) when shift lever is in "2"

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Marquis Station Wagon Options Not Available on Pontiac Catalina Safari Wagon

- AM/FM Stereo Radio/Quad-8 Tape
 - AM/FM Stereo Search Radio
- 4-Wheel Power Disc Brakes
 - Removable Rear Dual Facing Seats
- Illuminated Entry System
 - Lower Bodyside Protection

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
MARQUIS STATION WAGON							PONTIAC CATALINA SAFARI WAGON						
	ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)		ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)
STD	5.8L (351 CID) 2V V-8	AUTO	13	21	16	\$656	STD	5.0L (301 CID) 4V V-8	AUTO	15	21	17	\$617
OPT	6.6L (400 CID) 2V V-8	AUTO	13	20	15	\$700	OPT	5.7L (350 CID) 4V V-8	AUTO	15	22	18	\$584
OPT	7.5L (460 CID) 4V V-8	AUTO	11	17	13	\$807	OPT	6.6L (400 CID) 4V V-8	AUTO	14	19	16	\$656

NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.
(a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost, and the "combined" miles per gallon figure.

1978 MARQUIS STATION WAGON WITH COLONY PARK OPTION vs. 1978 BUICK ESTATE WAGON

(All States Except California)



Marquis 4-Door Station Wagon with Colony Park Option*



Buick 4-Door Estate Wagon*

* Cars shown may include optional equipment not covered in comparison.

PRICE ANALYSIS The Marquis Station Wagon with Colony Park Option's base sticker price is within \$204 of Buick Estate Wagon. Comparably equipped, the Buick Estate Wagon is \$262 MORE than Marquis Station Wagon with Colony Park Option.

4-DOOR STATION WAGONS	MARQUIS WITH COLONY PARK OPTION	BUICK ESTATE WAGON
Base Vehicle Price**	\$6,505.00(a)	\$6,301.00
BASE PRICE DIFFERENCE	Marquis with Colony Park Option within \$204	
Flight Bench Seat with Folding Center Armrest	STD	244.00
Exterior Woodtone Paneling Applique	STD	235.00
Bumper Protection Group <ul style="list-style-type: none">• Front Bumper Guards• Rear Bumper Guards• Front and Rear Rub Strips	STD 59.00	40.00 STD
Lockable Stowage Compartment	49.00	STD
Window Frame Moldings	STD	33.00
Rocker Panel Molding	29.00	STD
Color-Keyed Lap and Shoulder Belts	STD	20.00
Left-Hand Remote-Control Mirror	STD	16.00
Cargo Area Light	STD	15.00
Comparably Equipped Vehicle Price**	\$6,642.00	\$6,904.00
COMPARABLY EQUIPPED PRICE DIFFERENCE		Buick Estate Wagon \$262 MORE

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

Other Marquis with Colony Park Option Standard Features Over Buick Estate Wagon with Woodtone Bodyside Option

- Traditional full-size station wagon
 - Longer wheelbase †
 - Longer overall †
 - Wider track, front and rear †
 - More shoulder room, front and rear †
 - More hip room, front and rear †
 - Longer cargo floor †
 - Wider cargo floor †
- Greater cargo volume †
 - Concealed dual headlamps
 - Stand-up hood ornament
 - Electric clock
 - Automatic parking brake release
 - Ashtray in front portion of passenger door armrest
 - Instrument panel ashtray light
- Cigar lighter in rear door ashtrays
 - Rear door dome lamp jamb switches
 - Under instrument panel courtesy lights
 - Bright door belt molding
 - Bright rear side window molding
 - SelectShift automatic transmission starts forward in second gear (not first) when shift lever is in "2"

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Options Available on Marquis with Colony Park Option Not Available on Buick Estate Wagon with Woodtone Bodyside Option

- AM/FM Stereo Radio/Quad-8 Tape
 - AM/FM Stereo Search Radio
- 4-Wheel Power Disc Brakes
 - Removable Rear Dual Facing Seats
- Illuminated Entry System
 - Lower Bodyside Protection

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
MARQUIS STATION WAGON							BUICK ESTATE WAGON						
	ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)		ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)
STD	5 8L (351 CID) 2V V-8	AUTO	13	21	16	\$656	STD	5 7L (350 CID) 4V V-8	AUTO	15	22	18	\$584
OPT	6 6L (400 CID) 2V V-8	AUTO	13	20	15	\$700	OPT	6 6L (403 CID) 4V V-8	AUTO	14	20	16	\$656

NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.
(a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost, and the "combined" miles per gallon figure.

1978 MARQUIS STATION WAGON WITH COLONY PARK OPTION vs. 1978 OLDSMOBILE CUSTOM CRUISER WAGON

(All States Except California)



Marquis 4-Door Station Wagon with Colony Park Option*



Oldsmobile 4-Door Custom Cruiser Station Wagon*

* Cars shown may include optional equipment not covered in comparison.

PRICE ANALYSIS The Marquis Station Wagon with Colony Park Option is base sticker priced within \$181 of the Oldsmobile Custom Cruiser. Comparably equipped, the Oldsmobile Custom Cruiser is \$13 MORE than Marquis Station Wagon with Colony Park Option.

4-DOOR STATION WAGONS	MARQUIS WITH COLONY PARK OPTION	OLDSMOBILE CUSTOM CRUISER
Base Vehicle Price**	\$6,505.00(a)	\$6,324.00
BASE PRICE DIFFERENCE	Marquis with Colony Park Option within \$181	
Exterior Woodtone Paneling Applique	STD	235.00
Bumper Protection Group <ul style="list-style-type: none">• Front Bumper Guards• Rear Bumper Guards• Front and Rear Rub Strips	STD 59.00	40.00 STD
Lockable Stowage Compartment	49.00	STD
Rocker Panel Molding	29.00	STD
Electric Clock	STD	22.00
Deluxe Lap and Shoulder Belts	STD	18.00
Left-Hand Remote-Control Mirror	STD	16.00
Comparably Equipped Vehicle Price**	\$6,642.00	\$6,655.00
COMPARABLY EQUIPPED PRICE DIFFERENCE		Oldsmobile Custom Cruiser \$13 MORE

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

Other Marquis with Colony Park Option Standard Features Over Oldsmobile Custom Cruiser with Woodtone Bodyside Option

- Traditional full-size station wagon
 - Longer wheelbase †
 - Longer overall †
 - Wider track, front and rear †
 - More shoulder room, front and rear †
 - More hip room, front and rear †
 - Longer cargo floor †
- Wider cargo floor †
 - Higher cargo compartment opening †
 - Greater cargo volume †
 - Concealed dual headlamps
 - Automatic parking brake release
 - Ashtray in front portion of passenger door armrest
- Cigar lighter in rear door ashtrays
 - Glove box light
 - Instrument panel ashtray light
 - Cargo area light
 - SelectShift transmission starts forward in second gear (not first) when shift lever is in "2"

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Options Available on Marquis with Colony Park Option Not Available on Oldsmobile Custom Cruiser with Woodtone Bodyside Option

- AM/FM Stereo Radio with Quadrasonic 8-Track Tape
- AM/FM Stereo Search Radio
 - 4-Wheel Power Disc Brakes
- Removable Rear Dual Facing Seats
 - Lower Bodyside Protection

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
MARQUIS STATION WAGON							OLDSMOBILE CUSTOM CRUISER WAGON						
	ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)		ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)
STD	5.8L (351 CID) 2V V-8	AUTO	13	21	16	\$656	STD	5.7L (350 CID) 4V V-8	AUTO	15	22	18	\$584
OPT	6.6L (400 CID) 2V V-8	AUTO	13	20	15	\$700	OPT	5.7L (350 CID) FI DIESEL	AUTO	19	27	22	\$410
OPT	7.5L (460 CID) 4V V-8	AUTO	11	17	13	\$807	OPT	6.6L (403 CID) 4V V-8	AUTO	14	20	16	\$656

NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.
(a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost (\$0.60 diesel fuel cost) and the "combined" miles per gallon figure.

1978 ZEPHYR STATION WAGON vs. 1978 TOYOTA CORONA DELUXE STATION WAGON

(All States Except California)



Zephyr 4-Door Station Wagon*



Toyota Corona Deluxe 4-Door Station Wagon*

* Cars shown may include optional equipment not covered in comparison.

PRICE ANALYSIS The Toyota Corona Deluxe Station Wagon's base sticker price is \$595 MORE than the Zephyr Station Wagon. Comparably equipped, the Toyota Corona Deluxe Station Wagon is \$447 MORE than the Zephyr Station Wagon.

4-DOOR STATION WAGONS	ZEPHYR STATION WAGON	TOYOTA CORONA DELUXE STATION WAGON
Base Vehicle Price**	\$4,184.00	\$4,929.00
BASE PRICE DIFFERENCE		Toyota Corona Deluxe Station Wagon \$595 MORE
Electric Rear Window Defroster	84.00	STD
Power Front Disc Brakes	63.00	STD
Tinted Glass	52.00	STD
Front and Rear Bumper Guards	37.00	STD
Steel-Belted Radial Ply Tires • White Sidewalls	STD 42.00	STD
Electric Clock	20.00	STD
Comparably Equipped Vehicle Price**	\$4,482.00	\$4,929.00
COMPARABLY EQUIPPED PRICE DIFFERENCE		Toyota Corona Deluxe Station Wagon \$447 MORE

** Based on manufacturers' suggested retail prices excluding title, taxes and destination charges which may affect comparisons in some cases

Other Zephyr Station Wagon Standard Features Over Toyota Corona Deluxe Station Wagon

- More head room, front and rear †
- More leg room, front and rear †
- Greater cargo volume †
- Rack-and-pinion steering
- Bright wheelip molding
- Stand-up hood ornament
- Rear stabilizer bar
- Hub cap with trim ring wheel treatment (no-extra-cost option)
- Upper bodyside dual accent paint stripes
- Woodtone instrument cluster applique
- Color-keyed steering wheel
- European-style front door armrest

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Zephyr Station Wagon Options Not Available on Toyota Corona Deluxe Station Wagon

- 3.3L 6-Cyl. Engine
- 5.0L 2V V-8 Engine
- AM/FM Stereo Radio/Cassette Tape
- Four Aluminum Wheels
- Wire Wheel Covers
- Styled Wheel Covers
- Lockable Stowage Compartment
- Dual Mirrors
- Lower Bodyside Protection

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
ZEPHYR STATION WAGON							TOYOTA CORONA DELUXE STATION WAGON						
	ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)		ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)
STD	2.3L 2V 4-Cyl.	MAN.	22*	34*	26*	\$404*	STD	2.2 Litre 2V 4-Cyl.	MAN.	20	29	23	\$457
OPT	3.3L (200 CID) 6-Cyl.	MAN.	19	29	23	\$457	OPT	2.2 Litre 2V 4-Cyl.	AUTO.	19	23	21	\$500
OPT	3.3L (200 CID) 6-Cyl.	AUTO.	18	24	20	\$525	NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment. (a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost and the "combined" miles per gallon figure. * These specific mileage estimates apply only to this power train combination with standard 3.08 axle.						
OPT	5.0L (302 CID) 2V V-8	AUTO.	16	23	19	\$552							

1978 ZEPHYR STATION WAGON vs. 1978 PONTIAC LEMANS SAFARI WAGON

(All States Except California)



Zephyr 4-Door Station Wagon*

* Cars shown may include optional equipment not covered in comparison



Pontiac 4-Door LeMans Safari Station Wagon*

PRICE ANALYSIS The Pontiac LeMans Safari's base sticker price is \$753 MORE than Zephyr Station Wagon. Comparably equipped, the Pontiac LeMans Safari is \$304 MORE than Zephyr Station Wagon.

4-DOOR STATION WAGONS	ZEPHYR STATION WAGON	PONTIAC LEMANS SAFARI WAGON
Base Vehicle Price**	\$4,184.00	\$4,937.00
BASE PRICE DIFFERENCE		Pontiac LeMans Safari Wagon \$753 MORE
3.3 Litre (200 CID) 6-Cyl. Engine	120.00(a)	STD(b)
SelectShift Automatic Transmission	281.00	STD
Steel-Belted Radial Ply Tires • White Sidewalls	STD 42.00	78.00
Power Front Disc Brakes	63.00	STD
Bumper Protection Group • Front and Rear Bumper Guards • Front and Rear Rub Strips	70.00	40.00 STD
Interior Accent Group	72.00	STD
Load Floor Carpeting	STD	45.00
Deluxe Wheel Covers	STD	38.00
Lockable Stowage Compartment	19.00	STD
Rocker Panel Molding	STD	17.00
Comparably Equipped Vehicle Price**	\$4,851.00	\$5,155.00
COMPARABLY EQUIPPED PRICE DIFFERENCE		Pontiac LeMans Safari Wagon \$304 MORE

** Based on manufacturers' suggested retail prices excluding title, taxes and destination charges which may affect comparisons in some cases
(a) 2.3 Litre 2V 4-Cyl. is standard engine (b) 3.8 Litre (231 CID) 2V V-6

Other Zephyr Station Wagon Standard Features Over Pontiac LeMans Safari Wagon

- Small outside, larger inside †
- More head room, front and rear †
- More rear shoulder room †
- More front hip room †
- Longer cargo area †
- Higher cargo opening †
- Greater cargo volume †
- Unitized body construction
- Rack-and-pinion steering
- Advanced strut-type front suspension
- Front stabilizer bar
- Steering column-mounted controls for: horn, high beam switch and windshield wiper/washer
- Hub cap with trim ring wheel treatment (no-extra-cost option)
- Liftgate OPEN warning system
- Low-back bucket seats
- Stand-up hood ornament
- Carpeted second seat back
- Bright quarter window molding
- Upper bodyside dual accent paint stripes
- Cargo area light

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Zephyr Station Wagon Options Not Available on Pontiac LeMans Safari Wagon

- Front Vent Window
- Rear Window Wiper/Washer
- Lower Bodyside Protection

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
ZEPHYR STATION WAGON							PONTIAC LEMANS SAFARI WAGON						
	ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)		ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)
STD	2.3L 2V 4-Cyl	MAN	22*	34*	26*	\$404*	STD	3.8L (231 CID) 2V V-6	AUTO	19	27	22	\$478
OPT	3.3L (200 CID) 6-Cyl	MAN	19	29	23	\$457	OPT	5.0L (305 CID) 2V V-8	AUTO	16	22	19	\$552
OPT	3.3L (200 CID) 6-Cyl	AUTO	18	24	20	\$525	NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment. (a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost and the "combined" miles per gallon figure. * These specific mileage estimates apply only to this power team combination with standard 3.08 axle.						
OPT	5.0L (302 CID) 2V V-8	AUTO	16	23	19	\$552							

1978 ZEPHYR STATION WAGON vs.
1978 DODGE ASPEN STATION WAGON

(All States Except California)



Zephyr 4-Door Station Wagon*

* Cars shown may include optional equipment not covered in comparison.



Dodge Aspen 4-Door Station Wagon*

PRICE ANALYSIS The Dodge Aspen Station Wagon's base sticker price is \$23 MORE than Zephyr Station Wagon. Comparably equipped, the Dodge Aspen Station Wagon is \$19 MORE than Zephyr Station Wagon.

Table with 3 columns: 4-DOOR STATION WAGONS, ZEPHYR STATION WAGON, and DODGE ASPEN STATION WAGON. Rows include Base Vehicle Price, BASE PRICE DIFFERENCE, engine specifications, and various equipment features like Power Steering, Steel-Belted Radial Ply Tires, and Power Front Disc Brakes.

** Based on manufacturers' suggested retail prices excluding title, taxes and destination charges which may affect comparisons in some cases.
(a) 2.3 Litre 2V 4-Cyl. is standard engine. (b) 3.7 Litre (225 CID) 2V 6-Cyl. (c) Required with steel-belted radial tires.

Other Zephyr Station Wagon Standard Features Over Dodge Aspen Station Wagon

- Smaller outside, larger inside †
More rear head room †
More shoulder room, front and rear †
Longer cargo floor †
Higher cargo opening †
Greater cargo volume †
Rack-and-pinion steering
Advanced strut-type front suspension
Four-speed manual transmission
Steering column-mounted controls for horn, high beam switch and windshield wiper/washer
Upper bodyside dual accent paint stripes
Low-back bucket seats
Hub cap with trim ring wheel treatment (no-extra-cost option)
Rocker panel molding
Woodtone instrument cluster applique
European-style front armrest
Stand-up hood ornament
Cargo area light

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Zephyr Station Wagon Options Not Available on Dodge Aspen Station Wagon

- AM/FM Stereo Radio/Cassette Tape
Front Vent Window
Rear Window Wiper/Washer
Lower Bodyside Protection
Engine Compartment Light (Part of Light Group)
Passenger Visor Vanity Mirror (Part of Convenience Group)

Table with 2 main sections: ZEPHYR STATION WAGON and DODGE ASPEN STATION WAGON. Each section has columns for ENGINE, TRANS., CITY, HWY, COMB., and FUEL COST (a). Rows show different engine and transmission options and their corresponding fuel economy estimates.

NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.
(a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost and the "combined" miles per gallon figure.
* These specific mileage estimates apply only to this power train combination with standard 3.08 axle.

1978 ZEPHYR STATION WAGON WITH VILLAGER OPTION vs.
1978 VW DASHER STATION WAGON

(All States Except California)



Zephyr 4-Door Station Wagon with Villager Option*

* Cars shown may include optional equipment not covered in comparison.



VW Dasher 4-Door Station Wagon*

PRICE ANALYSIS The VW Dasher Station Wagon's base sticker price is \$1,796 MORE than Zephyr with Villager Option. Comparably equipped, the VW Dasher Station Wagon is priced \$1,358 MORE than Zephyr with Villager Option.

Table with 3 columns: 4-DOOR STATION WAGONS, ZEPHYR VILLAGER OPTION, and VW DASHER STATION WAGON. Rows include Base Vehicle Price, BASE PRICE DIFFERENCE, and various equipment features like Rear Window Defroster, Interior Accent Group, and Bumper Protection Group.

** Based on manufacturers' suggested retail prices excluding title, taxes and destination charges which may affect comparisons in some cases.
(a) Includes cost of Villager Option. (b) Also includes standard velour seat upholstery and cut-pile carpeting in passenger compartment and on load floor. (c) Includes front and rear bumper guards and rub strips. (d) Includes full rubber covering on front and rear bumpers. (e) For left-hand remote-control mirror. Right-hand non-remote mirror included with Front Vent Window option. (f) Left-hand remote-control mirror only.

Other Zephyr with Villager Option Standard Features Over VW Dasher Station Wagon

- Greater cargo volume †
Woodtone bodyside and tailgate paneling applique
Hub cap with trim ring wheel treatment (no-extra-cost option)
DuraSpark ignition
Stand-up hood ornament
Bright side window frame moldings
Bright quarter window moldings
Cargo area light

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Options on Zephyr with Villager Option Not Available on VW Dasher Station Wagon

- 3.3 Litre (200 CID) 6-Cylinder Engine
5.0 Litre (302 CID) 2V V-8 Engine
AM Radio with Stereo 8-Track Tape
AM/FM Stereo Radio/Cassette Tape
Variable Ratio Power Steering
Interval Windshield Wipers
Four Aluminum Wheels
Wire Wheel Covers
Light Group
Right-Hand Outside Mirror (Non-Remote)
Passenger Visor Vanity Mirror (Part of Convenience Group)

Table with 2 main sections: ZEPHYR STATION WAGON and VW DASHER STATION WAGON. Each section has columns for ENGINE, TRANS., CITY, HWY, COMB., and FUEL COST (a). Rows show different engine and transmission options and their corresponding fuel economy estimates.

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

(a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost and the "combined" miles per gallon figure.
* These specific mileage estimates apply only to this power train combination with standard 3.08 axle.

ZEPHYR STATION WAGON vs.
DODGE ASPEN STATION WAGON

ZEPHYR WITH VILLAGER OPTION vs.
VW DASHER STATION WAGON

1978 ZEPHYR STATION WAGON WITH VILLAGER OPTION vs. 1978 DODGE DIPLOMAT STATION WAGON



Zephyr 4-Door Station Wagon with Villager Option*

(All States Except California)



Dodge Diplomat 4-Door Station Wagon*

* Cars shown may include optional equipment not covered in comparison.

PRICE ANALYSIS The Dodge Diplomat Station Wagon's base sticker price is \$1,133 MORE than the Zephyr with Villager Option. Comparably equipped, the Dodge Diplomat Station Wagon is \$417 MORE than the Zephyr with Villager Option.

4-DOOR STATION WAGONS	ZEPHYR WITH VILLAGER OPTION	DODGE DIPLOMAT STATION WAGON
Base Vehicle Price**	\$4,353.00(a)	\$5,486.00
BASE PRICE DIFFERENCE		Dodge Diplomat Station Wagon \$1,133 MORE
3.3 Litre (200 CID) 6-Cyl. Engine	120.00(b)	STD(c)
SelectShift Automatic Transmission	281.00(d)	165.00
Luxury Interior Option <ul style="list-style-type: none">Luxury Sound PackageDeluxe Lap and Shoulder Belts	289.00(e)	STD16.00
Power Steering	140.00(f)	STD
Steel-Belted Radial Ply Tires <ul style="list-style-type: none">White Sidewalls	STD42.00	106.00
Power Front Disc Brakes	63.00	STD
Lockable Stowage Compartment	19.00	STD
Bumper Protection Group <ul style="list-style-type: none">Front and Rear Bumper GuardsFront and Rear Rub Strips	70.00	21.00(g)STD
Comparably Equipped Vehicle Price**	\$5,377.00	\$5,794.00
COMPARABLY EQUIPPED PRICE DIFFERENCE		Dodge Diplomat Station Wagon \$417 MORE

** Based on manufacturers' suggested retail prices excluding title, taxes and destination charges which may affect comparisons in some cases. (a) Includes cost of Villager Option. (b) 2.3 Litre 2V 4-Cyl. is standard engine. (c) 3.7 Litre (231 CID) 2V 6-Cyl. (d) Required with Luxury Interior Option. (e) Includes Flight bench seat, Corinthian vinyl trim, Luxury door trim panel (woodtone insert, carpeted lower portion and bright accents), Deluxe color-keyed steering wheel hub, Cut-pile carpeting, Right-hand instrument panel woodtone applique, Cigar lighter, Luxury sound package, Rear seat ashtray, Glove box lock, Deluxe color-keyed lap and shoulder belts, Day/night inside mirror. Also includes carpeting on inside of tailgate and passenger visor vanity mirror (not available on Dodge Diplomat Wagon). (f) Includes variable ratio feature. (g) For front bumper guards only. Rear bumper guards standard.

Other Zephyr with Villager Option Standard Features Over Dodge Diplomat Station Wagon

- Smaller outside, larger inside †
- More head room, front and rear †
- More shoulder room, front and rear †
- Longer cargo floor †
- Higher cargo opening †
- Greater cargo volume †
- Rack-and-pinion steering
- Advanced strut-type front suspension
- 4-speed manual transmission
- Hub cap with trim ring wheel treatment (no-extra-cost option)
- Steering column-mounted controls for: horn, high beam switch and windshield wiper/washer

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Options Available on Zephyr with Villager Option Not Available on Dodge Diplomat Station Wagon

- AM/FM Stereo Radio/Cassette Tape
- Front Vent Window
- Rear Window Wiper/Washer
- Narrow Protective Bodyside Molding
- Rocker Panel Molding
- Lower Bodyside Protection

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
ZEPHYR STATION WAGON							DODGE DIPLOMAT STATION WAGON						
	ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)		ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)
STD	2.3L 2V 4-Cyl.	MAN	22	34	26	\$404	STD	3.7L (225 CID) 2V 6-Cyl.	MAN	17	25	20	\$525
OPT	3.3L (200 CID) 6-Cyl.	MAN	19	29	23	\$457	OPT	3.7L (225 CID) 2V 6-Cyl.	AUTO	17	22	19	\$552
OPT	3.3L (200 CID) 6-Cyl.	AUTO	18	24	20	\$525	OPT	5.2L (318 CID) 2V V-8	AUTO	14	21	16	\$656
OPT	5.0L (302 CID) 2V V-8	AUTO	16	23	19	\$552	OPT	5.9L (360 CID) 2V V-8	AUTO	14	22	17	\$617

NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment. (a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost and the "combined" miles per gallon figure. * These specific mileage estimates apply only to this power train combination with standard 3.08 axle.

1978 ZEPHYR STATION WAGON WITH VILLAGER OPTION vs. 1978 OLDSMOBILE CUTLASS CRUISER WITH WOODTONE BODYSIDE OPTION



Zephyr 4-Door Station Wagon with Villager Option*

* Cars shown may include optional equipment not covered in comparison.

(All States Except California)



Oldsmobile 4-Door Cutlass Cruiser with Woodtone Bodyside Option*

PRICE ANALYSIS The Oldsmobile Cutlass Cruiser Wagon's base sticker price is \$889 MORE than Zephyr with Villager Option. Comparably equipped, the Oldsmobile Cutlass Cruiser Wagon is priced \$415 MORE than Zephyr with Villager Option.

4-DOOR STATION WAGONS	ZEPHYR WITH VILLAGER OPTION	OLDSMOBILE CUTLASS CRUISER WAGON
Base Vehicle Price**	\$4,353.00(a)	\$5,242.00
BASE PRICE DIFFERENCE		Oldsmobile Cutlass Cruiser Wagon \$889 MORE
Exterior Woodtone Paneling Applique	STD	235.00
3.3 Litre (200 CID) 6-Cyl. Engine	120.00(b)	STD(c)
SelectShift Automatic Transmission	281.00	STD
Luxury Interior Option <ul style="list-style-type: none">Deluxe Lap and Shoulder Belts	289.00(d)	STD18.00
Bumper Protection Group <ul style="list-style-type: none">Front and Rear Bumper GuardsFront and Rear Rub Strips	70.00	40.00STD
Power Front Disc Brakes	63.00	STD
Steel-Belted Radial Ply BSW Tires	STD	40.00
Deluxe Wheel Covers	STD	38.00
Rocker Panel Molding	22.00	STD
Comparably Equipped Vehicle Price**	\$5,198.00	\$5,613.00
COMPARABLY EQUIPPED PRICE DIFFERENCE		Oldsmobile Cutlass Cruiser Wagon \$415 MORE

** Based on manufacturers' suggested retail prices excluding title, taxes and destination charges which may affect comparisons in some cases. (a) Includes cost of Villager Option. (b) 2.3 Litre 2V 4-Cyl. is standard engine. (c) 3.8 Litre (231 CID) 2V V-6. (d) Includes Flight bench seat, Corinthian vinyl trim, Luxury door trim panel (woodtone insert, carpeted lower portion and bright accents), Deluxe color-keyed steering wheel hub, Cut-pile carpeting, cigar lighter, Luxury sound package, Rear seat ashtray, Deluxe color-keyed lap and shoulder belts, Day/night inside mirror. Also includes Right-hand instrument panel woodtone applique, Carpeting on inside of tailgate, Glove box lock, and Passenger visor vanity mirror (not available on Olds Cutlass Cruiser).

Other Zephyr with Villager Option Standard Features Not Available on Oldsmobile Cutlass Cruiser Wagon

- Smaller outside, larger inside †
- More head room, front and rear †
- More front shoulder room †
- More front hip room †
- Longer cargo floor †
- Higher cargo opening †
- Greater cargo volume †
- Unitized body construction
- Rack-and-pinion steering
- Advanced strut-type front suspension
- Hub cap with trim ring wheel treatment (no-extra-cost option)
- Liftgate OPEN warning system
- Steering column-mounted controls for: horn, high beam switch and windshield wiper/washer

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Options on Zephyr with Villager Option Not Available on Oldsmobile Cutlass Cruiser Wagon

- Front Vent Window
- Rear Window Wiper/Washer
- Lower Bodyside Protection

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
ZEPHYR STATION WAGON							OLDSMOBILE CUTLASS CRUISER WAGON						
	ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)		ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)
STD	2.3L 2V 4-Cyl.	MAN	22*	34*	26*	\$404*	STD	3.8L (231 CID) 2V V-6	AUTO	19	27	22	\$478
OPT	3.3L (200 CID) 6-Cyl.	MAN	19	29	23	\$457	OPT	4.3L (260 CID) 2V V-8	AUTO	18	25	21	\$500
OPT	3.3L (200 CID) 6-Cyl.	AUTO	18	24	20	\$525	OPT	5.0L (305 CID) 4V V-8	AUTO	16	23	18	\$684
OPT	5.0L (302 CID) 2V V-8	AUTO	16	23	19	\$552							

NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment. (a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost and the "combined" miles per gallon figure. * These specific mileage estimates apply only to this power train combination with standard 3.08 axle.

1978 ZEPHYR STATION WAGON WITH VILLAGER OPTION vs. 1978 CHEVROLET MALIBU CLASSIC WAGON WITH WOODTONE BODYSIDE OPTION



(All States Except California)



Zephyr 4-Door Station Wagon with Villager Option*

* Cars shown may include optional equipment not covered in comparison.

Chevrolet Malibu Classic 4-Door Station Wagon with Woodtone Bodyside Option*

PRICE ANALYSIS The Chevrolet Malibu Classic Wagon's base sticker price is \$361 MORE than Zephyr with Villager Option. Comparably equipped, the Chevrolet Malibu Classic Wagon is priced \$333 MORE than Zephyr with Villager Option.

4-DOOR STATION WAGONS	ZEPHYR WITH VILLAGER OPTION	CHEVROLET MALIBU CLASSIC WAGON
Base Vehicle Price**	\$4,353.00(a)	\$4,714.00
BASE PRICE DIFFERENCE		Chevrolet Malibu Classic Wagon \$361 MORE
Exterior Woodtone Paneling Applique	STD	235.00
3.3 Litre (200 CID) 6-Cyl. Engine	120.00(b)	STD(c)
Steel-Belted Radial Ply Tires	STD	78.00
• White Sidewalls	42.00	
Interior Accent Group	72.00	STD
Power Front Disc Brakes	63.00	STD
Convenience Group		
• Cigar Lighter		
• Rear Seat Ashtray		
• Day/Night Inside Mirror		
• Glove Box Lock		
• Deluxe Lap and Shoulder Belts		
• Passenger Visor Vanity Mirror		
	47.00	STD
		21.00
		4.00
Rocker Panel Molding	22.00	STD
Comparably Equipped Vehicle Price**	\$4,719.00	\$5,052.00
COMPARABLY EQUIPPED PRICE DIFFERENCE		Chevrolet Malibu Classic Wagon \$333 MORE

** Based on manufacturers' suggested retail prices excluding title, taxes and destination charges which may affect comparisons in some cases.
(a) Includes cost of Villager Option (b) 2.3 Litre 2V 4-Cyl. is standard engine. (c) 3.3 Litre (200 CID) 2V 6-Cyl.

Other Zephyr with Villager Option Standard Features Over Chevrolet Malibu Classic Wagon

- Smaller outside, larger inside
- More head room, front and rear †
- More front hip room †
- Longer cargo floor †
- Higher cargo opening †
- Greater cargo volume †
- Unitized body construction
- Rack-and-pinion steering
- Advanced strut-type front suspension
- Four-speed manual transmission
- Floor-mounted manual transmission selector
- Liftgate OPEN warning system
- Woodtone instrument cluster applique
- Low-back bucket seats
- Hub cap with trim ring wheel treatment (no-extra-cost option)
- Carpeted second seat back
- Steering column-mounted controls for: horn, high beam switch and windshield wiper/washer
- Cargo area light

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Options on Zephyr with Villager Option Not Available on Chevrolet Malibu Classic Wagon

- AM/FM Stereo Radio/Cassette Tape
- Front Vent Window
- Rear Window Wiper/Washer
- Lower Bodyside Protection

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
ZEPHYR STATION WAGON							CHEVROLET MALIBU CLASSIC WAGON						
	ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)		ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)
STD	2.3L 2V 4-CYL.	MAN.	22*	34*	26*	\$404*	STD	3.3L (200 CID) 2V 6-CYL.	MAN.	21	29	24	\$438
OPT	3.3L (200 CID) 6-CYL	MAN.	19	29	23	\$457	OPT	3.3L (200 CID) 2V 6-CYL.	AUTO.	19	25	21	\$500
OPT	3.3L (200 CID) 6-CYL.	AUTO.	18	24	20	\$525	OPT	5.0L (305 CID) 2V V-8	MAN.	15	21	17	\$617
OPT	5.0L (302 CID) 2V V-8	AUTO.	16	23	19	\$552	OPT	5.0L (305 CID) 2V V-8	AUTO.	16	22	19	\$552

NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.
(a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost and the "combined" miles per gallon figure.
* These specific mileage estimates apply only to this power train combination with standard 3.08 axle.

1978 ZEPHYR STATION WAGON WITH VILLAGER OPTION vs. 1978 DODGE ASPEN SPECIAL EDITION STATION WAGON

(All States Except California)



Zephyr 4-Door Station Wagon with Villager Option*

* Cars shown may include optional equipment not covered in comparison.



Dodge Aspen Special Edition 4-Door Station Wagon*

PRICE ANALYSIS The Zephyr with Villager Option's base sticker price is within \$146 of the Dodge Aspen SE Station Wagon. Comparably equipped, the Dodge Aspen SE Station Wagon is \$35 MORE than Zephyr with Villager Option.

4-DOOR STATION WAGONS	ZEPHYR WITH VILLAGER OPTION	DODGE ASPEN SE STATION WAGON
Base Vehicle Price**	\$4,353.00(a)	\$4,207.00
BASE PRICE DIFFERENCE	Zephyr Villager Option within \$146	
Exterior Woodtone Paneling Applique	STD	221.00(b)
3.3 Litre (200 CID) 6-Cyl. Engine	120.00(c)	STD(d)
Power Steering	140.00	145.00(e)
Steel-Belted Radial Ply Tires	STD	101.00
• White Sidewalls	42.00	
Load Floor Carpeting	STD	50.00
Lockable Stowage Compartment	19.00	
Power Front Disc Brakes	63.00	STD
Deluxe Wheel Covers	STD	36.00
Inside Hood Latch Release	STD	12.00
Comparably Equipped Vehicle Price**	\$4,737.00	\$4,772.00
COMPARABLY EQUIPPED PRICE DIFFERENCE		Dodge Aspen SE Station Wagon \$35 MORE

** Based on manufacturers' suggested retail prices excluding title, taxes and destination charges which may affect comparisons in some cases.
(a) Includes cost of Villager Option (b) Includes exterior woodtone bodyside applique, door belt and window frame moldings, stand-up hood ornament and hood center molding (c) 2.3 Litre 2V 4-Cyl. is standard engine (d) 3.7 Litre (225 CID) 2V 6-Cyl (e) Required with steel-belted radial tires

Other Zephyr with Villager Option Standard Features Over Dodge Aspen SE Station Wagon

- Smaller outside, larger inside †
- More head room, front and rear †
- More shoulder room, front and rear †
- Longer cargo floor †
- Higher cargo opening †
- Greater cargo volume †
- Rack-and-pinion steering
- Advanced strut-type front suspension
- Four-speed manual transmission
- Hub cap with trim ring wheel treatment (no-extra-cost option)
- Low-back bucket seats
- Woodtone instrument cluster applique
- European-style front armrest
- Steering column-mounted controls for: horn, highbeam switch and windshield wiper/washer
- Cargo area light

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Options Available on Zephyr with Villager Option Not Available on Dodge Aspen SE Station Wagon

- AM/FM Stereo Radio/Cassette Tape
- Front Vent Window
- Rear Window Wiper/Washer
- Rocker Panel Molding
- Passenger Visor Vanity Mirror (Part of Convenience Group)
- Engine Compartment Light (Part of Light Group)
- Lower Bodyside Protection

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
ZEPHYR STATION WAGON							DODGE ASPEN STATION WAGON						
	ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)		ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)
STD	2.3L 2V 4-CYL.	MAN	22*	34*	26*	\$404*	STD	3.7L (225 CID) 2V 6-CYL	MAN	17	25	20	\$525
OPT	3.3L (200 CID) 6-CYL	MAN	19	29	23	\$457	OPT	3.7L (225 CID) 2V 6-CYL	AUTO	17	22	19	\$552
OPT	3.3L (200 CID) 6-CYL	AUTO	18	24	20	\$525	OPT	5.2L (318 CID) 2V V-8	MAN	15	25	18	\$584
OPT	5.0L (302 CID) 2V V-8	AUTO	16	23	19	\$552	OPT	5.2L (318 CID) 2V V-8	AUTO	15	22	18	\$584
							OPT	5.9L (360 CID) 2V V-8	AUTO	14	22	17	\$617

NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.
(a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost and the "combined" miles per gallon figure.
* These specific mileage estimates apply only to this power train combination with standard 3.08 axle.

ZEPHYR WITH VILLAGER OPTION vs. DODGE ASPEN SE STATION WAGON vs. CHEVROLET MALIBU CLASSIC

1978 BOBCAT STATION WAGON vs.
1978 CHEVROLET MONZA STATION WAGON

(All States Except Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, Washington)



Bobcat 2-Door Station Wagon*



Chevrolet Monza 2-Door Station Wagon*

* Cars shown may include optional equipment not covered in comparison.

PRICE ANALYSIS The Bobcat Station Wagon's base sticker price is within \$180 of Chevrolet Monza Station Wagon. Comparably equipped, the Chevrolet Monza Station Wagon is \$107 MORE than Bobcat Station Wagon.

Table with 3 columns: STATION WAGONS, BOBCAT STATION WAGON, CHEVROLET MONZA WAGON. Rows include Base Vehicle Price, BASE PRICE DIFFERENCE, Steel-Belted Radial Ply BSW Tires, Styled Steel Wheels, Bumper Protection Group, Power Front Disc/Rear Drum Brakes, Tinted Glass, Wheelip Moldings, Comparably Equipped Vehicle Price, and COMPARABLY EQUIPPED PRICE DIFFERENCE.

** Based on manufacturers' suggested retail prices excluding title, taxes and destination charges which may affect comparisons in some cases.
(a) For five Rally II wheels and four trim rings.

Other Bobcat Station Wagon Standard Features Over Chevrolet Monza Station Wagon

- Longer, wider overall †
Wider track, front and rear †
More shoulder room, front and rear †
More front hip room †
Longer cargo floor †
Higher cargo opening †
Greater cargo volume †
Rack-and-pinion steering
Front stabilizer bar
Woodtone applique on right-hand instrument panel
Hinged center side window
Forward-folding rear bench seat
Liftgate OPEN warning system
Mini-console
Rear seat ashtrays
Bright rocker panel molding
Bright door belt molding
Cargo area light
Inside hood latch release

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Bobcat Station Wagon Options Not Available on Chevrolet Monza Station Wagon

- AM/Digital Clock Radio
Four-Way Manually Adjustable Seats
Wide Color-Keyed Protective Bodyside Molding
Lower Bodyside Protection
Ashtray Light*
Lights On Warning Buzzer*
Adjustable Map Light*
Passenger Visor Vanity Mirror*
Glove Box Lock (Part of Appearance Protection Group)

* Part of Light/Convenience Group

Table with 2 main sections: BOBCAT STATION WAGON and CHEVROLET MONZA STATION WAGON. Each section has columns for ENGINE, TRANS., CITY, HWY, COMB., and FUEL COST (a).

NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.
(a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost, and the "combined" miles per gallon figure.

1978 BOBCAT STATION WAGON vs.
1978 PONTIAC SUNBIRD SPORT SAFARI WAGON

(All States Except Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, Washington)



Bobcat 2-Door Station Wagon*



Pontiac 2-Door Sunbird Sport Safari Station Wagon *

* Cars shown may include optional equipment not covered in comparison.

PRICE ANALYSIS Bobcat Station Wagon's base sticker price is within \$137 of the Pontiac Sunbird Sport Safari Wagon. Comparably equipped, the Pontiac Sunbird Sport Safari is \$53 MORE than Bobcat Station Wagon.

Table with 3 columns: STATION WAGONS, BOBCAT STATION WAGON, PONTIAC SUNBIRD SPORT SAFARI WAGON. Rows include Base Vehicle Price, BASE PRICE DIFFERENCE, Deluxe Interior Trim, Steel-Belted Radial Ply Tires, Styled Steel Wheels, Power Front Disc Brakes, Tinted Glass, Comparably Equipped Vehicle Price, and COMPARABLY EQUIPPED PRICE DIFFERENCE.

** Based on manufacturers' suggested retail prices excluding title, taxes and destination charges which may affect comparisons in some cases.
(a) For Five Rally II wheels and four trim rings.

Other Bobcat Station Wagon Standard Features Over Pontiac Sunbird Sport Safari Wagon

- Longer, wider overall †
Wider rear track †
More shoulder room, front and rear †
More front hip room †
Longer cargo floor †
Greater cargo volume †
Rack-and-pinion steering
Front stabilizer bar
Woodtone applique on right-hand instrument panel
Hinged center side window
Rear seat ashtrays
Liftgate OPEN warning system
Cargo area light
Mini-console
Inside hood latch release
Bright door belt molding

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Bobcat Station Wagon Options Not Available on Pontiac Sunbird Sport Safari Wagon

- AM/Digital Clock Radio
Four White Forged Aluminum* Wheels
Lower Bodyside Protection
Four-Way Manually Adjustable Bucket Seats
Passenger Visor Vanity Mirror*
Engine Compartment Light*
Ashtray Light*
Lights-On Warning Buzzer*
Adjustable Map Light*
Glove Box Lock (Part of Appearance Protection Group)

* Part of Light/Convenience Group

Table with 2 main sections: BOBCAT STATION WAGON and PONTIAC SUNBIRD SPORT SAFARI WAGON. Each section has columns for ENGINE, TRANS., CITY, HWY, COMB., and FUEL COST (a).

NOTE: These are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.
(a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost, and the "combined" miles per gallon figure.

1978 BOBCAT VILLAGER STATION WAGON vs. 1978 PONTIAC SUNBIRD SPORT SAFARI WAGON WITH WOODTONE BODYSIDE OPTION

(All States Except Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, Washington)



Bobcat 2-Door Villager Station Wagon*



Pontiac 2-Door Sunbird Safari Station Wagon*

* Cars shown may include optional equipment not covered in comparison.

PRICE ANALYSIS The Bobcat Villager Station Wagon's base sticker price is within \$269 of the Pontiac Sunbird Sport Safari Wagon. Comparably equipped, the Pontiac Sunbird Sport Safari Wagon is \$93 MORE than Bobcat Villager.

STATION WAGONS	BOBCAT VILLAGER	PONTIAC SUNBIRD SPORT SAFARI WAGON
Base Vehicle Price**	\$4,010.00	\$3,741.00
BASE PRICE DIFFERENCE	Bobcat Villager within \$269	
Exterior Woodtone Paneling Applique	STD	149.00
Deluxe Interior Trim <ul style="list-style-type: none"> • Deluxe Bucket Seats • Higher Level Door and Seat Trim • Deluxe Steering Wheel • Sound Package • Deluxe Seat Belts 	158.00	STD
		19.00
Steel-Belted Radial Ply Tires <ul style="list-style-type: none"> • White Sidewalls 	STD 42.00	161.00
Styled Steel Wheels (4) with Trim Rings	STD	113.00(a)
Power Front Disc Brakes	STD	66.00
Tinted Glass	STD	54.00
Comparably Equipped Vehicle Price**	\$4,210.00	\$4,303.00
COMPARABLY EQUIPPED PRICE DIFFERENCE		Pontiac Sunbird Sport Safari Wagon \$93 MORE

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

(a) For Five Rally II wheels and four trim rings.

Other Bobcat Villager Station Wagon Standard Features Over Pontiac Sunbird Sport Safari Wagon

- Longer, wider overall †
- Wider rear track †
- More shoulder room, front and rear †
- More front hip room †
- Longer cargo floor †
- Greater cargo volume †
- Rack-and-pinion steering
- Front stabilizer bar
- Woodtone applique on right-hand instrument panel
- Hinged center side window
- Rear seat ashtrays
- Liftgate OPEN warning system
- Cargo area light
- Mini-console
- Inside hood latch release
- Bright door belt molding

† For actual dimensions, refer to your Product Facts Book Competitive Comparison Information Sheets.

Bobcat Villager Station Wagon Options Not Available on Pontiac Sunbird Sport Safari Wagon

- AM/Digital Clock Radio
- Four White Forged Aluminum • Wheels
- Lower Bodyside Protection
- Four-Way Manually Adjustable Bucket Seats
- Passenger Visor Vanity Mirror*
- Engine Compartment Light*
- Ashtray Light*
- Lights On Warning Buzzer*
- Adjustable Map Light*
- Glove Box Lock (Part of Appearance Protection Group)

* Part of Light/Convenience Group

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES													
BOBCAT STATION WAGON							PONTIAC SUNBIRD SPORT SAFARI WAGON						
	ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)		ENGINE	TRANS.	CITY	HWY	COMB.	FUEL COST (a)
STD	2.3L 2V 4-Cyl.	MAN.	23	33	26	\$404	STD	2.5L 2V 4-Cyl.	MAN.	24	34	28	\$375
OPT	2.8L 2V V-6	AUTO.	18	22	20	\$525	OPT	2.5L 2V 4-Cyl.	AUTO.	23	31	26	\$404

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

(a) Average annual fuel cost based on an average of 15,000 miles annually, \$0.70 per gallon fuel cost and the "combined" miles per gallon figure.

BOBCAT VILLAGER vs. PONTIAC
SUNBIRD SPORT SAFARI WAGON

