



1979 Mercury Product Facts Book

Marquis · Cougar · Monarch · Capri · Zephyr · Bobcat

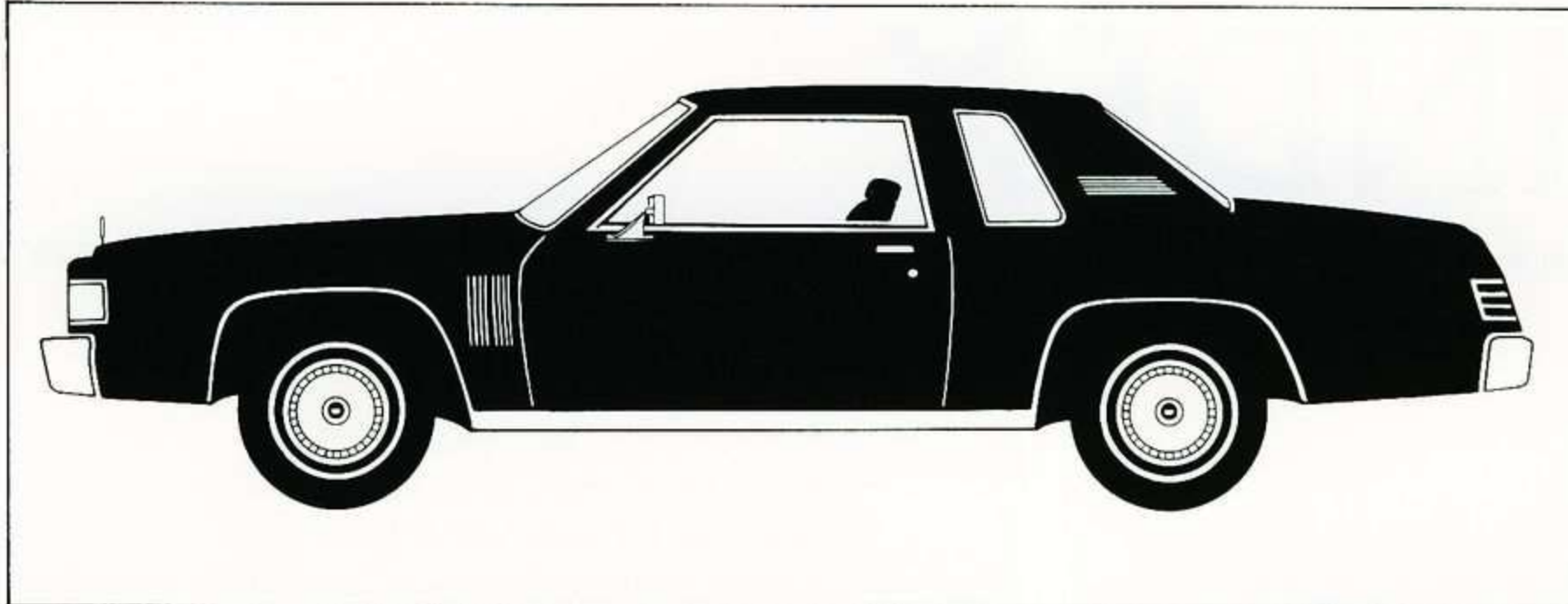
MARQUIS

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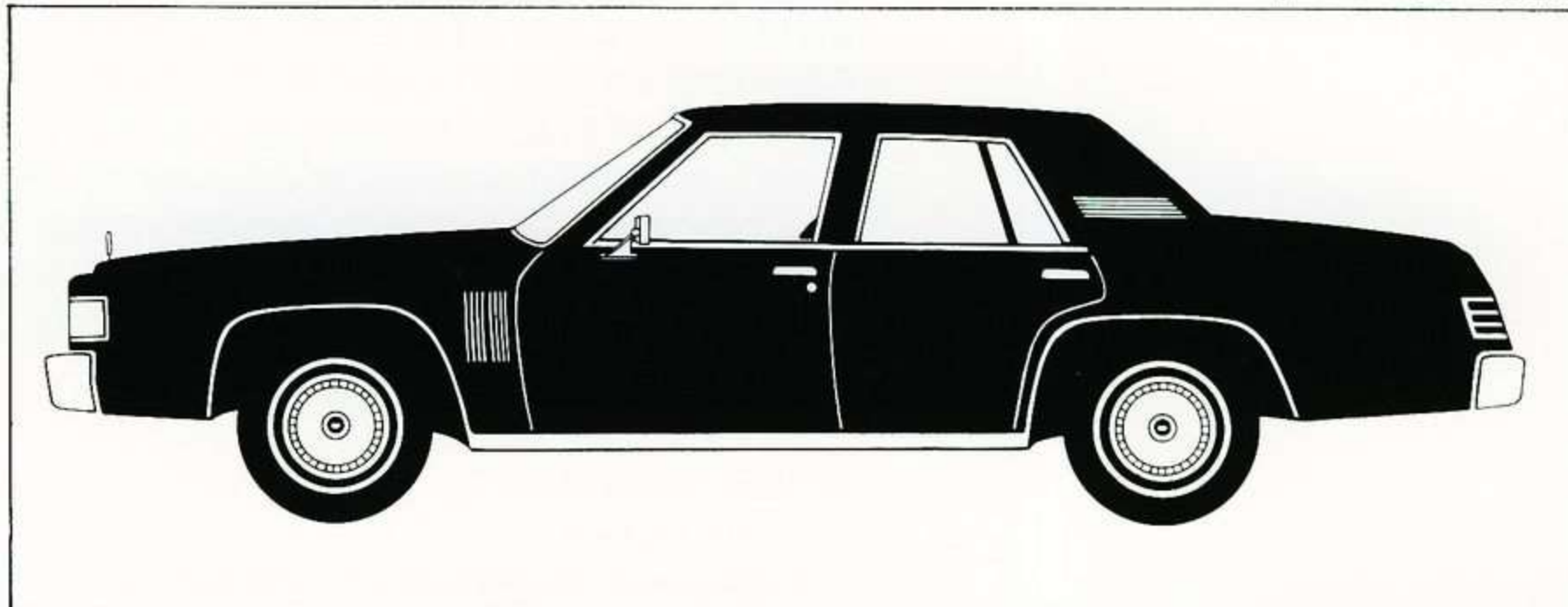
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MARQUIS

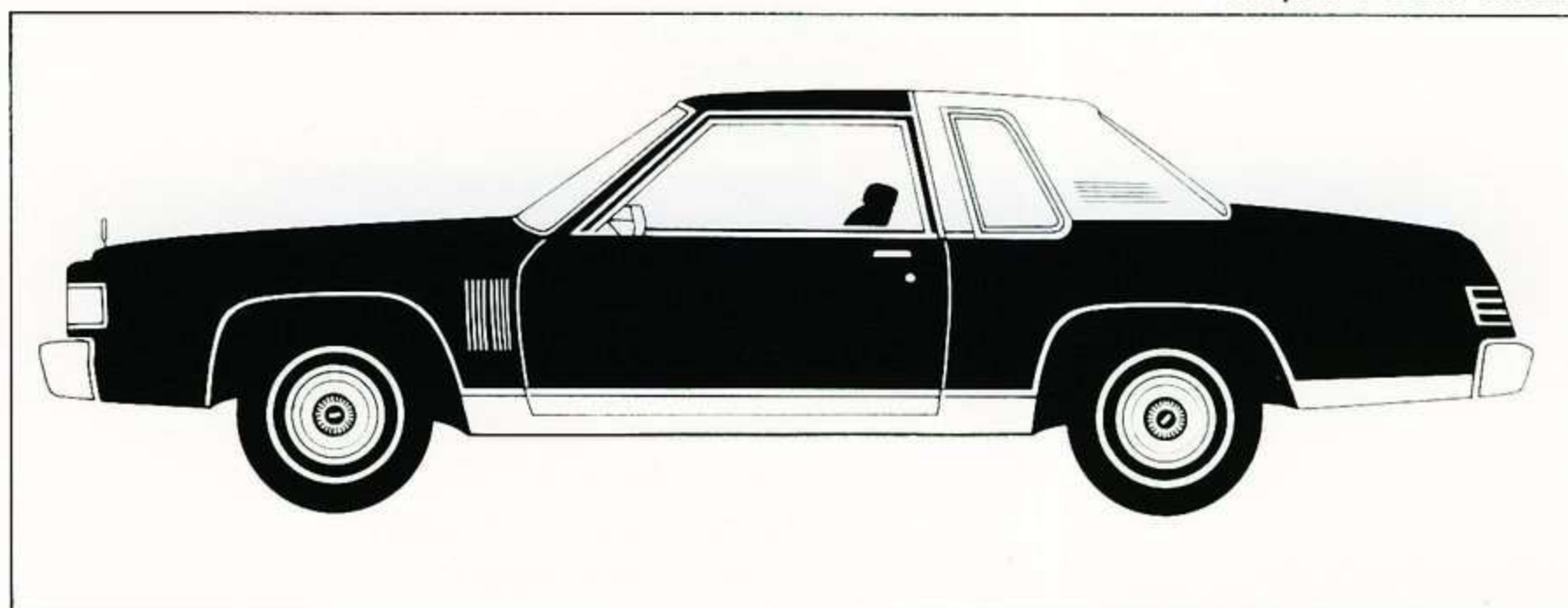
MODEL AVAILABILITY



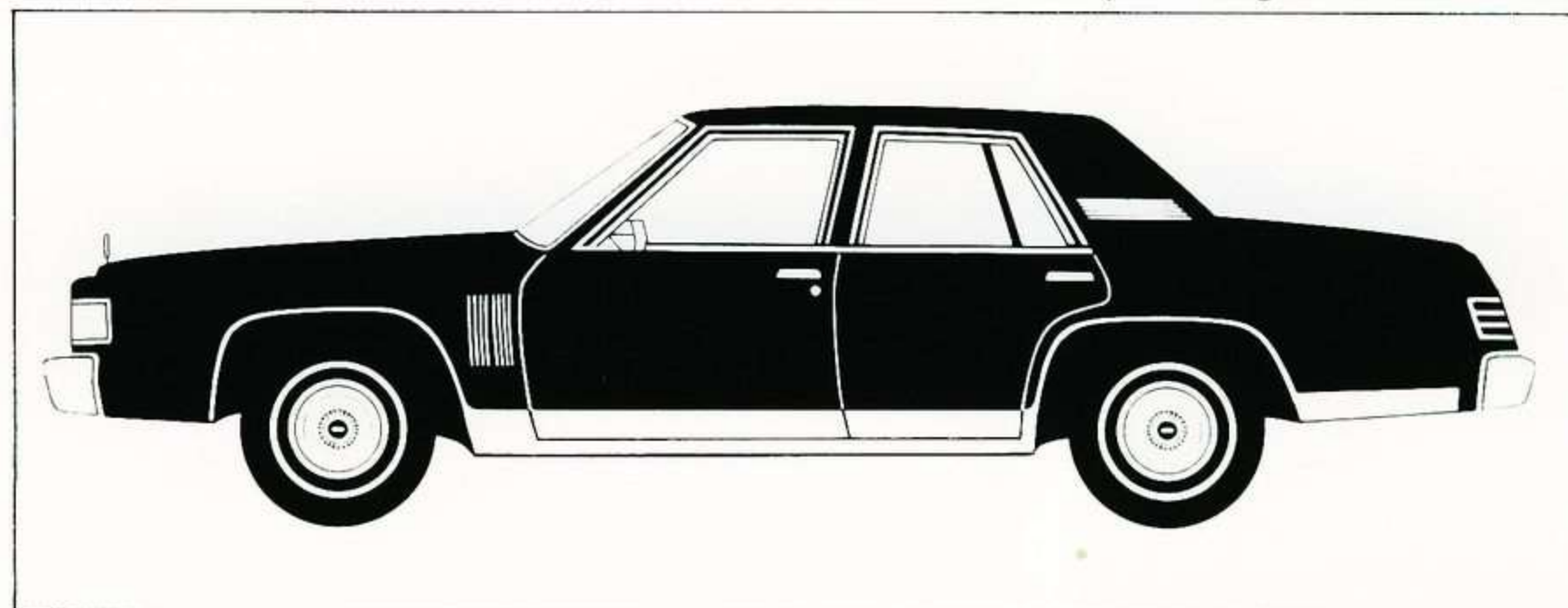
Marquis 2-Door Sedan



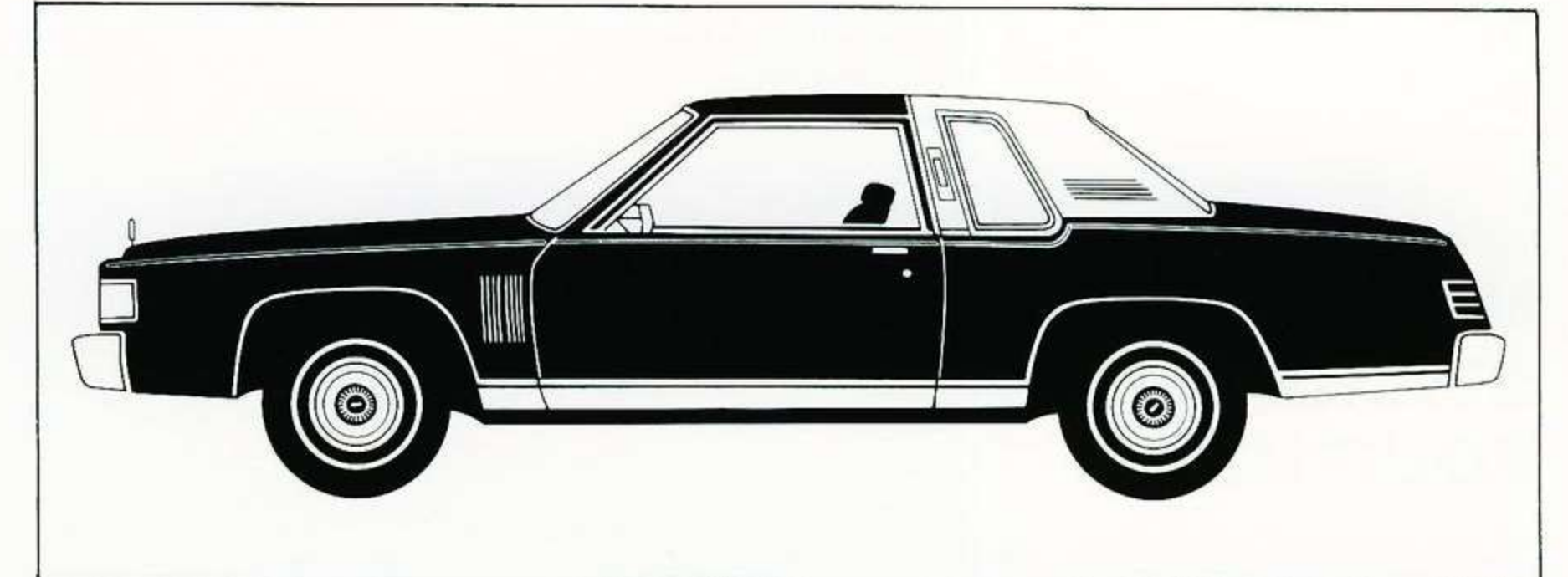
Marquis 4-Door Sedan



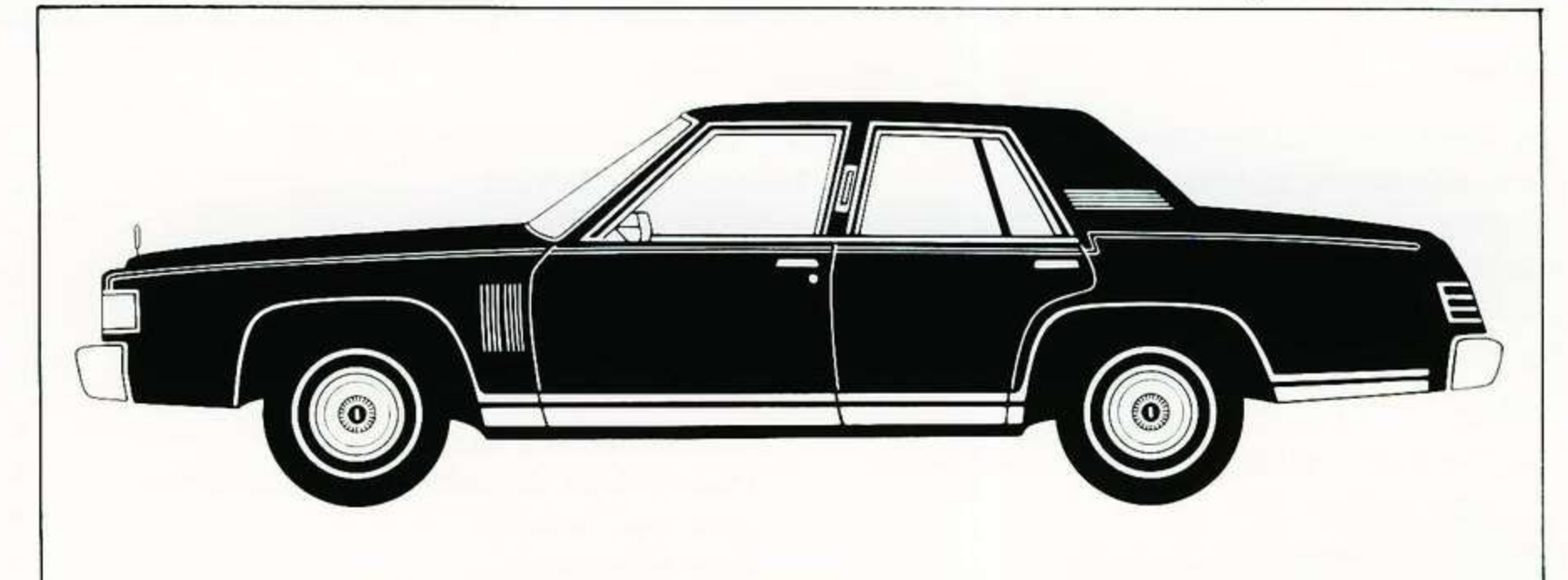
Marquis Brougham 2-Door Sedan



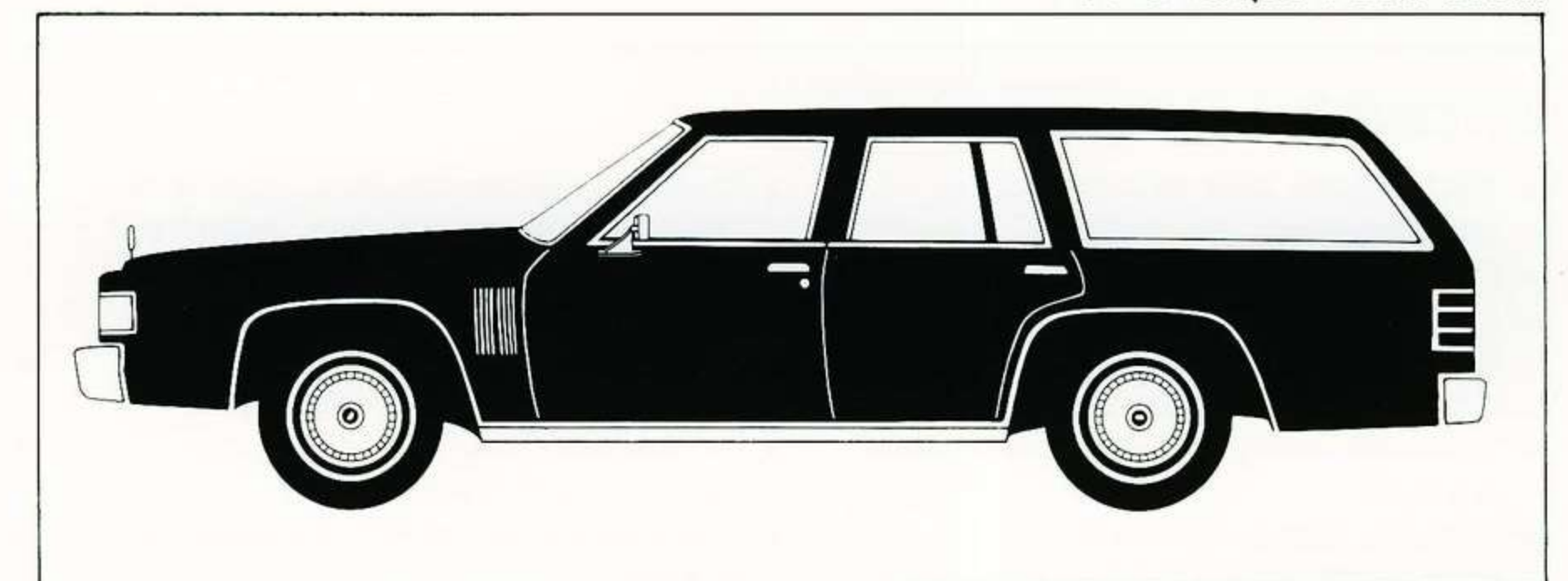
Marquis Brougham 4-Door Sedan



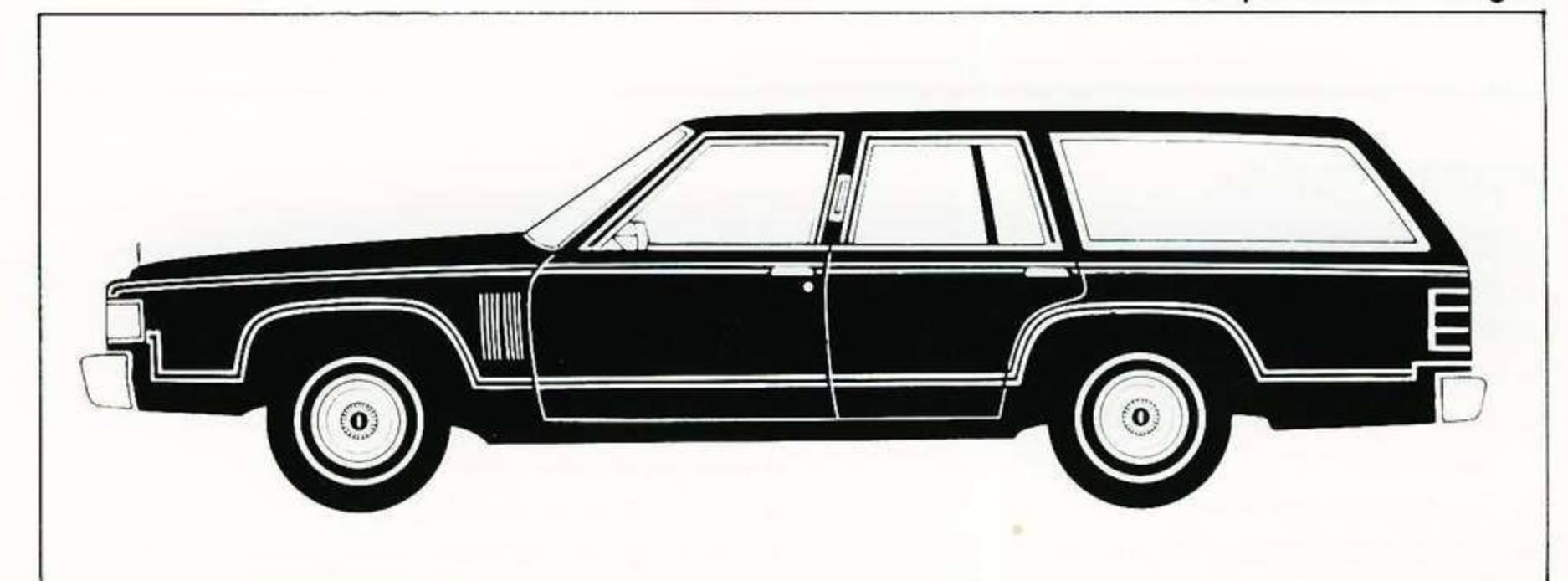
Grand Marquis 2-Door Sedan



Grand Marquis 4-Door Sedan



Marquis Station Wagon



Colony Park Wagon

MARQUIS

MARQUIS STANDARD EQUIPMENT

EXTERIOR

Front:

- Bright vertical bar theme grille
- Dual rectangular headlamps
- Bright headlamp and parking lamp doors
- Stand-up hood ornament
- Bright hood rear edge molding
- Bright windshield molding

Side:

- Wrap-around parking lamp with integral side marker light
- Fender louvers
- Colonade center pillar
- Rear door window divider bar (4-door)

- Fixed quarter window (2-door)
- Rear pillar louvers
- Bright features include:
 - Wraparound taillamp ornamentation
 - Rocker panel molding
 - Full wheel covers
 - Full wheel lip moldings
 - Recessed door handles
 - Fixed left-hand outside rearview mirror
 - Door belt molding
 - Roof drip molding

Rear:

- Bright rear window molding
- Deck lid lock cover
- Horizontal wraparound taillamps with integral side marker lights

Finish:

- Electrocoat paint primer process
- Electrostatic paint process
- Baked acrylic super enamel finish
- Precoated steel panels for corrosion resistance

INTERIOR

- Flight bench seat with fold-down center armrest
- Cloth-and-vinyl seat trim
- Inertia seat back release (2-door)
- Bright front seat side shields
- Color-keyed instrument panel
- Full-width woodtone instrument panel applique
- Dual pod instrument cluster
- Four-spoke color-keyed steering wheel

- Steering column-mounted stalk controls — near stalk has high/low headlamp beam, turn signals and horn, far stalk has windshield washer/wiper
- Cigar lighter
- Front ashtray on instrument panel
- Front ashtray lamp
- Day/night rearview mirror
- Lockable glove box with squeeze type release
- Glove box light

- Color-keyed door trim including door assist straps above the armrest and woodtone applique on lower portion of armrest
- Rear door courtesy light switches (4-door)
- Two rear compartment ashtrays
- Nylon color-keyed cut-pile carpeting
- Fixed quarter windows (2-door)
- Fixed rear quarter window (4-door)
- Bright scuff plates
- Luggage compartment matting

FUNCTIONAL

- 5.0 Litre (302 CID) VV V-8 engine
- SelectShift automatic transmission
- Power front disc/rear drum brakes
- Steel-belted radial-ply BSW tires
- Mini-spare tire (estimated availability Nov. 1)
- DuraSpark ignition
- Electronic voltage regulator
- Coil-spring front suspension with front stabilizer bar

- Four-bar link coil spring rear suspension
- Body/frame construction
- Power Steering
- Coolant recovery system
- Single stroke parking brake
- Brake failure warning light
- 36-amp.-hr. battery
- 60-amp. alternator
- Concealed electric windshield wipers
- Continuous loop outside front seat belts
- Dual note horn

DIMENSIONS & CAPACITIES	
	2-Dr./4-Dr.
Wheelbase	114.4"
Overall Length	212.0"
Track	
Front	62.2"
Rear	62.0"
Luggage Capacity (cu. ft.) with conventional spare tire*	21.1
Fuel Tank Capacity (gals.)	19.0

* 23.3 cu. ft. with mini-spare tire. (Estimated availability Nov. 1.)

STANDARD FEATURES

THE 1979 MARQUIS . . . A NEW GENERATION FULL-SIZE AUTOMOBILE . . . IN THE LINCOLN-MERCURY TRADITION

For 1979 we introduce a totally new kind of Marquis, conceived to meet the needs of today's changing transportation requirements. This Marquis is better than last year's . . . carrying on the great Marquis traditions of comfort and luxury in a new, more efficient package size to help meet the energy-saving Federal mandates of these times. The EPA volume index for the 1979 Marquis is expected to show an increase of 4.1 cubic feet on 4-doors and a significant 11.7 cubic feet on 2-doors, over last year's Marquis.



INGENIOUS INTERIOR SPACE UTILIZATION

Changes in door, seat, headlining and body design for the 1979 Marquis create space large enough to comfortably accommodate six adults!

The interior is truly elegant with color-keyed features highlighted by the totally new seat and door trim and an instrument panel including dual pod instrument clusters, lockable glove box and full-length woodtone trim. The new Marquis interior also provides the owner with a Driver Command seating position, highlighted by an expanded glass area, a comfortable, firm and stylish flight bench seat and conveniently placed instrument panel and steering column-mounted stalk controls.

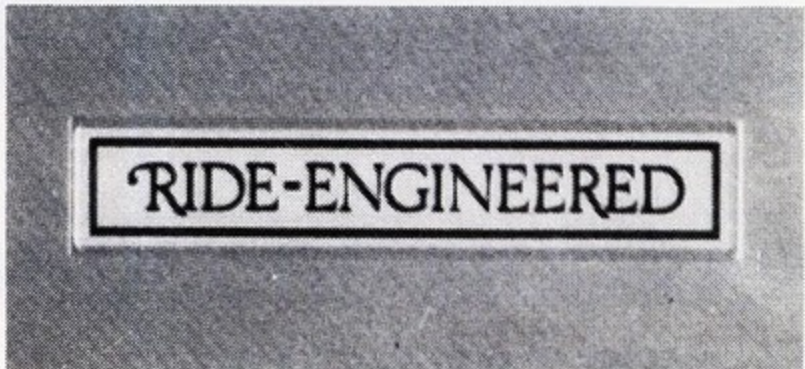
NEW STANDARD 5.0 LITRE (302 CID) ENGINE

This year Marquis is over 800 lbs. lighter than last year due to the extensive use of light weight materials and components. Because of this weight reduction the 1979 Marquis can be powered by the 5.0 Litre (302 CID) V-8 engine with variable venturi carburetor rather than last year's 5.8 Litre (351 CID) engine.

The standard 5.0 Litre engine offers a greater opportunity for fuel economy than the 5.8 Litre engine. Your prospects will also find its price lower than the optional 5.8 Litre engine . . . affording them the opportunity to purchase more comfort and convenience options.

MARQUIS' RE-ENGINEERED RIDE

Although the 1979 Marquis embodies remarkable exterior and interior efficiency and styling, its foremost appeal will continue to be its re-engineered ride. The new front and rear suspension and steering systems are redesigned with several new components to provide more responsive steering.



EXCEPTIONALLY SPACIOUS LUGGAGE COMPARTMENT

Marquis continues to be a leader in its class with 21.1 cubic feet of luggage capacity. With the new mini-space tire (available after Nov. 1) the 1979 Marquis will have even more luggage space than previous models with 23.3 cubic feet. This new feature and Marquis' distinctive deep-well trunk design provide enough space for upright storage and easy loading and unloading.



MARQUIS BROUGHAM



Marquis Brougham 2-Door Sedan

MARQUIS BROUGHAM STANDARD EQUIPMENT OVER MARQUIS

EXTERIOR

Front:

- Hood paint stripes

Side:

- Full vinyl roof (4-door) or Landau vinyl roof (2-door)
- Left-hand remote control mirror
- Bright window frame moldings
- Wide, bright lower bodyside molding with quarter panel extensions
- Deluxe wheel covers

Rear:

- Deck lid paint stripes
- Brougham nameplate on deck lid

INTERIOR

- Flight bench seat with deluxe cloth-and-vinyl trim

- Deluxe door trim including carpeted lower door, full-length armrests with woodtone applique and door assist straps

- Color-keyed deluxe seat belts
- Thicker color-keyed carpeting
- Analog clock
- Luggage compartment light

FUNCTIONAL

- Power windows
- Instrument panel courtesy light

DIMENSIONS AND CAPACITIES

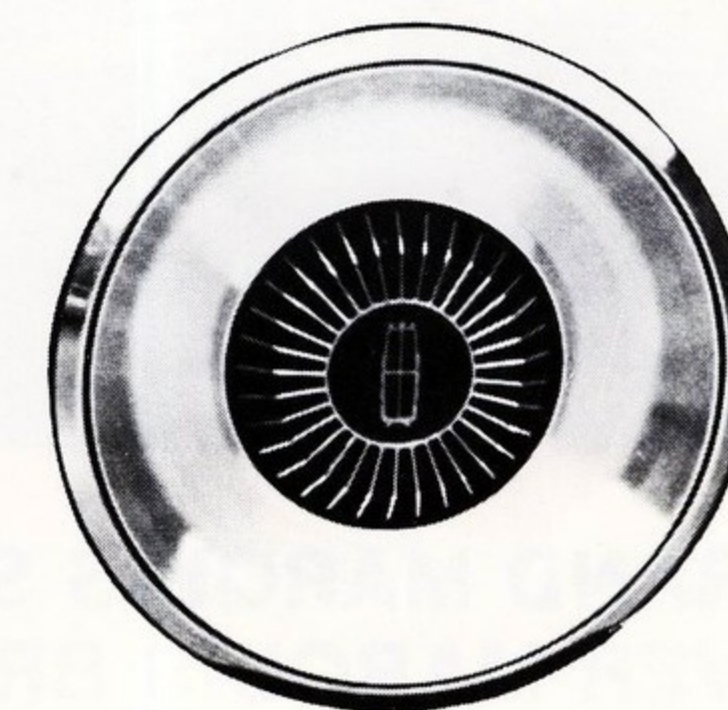
	2-Dr./4-Dr.
Wheelbase	114.4"
Overall Length	212.0"
Track	
Front	62.2"
Rear	62.0"
Luggage Capacity (cu. ft.) with conventional spare tire*	21.1
Fuel Tank Capacity (gals.)	19.0

* 23.3 cu. ft. with mini-spare tire. (Estimated availability Nov. 1)

STANDARD FEATURES

MARQUIS BROUGHAM — A PACESETTER IN CONTEMPORARY LUXURY, STYLE AND FLAIR

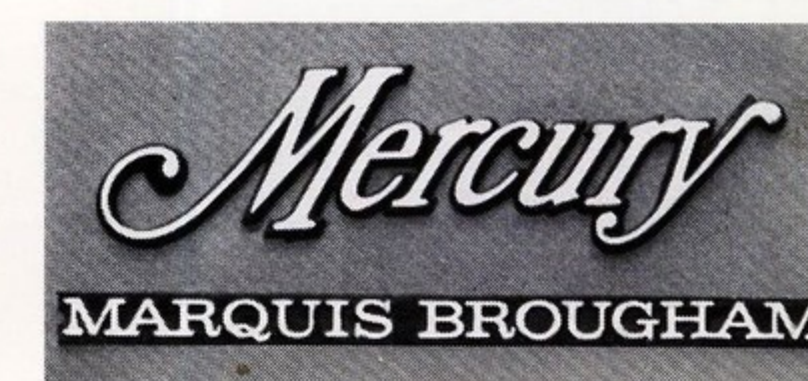
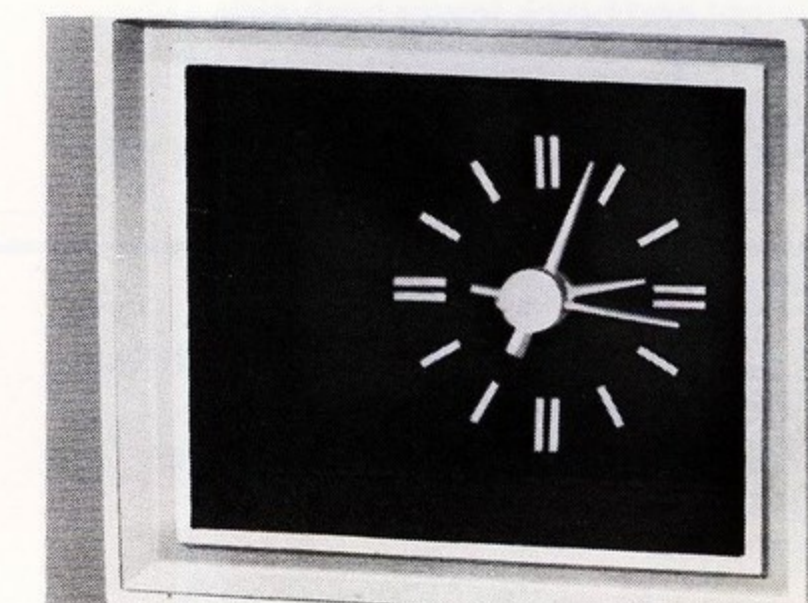
The Marquis Brougham is an automobile of refreshing elegance. Paint stripes draw attention to the striking lines of the new hood and deck lid. The sleek bodyside styling is accented by distinctive deluxe wheel covers, a wide bright lower bodyside molding and a remote-control mirror. A standard full or Landau vinyl roof adds another touch of class to the Marquis Brougham exterior.



LUXURIOUS YET PRACTICAL INTERIOR APPOINTMENTS

The Marquis Brougham interior is handsomely refined with deluxe trims and designs. The flight bench seat is richly tailored in deluxe cloth-and-vinyl trim.

The door trim is exceptionally attractive. The lower door is carpeted up to the full-length woodtone-accented armrests. Ashtrays are neatly incorporated into the armrests and door assist straps are mounted directly above the armrest for added passenger convenience. Other functional and stylish interior features include a handsome analog clock, thick color-keyed carpet and color-keyed seat belts.



GRAND MARQUIS



Grand Marquis 4-Door Sedan

GRAND MARQUIS STANDARD EQUIPMENT OVER MARQUIS BROUGHAM

EXTERIOR

Side:

- Coach lamps
- Bright and black lower bodyside molding
- Upper bodyside paint stripes
- Rocker panel molding with black paint treatment

Rear:

- Grand Marquis nameplate on deck lid

INTERIOR

- Twin Comfort Lounge seats with dual center folding armrests
- Distinctive cloth-and-vinyl seat trim
- Seat side shields with woodtone applique
- Luxury door trim panels with color-keyed velour cloth upper portion, front and rear door assist straps and carpeted lower door
- Full length door armrests with woodtone applique and courtesy lights
- Dual beam dome lamp
- Luxury steering wheel
- Visor vanity mirror
- Rear seat center armrests
- Rear seat assist straps
- Front seat back map pockets
- Fully carpeted luggage compartment

FUNCTIONAL

- Tinted glass
- Spare tire cover

DIMENSIONS AND CAPACITIES

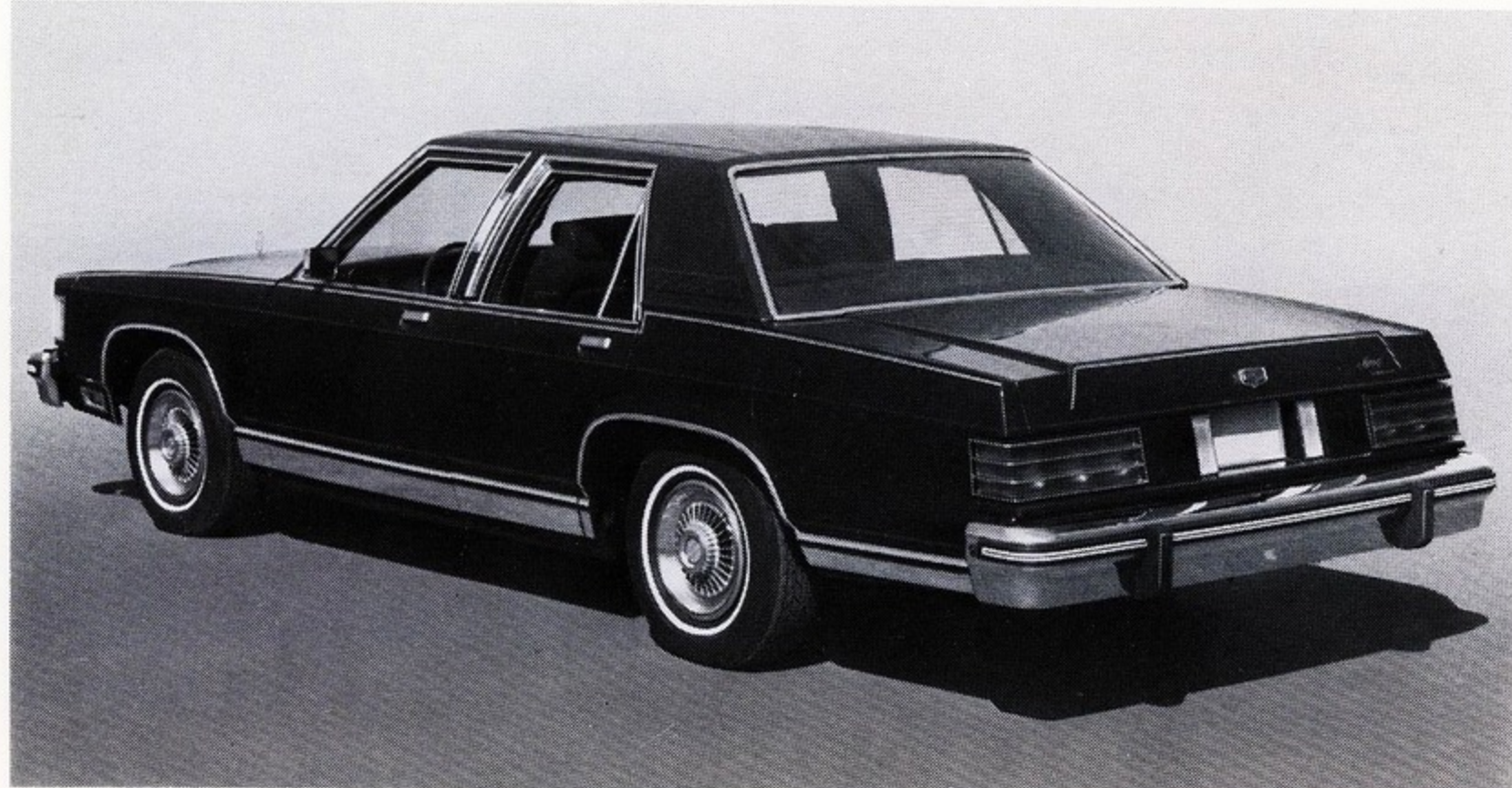
	2-Dr./4-Dr.
Wheelbase	114.4"
Overall Length	212.0"
Track	
Front	62.2"
Rear	62.0"
Luggage Capacity (cu. ft.) with conven- tional spare tire*	21.1
Fuel Tank Capacity (gals.)	19.0

* 23.3 cu. ft. with mini-spare tire. (Estimated availability Nov. 1)

STANDARD FEATURES

GRAND MARQUIS — INSPIRED EXCELLENCE IN AN EXCLUSIVE AUTOMOTIVE TRADITION

The top-of-the line Grand Marquis is an outstanding luxury-class car to meet the standards of discriminating buyers. Distinctive bright and black lower bodyside and rocker panel moldings, dual bodyside paint stripes and stylish coach lamps adorn the beautifully styled body. A Grand Marquis nameplate on the deck lid subtly distinguishes this very special Marquis.

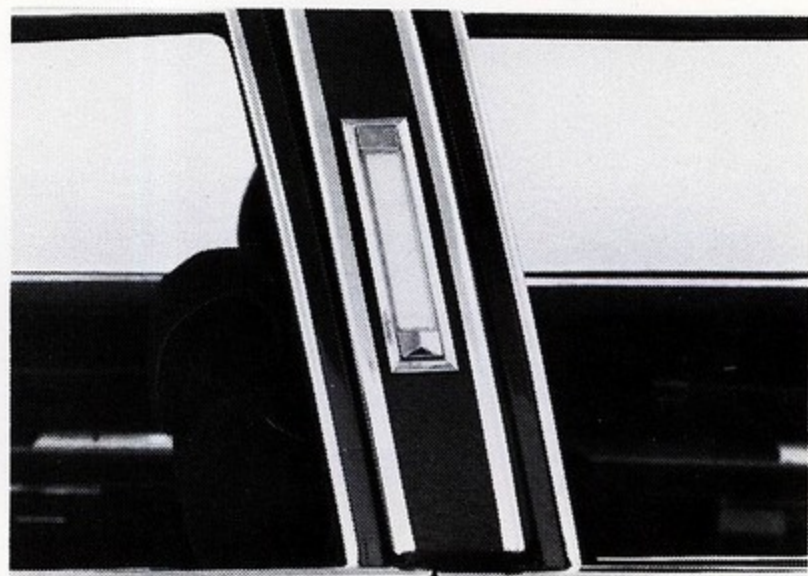


AN INTERIOR OF UNCOMPROMISED LUXURY



Rich, thick fabrics, exquisite styling and convenience characterize the Grand Marquis interior. The Twin Comfort Lounge seats provide the utmost in comfort and luxury with plush cloth trim, dual center armrests and woodtone applique on the seat side shields.

The luxury door trim features color-keyed full-length armrests with courtesy lights and woodtone applique, front and rear door assist straps, plush carpeting on the portion of the door below the armrest and velour cloth above the armrest.



ATTENTION TO DETAIL

The Grand Marquis offers an abundance of interior features which collectively create a riding environment with a high level of comfort and convenience. For example, Grand Marquis features seat belt warning chimes which offer a subtle, pleasant-sounding reminder for passengers to buckle up, compared to warning buzzers. All the windows feature tinted glass to help prevent glare. The overhead interior light illuminates the center of the car while the right and left dual beam dome lamps direct light to the right and left front seat areas. A luxury steering wheel and visor vanity mirror enhance the instrument panel area. Woodtone applique highlights the seat side shields. Rear seat passengers are afforded the added convenience of door assist straps and map pockets in the luxurious Grand Marquis.



MARQUIS STATION WAGON



Marquis Station Wagon

MARQUIS STATION WAGON STANDARD EQUIPMENT OVER MARQUIS 4-DOOR SEDAN

EXTERIOR

Side:

- Rear pillar louvers deleted

Rear:

- Bright and black doorgate window molding
- Rear bumper step pad

INTERIOR

- Flight bench seat with vinyl trim
- Left- and right-hand molded quarter panel stowage trays

- Removable load floor carpet
- Lockable stowage compartment

FUNCTIONAL

- Three-way doorgate
- Power doorgate window
- Heavy-duty frame
- Conventional spare tire

DIMENSIONS AND CAPACITIES

Wheelbase	114.3"
Overall Length	217.7"
Track	
Front	62.2"
Rear	62.0"
Cargo Volume (cu. ft.)	91.9
Fuel Capacity (gals.)	20.0

STANDARD FEATURES

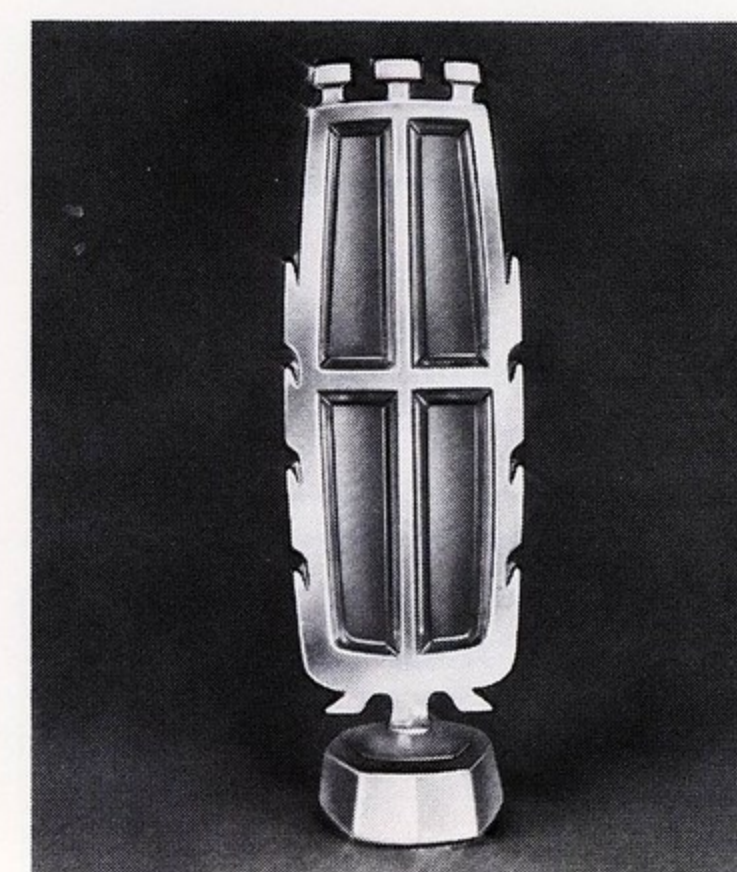
MARQUIS STATION WAGON — NEWLY DESIGNED FOR FULL-SIZE FAMILY COMFORT

The new 1979 Marquis station wagon is completely redesigned and engineered for size and weight efficiency, interior spaciousness and generous cargo capacity.



Many of the features that serve the special needs of the station wagon user are at the rear of the wagon. A bumper step pad provides convenient access to the three-way doorgate. The doorgate has a large power window which serves as an additional opening into the cargo area.

MARQUIS' RE-ENGINEERED RIDE

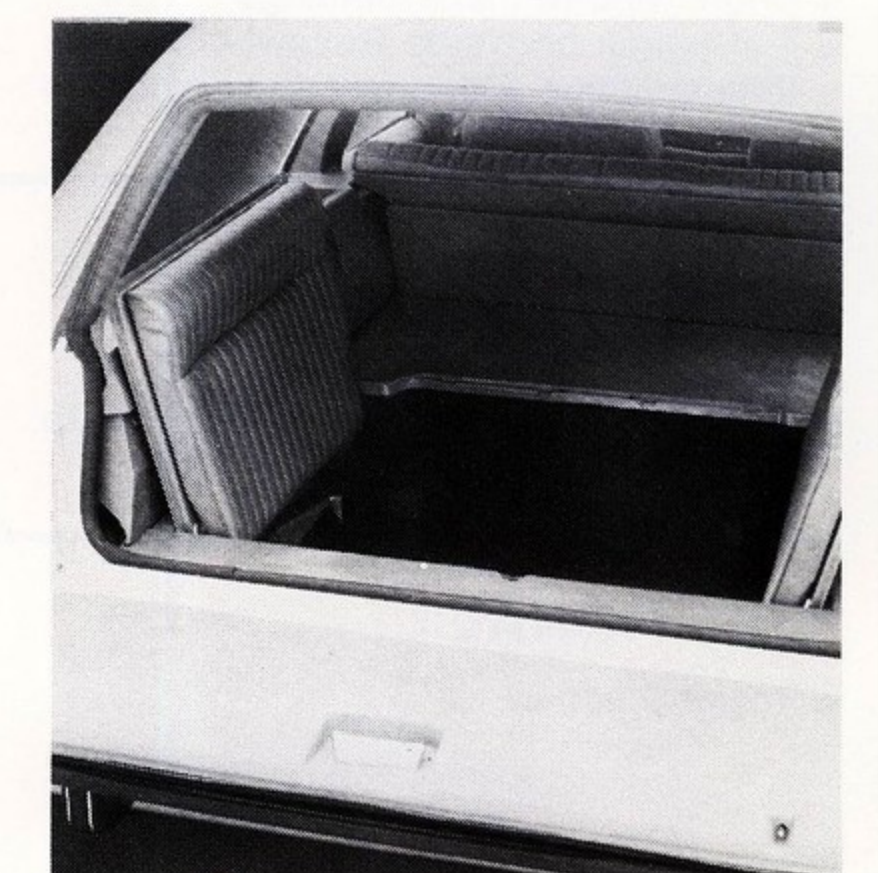


The driveability of the Marquis station wagon highlights traditional standard features like a V-8 engine, SelectShift automatic transmission and power steering. In addition steel-belted radial-ply tires team up with Marquis' new front and rear suspension, steering system and power front disc brakes to provide Marquis with its re-engineered ride — one of its foremost appeals.

TRADITIONALLY- SIZED MARQUIS CARGO AREA

The Marquis wagon is still a leader in terms of cargo volume capacity. For example, the cargo area width can accommodate 4 X 8 foot sheets of paneling with the doorgate open. The spacious interior is also designed for optional dual facing rear seats.

The cargo area is not only large but designed to provide other separate storage areas. For storage security there is a lockable sub-floor storage area. Smaller storage trays are sculptured in the quarter panel. The entire cargo area is finished in removable carpet and lit by a cargo lamp activated by the doorgate, any side door or a manual switch.



THE 1979 MARQUIS STATION WAGON — VALUE AND ROOMINESS TO SPARE

COLONY PARK WAGON



Colony Park Wagon

COLONY PARK WAGON EQUIPMENT OVER MARQUIS STATION WAGON

EXTERIOR

Side:

- Coach lamp
- Left-hand remote control mirror
- Bright window frame moldings
- Full-length bodyside Rosewood wood-tone applique with bright and woodtone rails

- Colony Park script on quarter panel
- Deluxe wheel covers
- Bright wheelip moldings deleted
- Bright rocker panel molding deleted

Rear:

- Rosewood woodtone applique on doorgate with bright and woodtone rails

INTERIOR

- Flight bench seats with vinyl trim
- Deluxe seat belts
- Deluxe door trim with full-length armrests and door assist straps

- Analog clock
- Dual instrument panel courtesy lights
- Thicker color-keyed carpeting
- Two rear ashtrays

- Doorgate opening courtesy light switch
- Cargo compartment light, activated by doorgate

FUNCTIONAL

- Power windows

DIMENSIONS AND CAPACITIES	
Wheelbase	114.3"
Overall Length	217.7"
Track	
Front	62.2"
Rear	62.0"
Cargo Volume (cu. ft.)	91.9
Fuel Capacity (gals.)	20.0

STANDARD FEATURES

COLONY PARK WAGON — THE ULTIMATE FULLY-EQUIPPED FAMILY-SIZED WAGON

The stunning Colony Park Wagon has a personality of sporty luxury. Its hallmark is the richly-grained woodtone applique on the bodyside and doorgate. Other features that enhance the handsome exterior are bright window frame moldings, coach lamps, a left-hand remote-control mirror and beautiful, deluxe wheel covers.

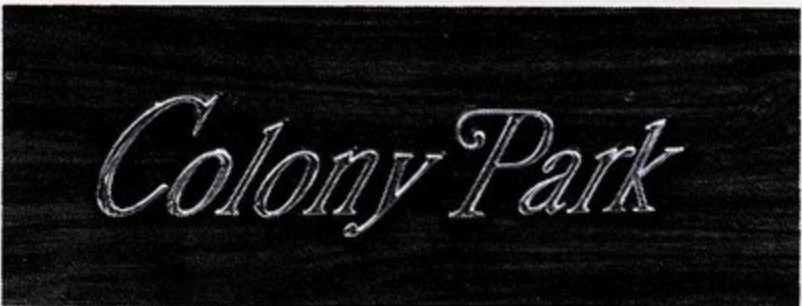
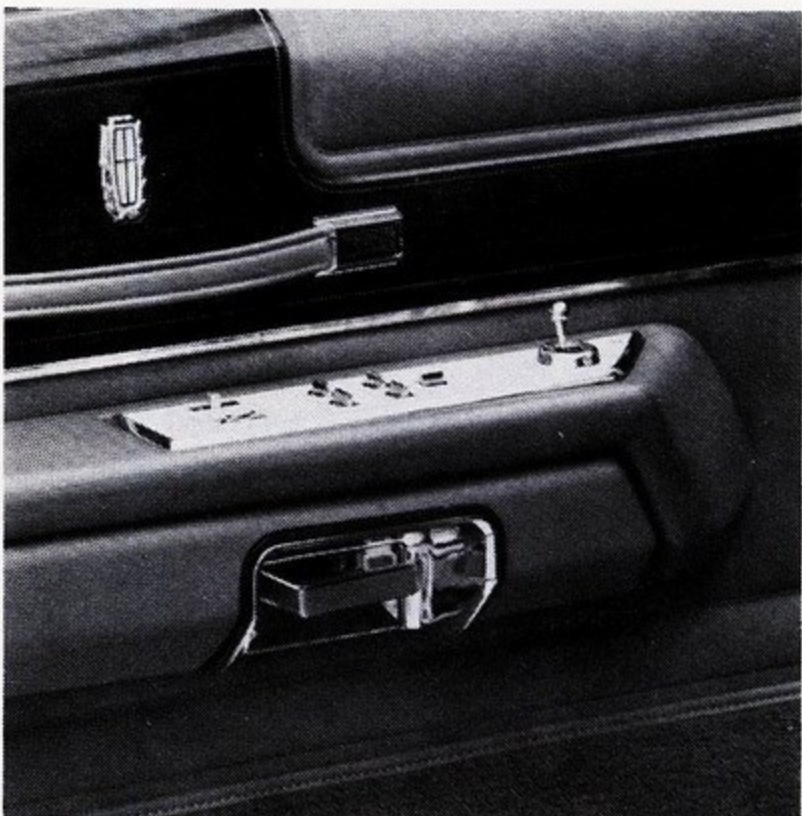


RICHL APPOINTED INTERIOR

Inside, the Colony Park Wagon hosts a high level of luxury equipment. Passengers will enjoy the finely-tailored flight bench seat with deluxe seat belts and vinyl trim.

Full-length armrests and door assist straps grace the luxurious door trim.

Other convenience features include power windows, dual instrument panel courtesy lights, an analog clock, two rear ashtrays and a doorgate opening courtesy light switch.



COLONY PARK WAGON — A HALLMARK OF FULL-SIZE WAGON PRESTIGE AND LUXURY

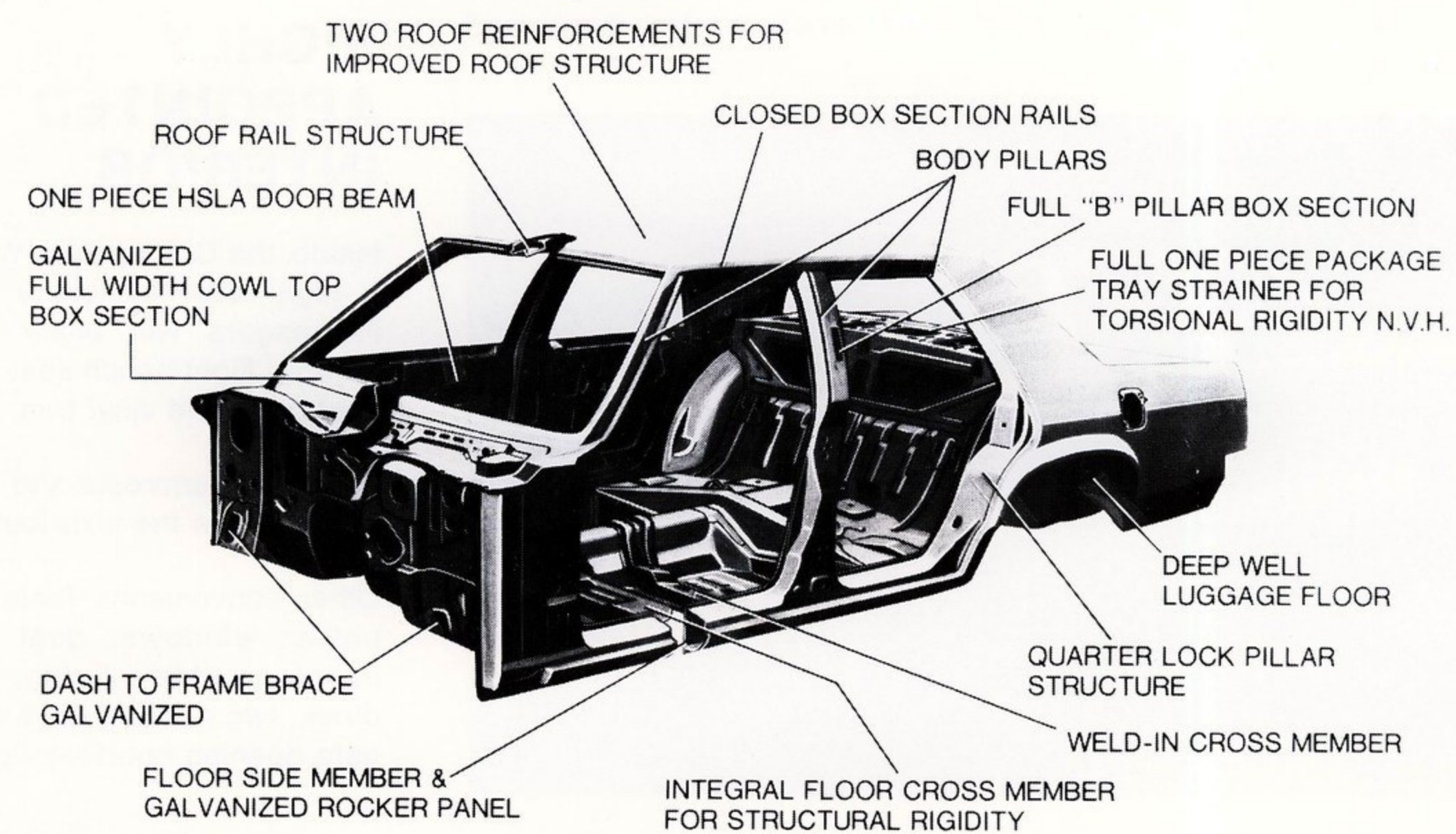
MAJOR MARQUIS ENGINEERING SALES FEATURES

NEW BODY DESIGN INSIDE AND OUT

The successful development of the totally new 1979 Marquis is the culmination of years of intensive research, planning and testing by designers and engineers working in close association to achieve the many demanding objectives set for this new car.

The primary design objective for this new Marquis was to retain traditional Marquis strengths such as an

interior reknowned for its six-passenger spaciousness and high level of luxurious appointments, a trunk and a luggage compartment featuring the popular deep-well design...all this, yet in a new trimmer and lighter package! All of these objectives have either been met or exceeded in the 1979 Marquis.



MARQUIS FRAME — A COMPUTER-ASSISTED DESIGN FOR SPACE EFFICIENCY

- The new Marquis features full-frame body construction, selected because it provides one of the best noise and vibration isolation systems between the passengers and the road.
- The 1979 Marquis benefited from one of the most thorough and advanced computer analysis programs ever used on any Ford Motor Company vehicle. The frame was designed, constructed and tested for space efficiency.
- Through a process called modal analysis, stress and impact patterns were measured under simulated loading and driving conditions to test the structure.
- Areas which showed unusual amounts of stress and displacement were fortified with increased material gage thickness or additional support components.

- This was accomplished in part by the use of high-strength low alloy steel (HSLA) in particular, applied to the front and rear frame crossmembers, door intrusion beams and bumper facebars.

BODY & CHASSIS SPECIFICATIONS	
Body Type	Body on perimeter frame
Steering	Parallelogram, forward-mounted reduced ratio steering system
Brakes	Dual hydraulic power front disc/rear drum
Suspension, Front	"A" arm coil spring with stabilizer bar
Suspension, Rear	Four-link coil spring with rubber cushioned pivots
Wheels	14" standard 15" optional
Tires	Steel-Belted Radial-Ply BSW

See Technical Information Section for more Detailed Engineering Information

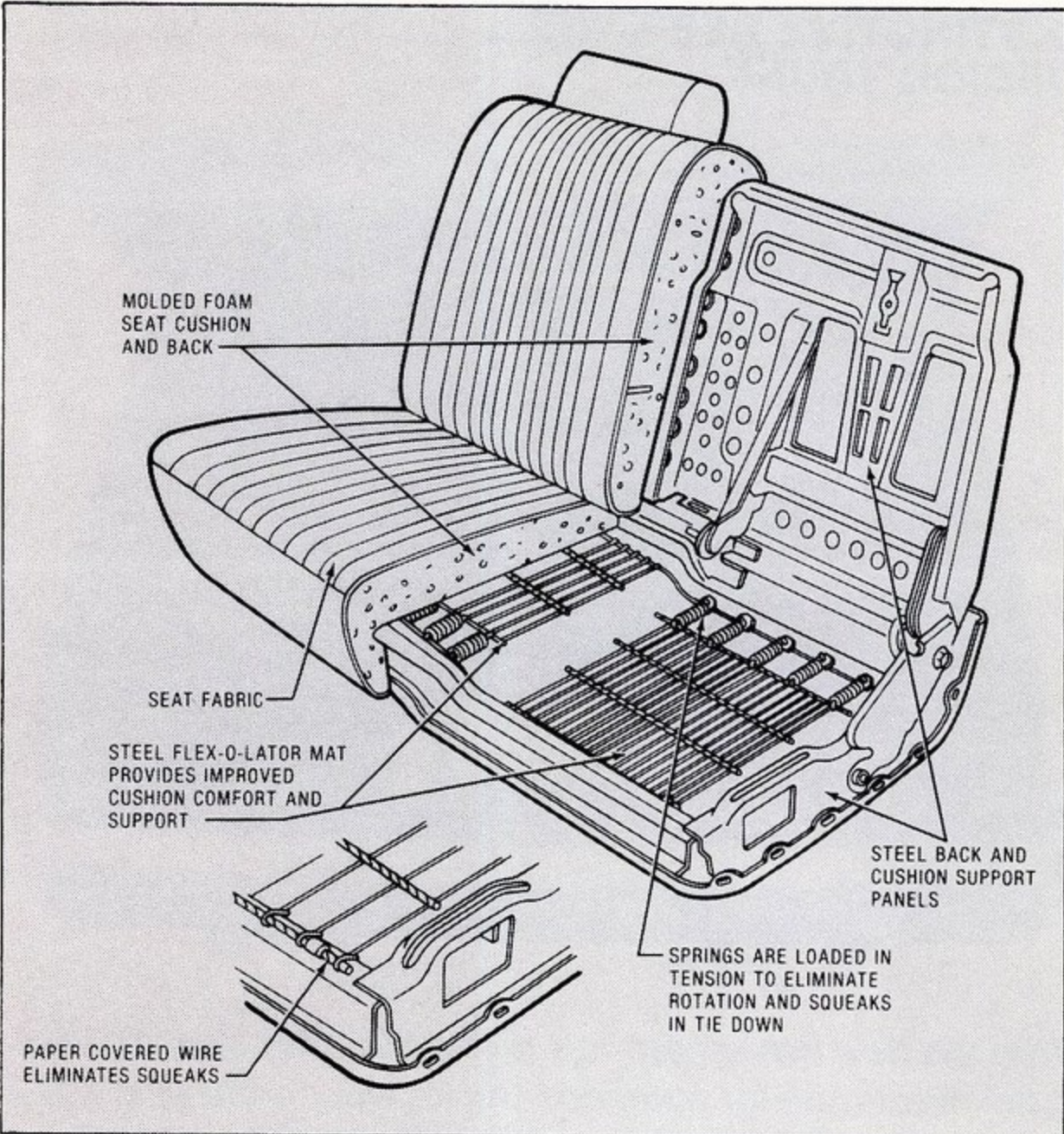
MORE SPACIOUS INTERIOR THAN LAST YEAR

One of the greatest attributes of the 1979 Marquis is its outstanding interior which offers more space than in the past while retaining the roominess, luxury, styling, comfort and convenience traditionally associated with full-size automobiles of this class. Compared to last year's models the new Marquis 4-doors are 4.1 cubic feet larger while 2-doors are a significant 11.7 cubic feet larger.

THINNER FRONT SEAT CONSTRUCTION COMPARED TO 1978

Weight savings and efficient space utilization are partially the result of Marquis' new thinner shell-type front seat construction.

- This construction has a thinner seat back which provides more rear seat room without sacrificing front passenger comfort levels.
- Steel back and cushion panels provide underlying support for enhanced seating comfort.
- Steel flex-o-lator mats run the entire length of the seat above the steel cushion support panels to provide additional seat support and contribute to passenger comfort.

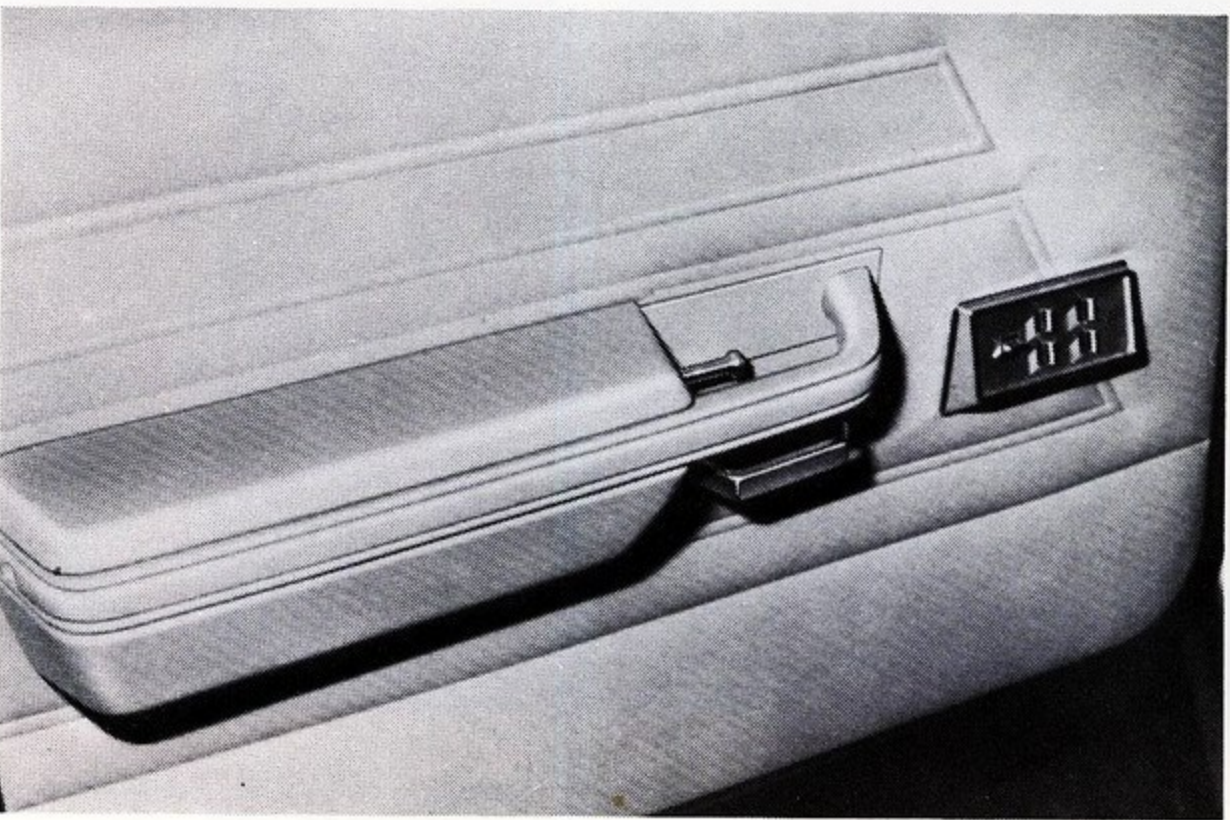


DRIVER COMMAND SEATING POSITION

- The quality of Marquis' design is apparent from the Driver Command seating position which provides convenient access to all controls and instruments.
- A lower hood and belt-line compared to 1978 provide increased glass area.
- From the comfortable newly-designed seat, the driver can easily see in all directions.

THINNER, MORE SPACE-EFFICIENT DOOR DESIGN COMPARED TO 1978

- Thinner, more efficient door design also contributes to the expanded width and spaciousness of the 1979 Marquis.
- The new door design features light-weight materials.
- The new front door design also features door locks located in the armrest from the door belt area.
- The door locks are positioned horizontally on the forward face of the armrest base, for greater protection from theft.



MAJOR MARQUIS ENGINEERING SALES FEATURES (Continued)

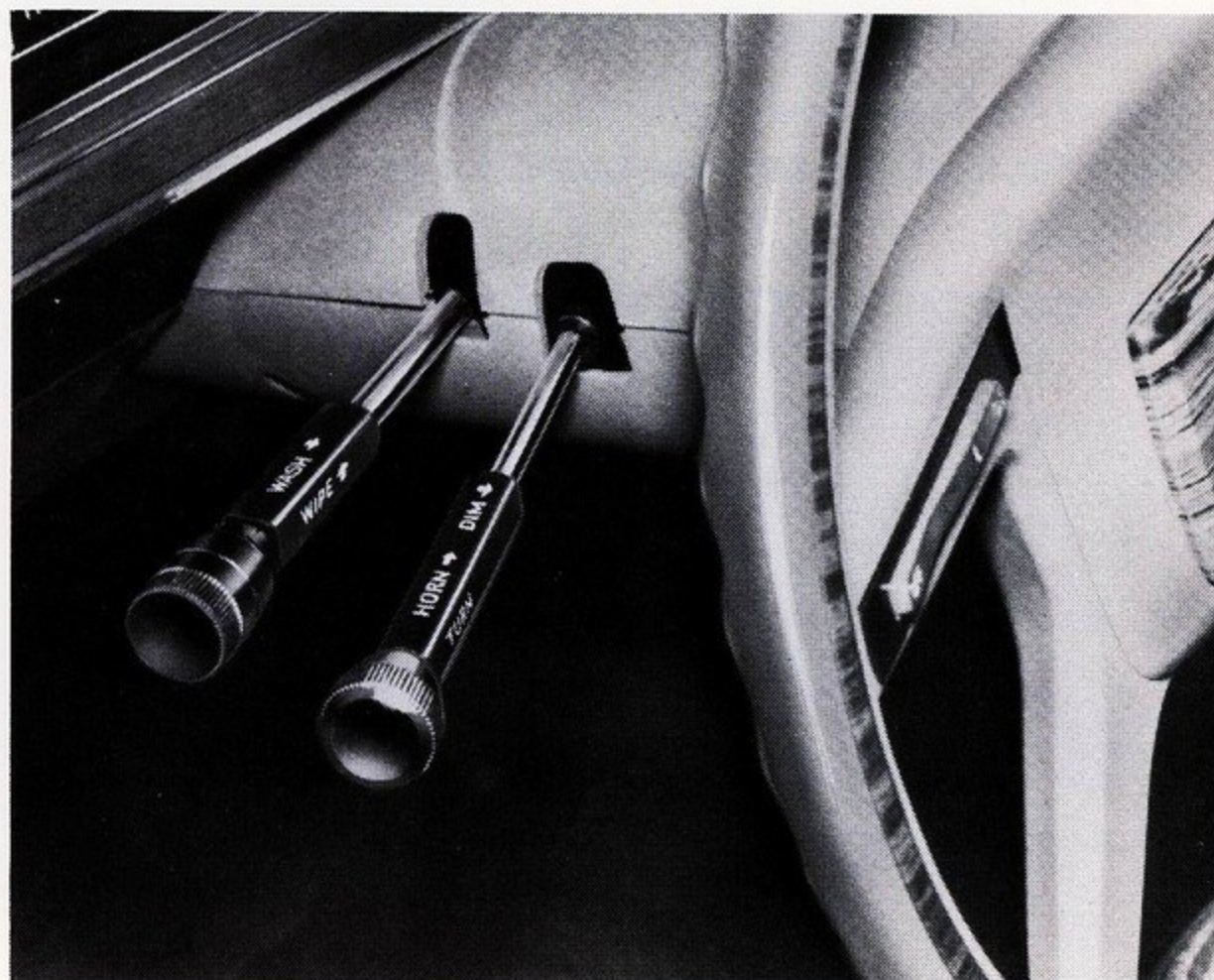
DISTINCTIVE DEEP-WELL DESIGN TRUNK



With the new mini-spare tire (available after Nov. 1), Marquis' reputation for spacious trunks will continue in 1979 with a trunk more spacious than in previous models — offering 23.3 cubic feet of storage area.

- The trunk features a deep-well design which creates a space deep enough for upright storage of items as large as suitcases.

THE CONVENIENCE OF STALK-MOUNTED CONTROLS



- With Marquis' stalk-mounted control design frequently used controls are always at the driver's fingertips.
- Controls for the turn signal, horn and headlamp dimmer are located on the stalk nearest to the driver. The windshield washer and wiper controls are operated from the stalk furthest from the driver. The controls are accessible, convenient and easy to operate.

STANDARD 5.0 LITRE (302 CID) VV V-8 ENGINE IMPROVEMENTS

Because the new Marquis is lighter than last year, a smaller engine is able to operate as the standard power-plant without a reduction in performance. All 1979 Marquis models except station wagons in California have the 5.0L (302 CID) V-8 engine as standard. (The standard engine for wagons in California is a 5.8 Litre.)

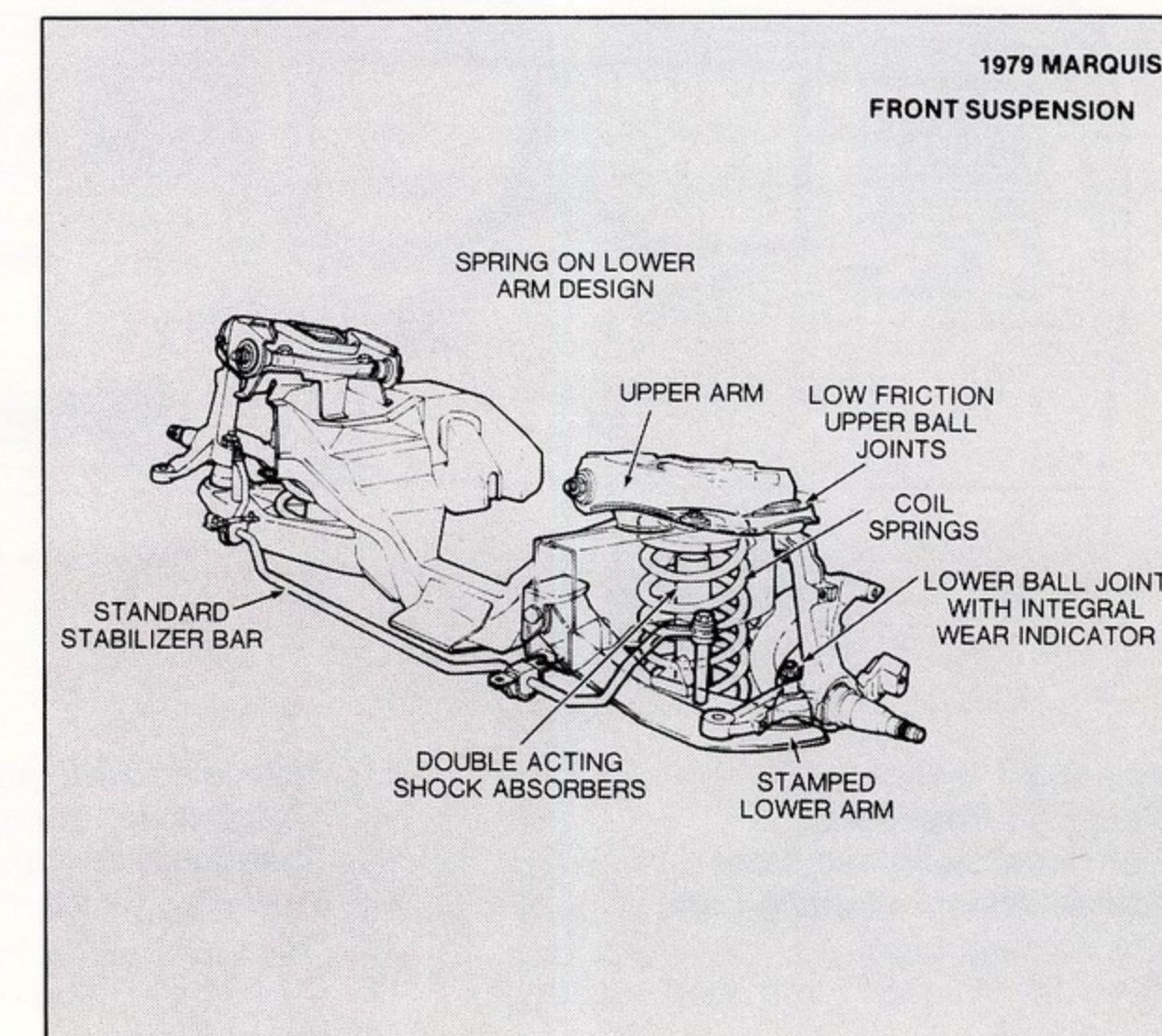
The 5.0 Litre engine incorporates several improvements for 1979.

- It is almost 35 lbs. lighter due to the use of lighter-weight pistons and an aluminum water pump and intake manifold.
- Its variable venturi carburetor has been revised in the choke, vent and fuel supply systems.
- It offers a greater opportunity for fuel economy compared to the 5.8 Litre engine.

FRONT SUSPENSION

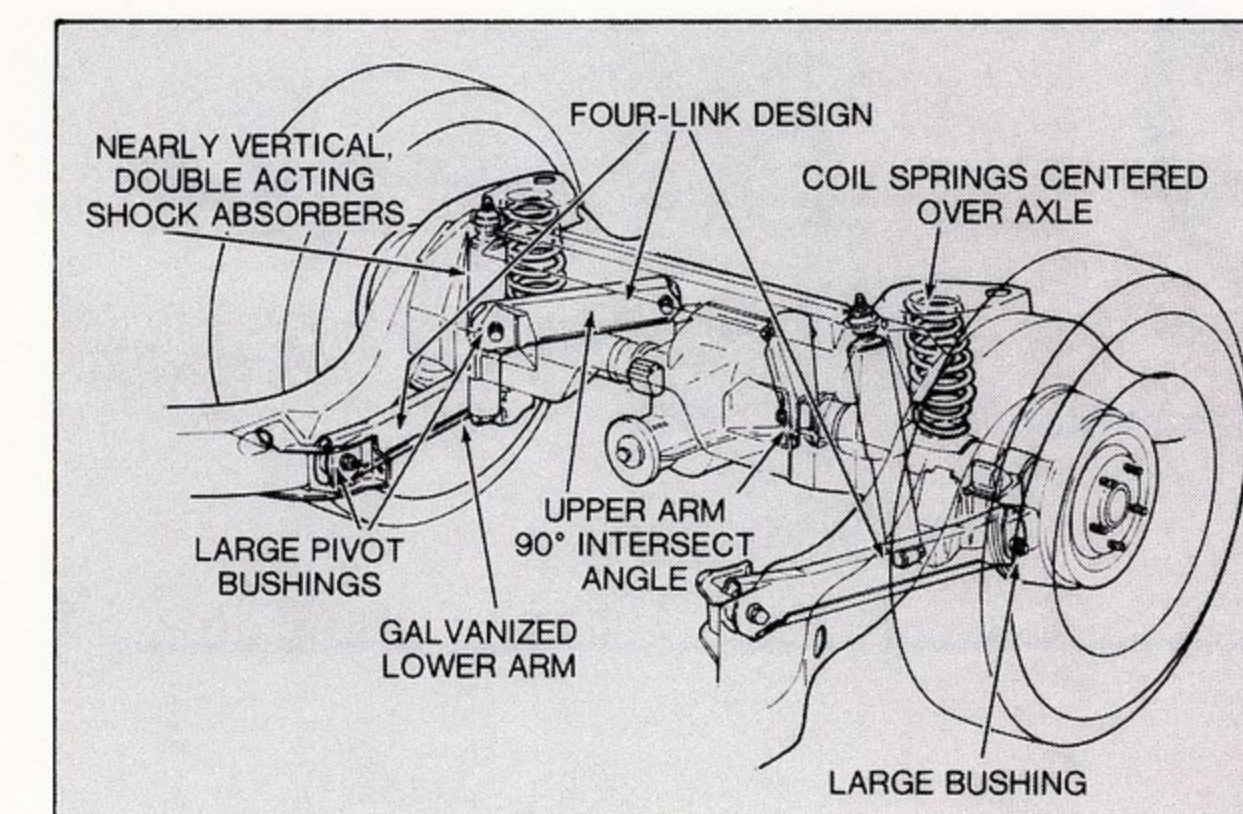
The new front suspension features a long and short arm design and a front stabilizer bar.

- Suspension components are attached to the frame at rubber-insulated mounting points which eliminates metal-to-metal contact and minimizes the transfer of road noise and vibration to the passenger compartment.
- The stabilizer bar 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.
- The upper ball joint features a new low friction design which includes a ball stud encased in a socket. The ball joint also features a new lube-for-life design.



REAR SUSPENSION

- Marquis' rear suspension system features a four-bar link coil-spring design which replaces the previous three-link configuration.
- This system is highly space-efficient and contributes significantly to Marquis' ample luggage capacity.

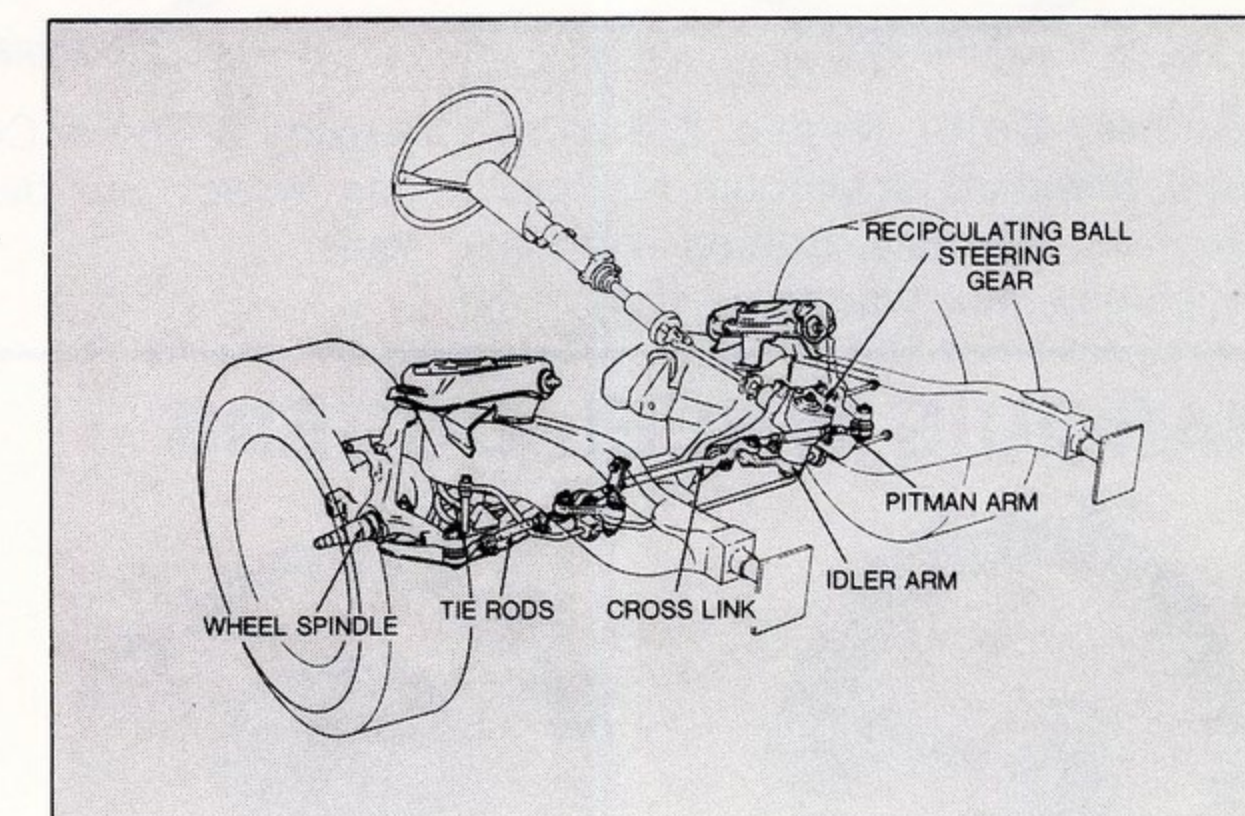


- On the new Marquis the coil springs are centered over the axle and the shock absorbers are mounted in front of the axle. This new design eliminates the need for a track bar which would otherwise intrude on the space presently utilized by the luggage compartment.
- Like the front suspension system, large rubber bushings are used at all points where the suspension attaches to the frame.

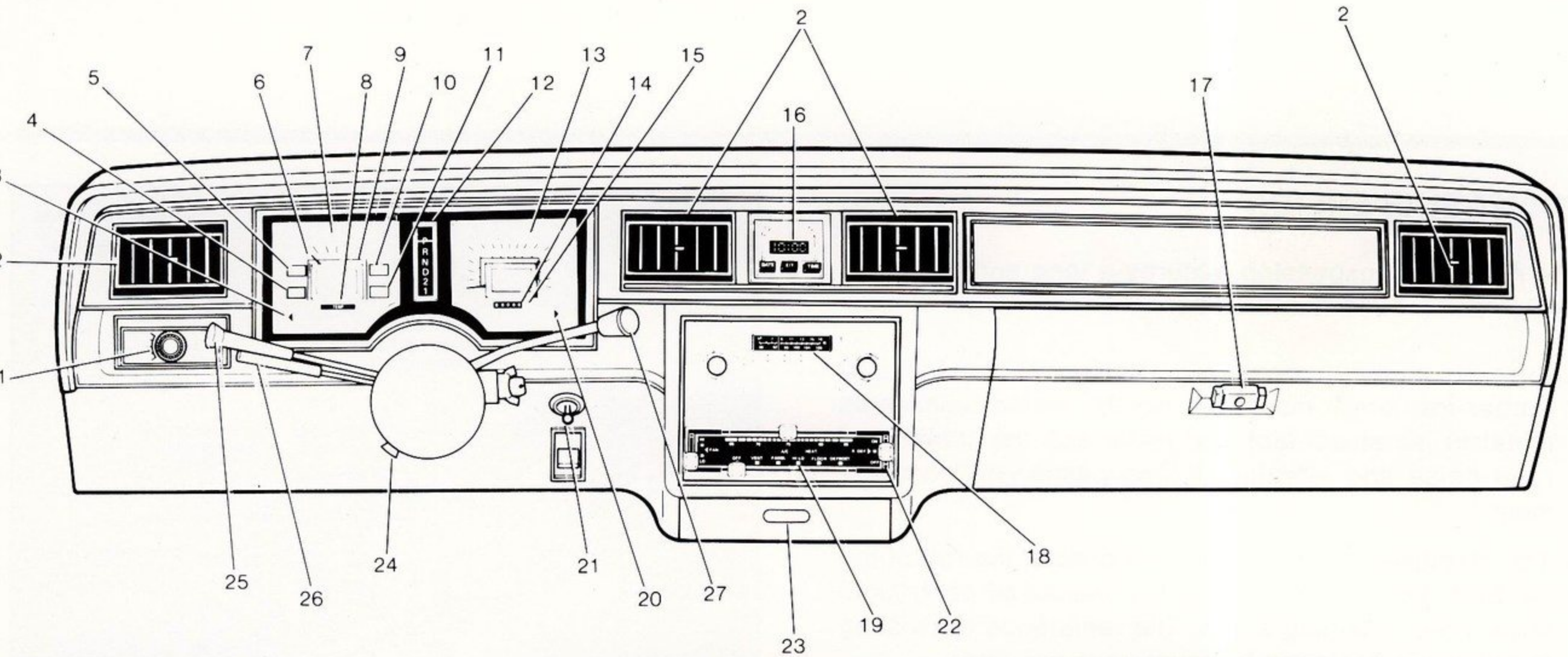
STEERING SYSTEM

The 1979 Marquis also features an improved steering system.

- The significant aspect of this new system is the repositioning of the steering linkage and gear forward of the front wheel axis which helps provide greater steering feel.
- A rotary-valve steering gear has a reduced 14:1 gear ratio which provides greater response to driver input compared to 1978.



MARQUIS INSTRUMENT PANEL



1. Headlight Switch

2. Panel Air Registers

3. Left Turn Signal Indicator

4. Brake System Warning Light

5. Oil Warning Light

6. Area for Washer Fluid Warning Light (Optional)

7. Fuel Gauge

8. Temperature Warning Light

9. Area for Low Fuel Warning Light (Optional)

10. Fasten Belts Light
11. Alternator Warning Light

12. Transmission Selector Indicator

13. Speedometer (mph/Km/h)

14. Tripmeter (Optional)

15. Odometer (Optional)

16. Electronic Digital Clock (Optional)

17. Glove Box

18. Radio (Optional)

19. Climate Control (Heater Control or Optional A/C)
20. Right Turn Indicator

21. Right-Hand Rear-View Mirror Control (Optional)

22. Electric Rear Window Defroster

23. Ashtray

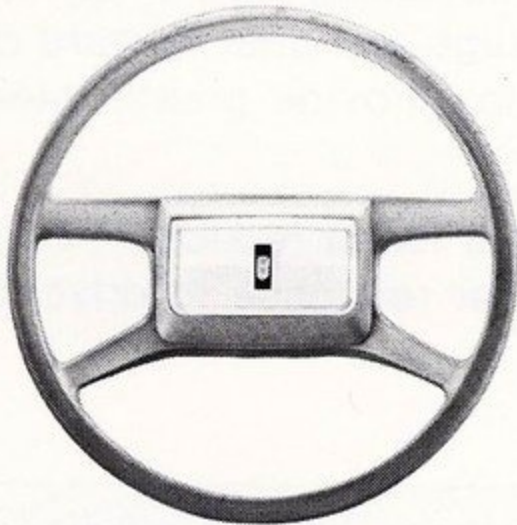
24. Hazard Flasher

25. Windshield Washer Control Lever

26. Turn Signal, Dimmer (brights), Horn Lever

27. Tilt Steering

MARQUIS STEERING WHEELS

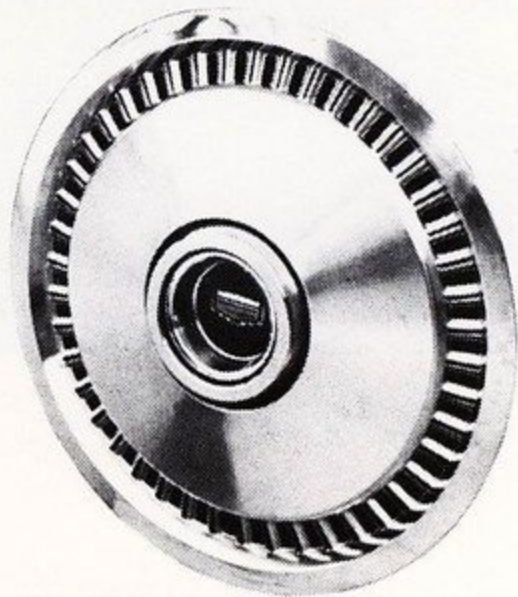


4-Spoke, Color-Keyed Steering Wheel. Standard on Marquis, Marquis Brougham, Marquis Station Wagon and Colony Park Wagon.

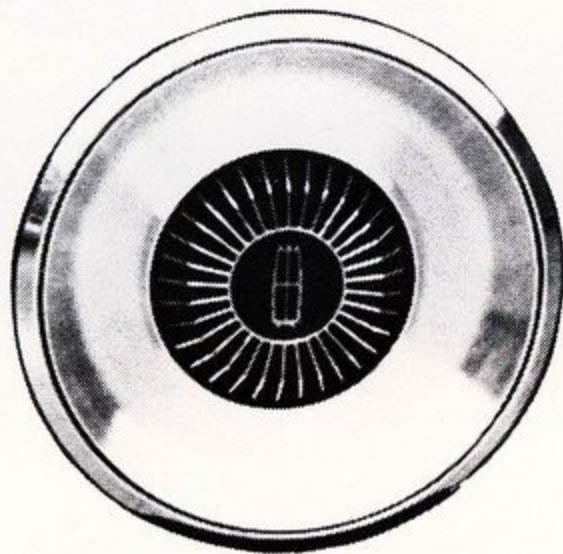


Luxury 4-Spoke Color-Keyed Steering Wheel. Standard on Grand Marquis.

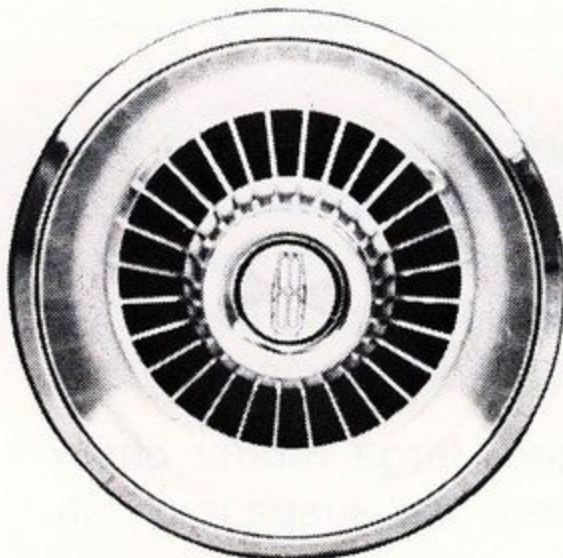
MARQUIS WHEEL COVERS



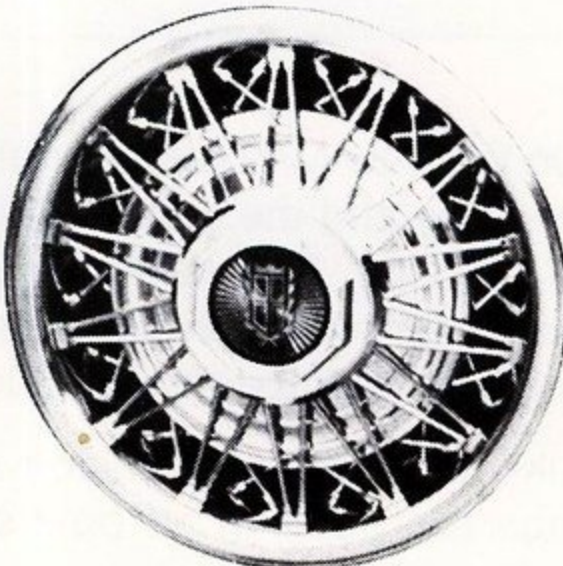
Full Wheel Cover. Standard on Marquis and Marquis Station Wagon.



Deluxe Wheel Cover. Standard on Marquis Brougham, Grand Marquis and Colony Park Wagon.



Luxury Wheel Cover. Optional on all models.



Wire Wheel Cover. Optional on all models.

MARQUIS POWER TEAMS

Engines and Transmission			Axle Ratios		
49 States			Standard	Optional	Traction-Lok
5.0 Litre (302 CID) VV V-8 SelectShift Automatic	Sedans Wagons	STD STD	2.26	3.08	NA
			2.73	NA	NA
5.8 Litre (351 CID) 2V V-8(a) SelectShift Automatic	Sedans Wagons	OPT OPT	2.26(a)	3.08	NA
			2.73(a)	3.08	NA
California					
5.0 Litre (302 CID) VV V-8 SelectShift Automatic	Sedans Wagons	STD NA	2.26	NA	NA
			NA	NA	NA
5.8 Litre (351 CID) VV V-8 SelectShift Automatic	Sedans Wagons	OPT STD	2.73(a,b)	3.08	NA
			2.73(a)	3.08	NA

(a) When Trailer Towing Package is ordered, the ratio is 3.08
(b) With 2-Door the ratio is 2.26

Legend: STD = Standard REQ OPT = Required at Extra Cost
OPT = Optional NA = Not Available

MARQUIS DIMENSIONS AND CAPACITIES*

	MARQUIS		MARQUIS BROUGHAM		GRAND MARQUIS		MARQUIS STATION WAGON	COLONY PARK WAGON
	2-Door	4-Door	2-Door	4-Door	2-Door	4-Door		
Wheelbase	114.4	114.4	114.4	114.4	114.4	114.4	114.3	114.3
Overall Length	212.0	212.0	212.0	212.0	212.0	212.0	217.7	217.7
Overall Height	54.5	54.5	54.5	54.5	54.5	54.5	56.8	56.8
Overall Width	77.5	77.5	77.5	77.5	77.5	77.5	79.1	79.1
Tread, Front	62.2	62.2	62.2	62.2	62.2	62.2	62.2	62.2
Tread, Rear	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0
FRONT, Head Room	38.0	38.0	38.0	38.0	38.0	38.0	38.9	38.9
Shoulder Room	61.7	61.7	61.7	61.7	61.7	61.7	61.7	61.7
Hip Room	61.2	61.2	61.2	61.2	61.2	61.2	61.2	61.2
Leg Room	42.0	42.0	42.0	42.0	42.0	42.0	42.0	42.0
REAR, Head Room	37.4	37.4	37.4	37.4	37.4	37.4	39.1	39.1
Shoulder Room	61.0	61.7	61.0	61.7	61.0	61.7	61.7	61.7
Hip Room	58.0	58.0	58.0	58.0	58.0	58.0	54.2	54.2
Leg Room	40.6	40.6	40.6	40.6	40.6	40.6	39.3	39.3
Fuel Capacity (gals.)	19.0	19.0	19.0	19.0	19.0	19.0	20.0	20.0
Curb Weight (lbs.)	3657	3707	3690	3755	3732	3795	3931	3956
CARGO AREA								
Platform Length Maximum (Tailgate Closed)	—	—	—	—	—	—	91.1	91.1
Floor Width between Wheel Housings	—	—	—	—	—	—	48.2	48.2
Cargo Compartment Height at Rear Opening	—	—	—	—	—	—	28.5	28.5
Cargo Volume (cu. ft.)	—	—	—	—	—	—	91.9	91.9
Luggage Capacity (cu. ft.)	21.1(a)	21.1(a)	21.1(a)	21.1(a)	21.1(a)	21.1(a)	—	—

* Dimensions in inches unless otherwise stated
SOURCE: Motor Vehicle Manufacturers Association Specifications
(a) 23.3 cu. ft. with mini-spare tire. (Estimated availability Nov. 1)

MARQUIS OPTIONS

ENGINES

- **5.8 Litre (351 CID) 2V V-8** — Optional for all models. Includes variable venturi carburetor in California and high altitude areas. Mandatory on station wagons in California. Includes 45-amp. battery. Required with High Altitude Option.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

REGULAR PRODUCTION OPTIONS

- **Air Conditioning, Automatic Temperature Control** — Tinted Glass recommended.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Air Conditioning, Manual** — Tinted Glass recommended.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Antenna, Power** — Mounted in right front fender. Not available with Radio Flexibility Option.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Axle, Optional Ratio** — Standard on wagons equipped with the 5.0 Litre engine in 49 states. Not available in California with the 5.0 Litre engine. Included in the Trailer Towing Package.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Battery, Heavy-Duty (71 amp.)** — Included in the Trailer Towing Package.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Belts, Deluxe Seat** — Color-keyed, with tension reliever feature.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	std	std	•	std

- **Bumper Guards, Front**

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	na	na

- **Bumper Guards, Rear**

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	na	na

- **Bumper Rub Strips** — Front and rear.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Chimes, Seat Belt Warning**

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	std	•	•

- **Clock, Analog**

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	std	std	•	std

- **Clock, Electronic Digital (Date/Elapsed Time)** — When the car is started the clock instantly shows the date for five seconds then automatically switches to a time display.

The E/T button controls the elapsed time functions. Pushing the button once starts the recording and display of elapsed time which remains until the button is pushed again. When the ignition is off or the E/T is on, the date or time are on call. Time zone adjustments can be made without disrupting the clock's accuracy.



Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Convenience Group** — Includes interval windshield wipers, visor vanity mirror (std. on Grand Marquis), electric deck lid/doorlock, and trip odometer and warning light cluster (std. on Grand Marquis).

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Defroster, Electric Rear Window** — Includes 65-amp. alternator and tinted rear window. Required on passenger cars in New York State.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

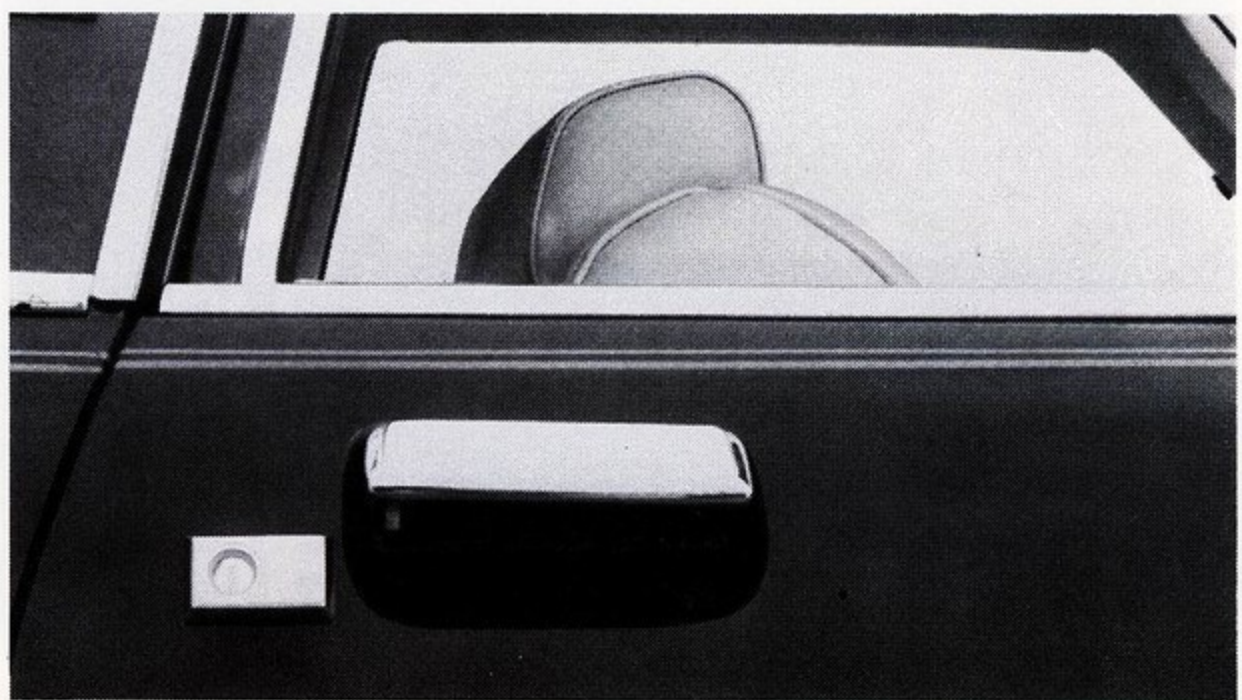
- **Glass, Tinted Complete** — Included in Grand Marquis Decor Option. Recommended with air conditioning.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	std	•	•

- **Grand Marquis Decor Option** — Includes non-reclining Twin Comfort Lounge seats in unique sew style, Luxury Steering Wheel, luxury door/quarter trim panels with assist straps, Seat Belt Warning Chimes, woodtone applique seat side shield inserts, luxury door armrests, dual beam dome lamp, visor vanity mirror, front seat back-mounted assist straps, front seat back map pockets and Tinted Glass.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
na	na	na	na	•

- **Illuminated Entry System** — Includes activation of a ring of light around the keyhole and interior lights by the outside door handle.



Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Lamps, Cornering**



Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **License Plate, Front Bracket** — Mandatory in states requiring two license plates.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Load Levelers, Manual**

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Lock Convenience Group** — Includes power door locks and remote control deck lid or doorlock release.



Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Lower Bodyside Protection** — Lower body vinyl coating over the paint for increased road abrasion protection.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Luggage Rack** — Includes Rosewood woodtone inserts.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
na	na	na	•	•

- **Mirror, Illuminated Visor Vanity**

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Mirror, Left Hand Remote Control**

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	std	std	•	std

- **Mirror, Right-Hand Remote Control (Sail-Mounted)** — Requires left hand remote control mirror.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Molding, Protective Bodyside (Narrow)** — Body color vinyl insert on all models except Colony Park Wagon which has brown insert. Colony Park Wagon molding extends between wheel openings only.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Molding, Rocker Panel**

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
std	std	std	std	•

- **Moldings, Window Frame**

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	std	std	•	std

MARQUIS OPTIONS (Continued)

- Paint, Glamour

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Paint, Tu-Tone — Not available with Bodyside Paint Stripes. Grand Marquis standard bodyside stripes are deleted.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	na

- Paint Stripes; Bodyside — Not available with Tu-Tone Paint Option.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	std	•	na

- Paint Stripe, Hood

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
na	std	std	na	•

- Protection Group, Appearance — Includes bright door edge guards (brown on Colony Park Wagon). Color-keyed front and rear floor mats, and License Plate Frames. (Rear only unless Front License Bracket is ordered.)

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Radio, AM — Not available with Premium Sound System or Radio Flexibility Option.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Radio, AM/FM Stereo — Includes two instrument panel and two rear seat speakers.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Radio, AM/FM with 8-Track Tape — Includes two instrument panel and two rear seat speakers.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Radio, AM/FM Stereo with Cassette Tape — Includes two instrument panel and two rear seat speakers.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Radio, Electronic AM/FM Stereo Search with Quadrasonic 8-Track Tape

- The listener can now enjoy the combination of AM, FM and FM Stereo Radio plus 8-Track Stereo and Quadrasonic Tape Player with SEEK and SCAN capabilities all in one unit.
- Stylish blackout face gives a sleek look to this all-electronic radio.

- Modern computer circuitry and quartz-crystal tuning precision eliminate conventional manual tuning and temperature related station drift.

- For those who appreciate the convenience of electronic digital display, the read-out panel indicates station frequency.

- The graphics of the radio's critical controls are lighted for night viewing, and each station touch-button has a locator light underneath so it can be easily seen in the dark.

- The Quadrasonic 8-Track Tape player provides a separate sound track for each of four speakers. The tape player will play either quadrasonic tapes or stereo tapes.



Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Radio, Citizens Band — 40-channel integral mounting with detachable microphone and tri-band antenna. Requires a radio option. Not available with Radio Flexibility Option.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Radio Flexibility Option — Available only for dealer stock units. Includes all suppression equipment, two front speakers and wiring in package tray or quarter trim panel, provisions for rear speakers, antenna and antenna cable. Not available with CB radio or Power Antenna.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Roof, Full Vinyl — Standard on Marquis Brougham and Grand Marquis 4-door models; available at no extra cost on Marquis Brougham and Grand Marquis 2-door models. Not available on wagons.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	std	std	na	na

- Roof, Landau Vinyl — Not available on 4-door models or wagons.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	std	std	na	na

- Seat, Flight Bench with Left- and Right-Hand Recliners.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	na	•	•

- Seat, Power Flight Bench — Not available on Grand Marquis or with Grand Marquis Decor Option.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	na	•	•

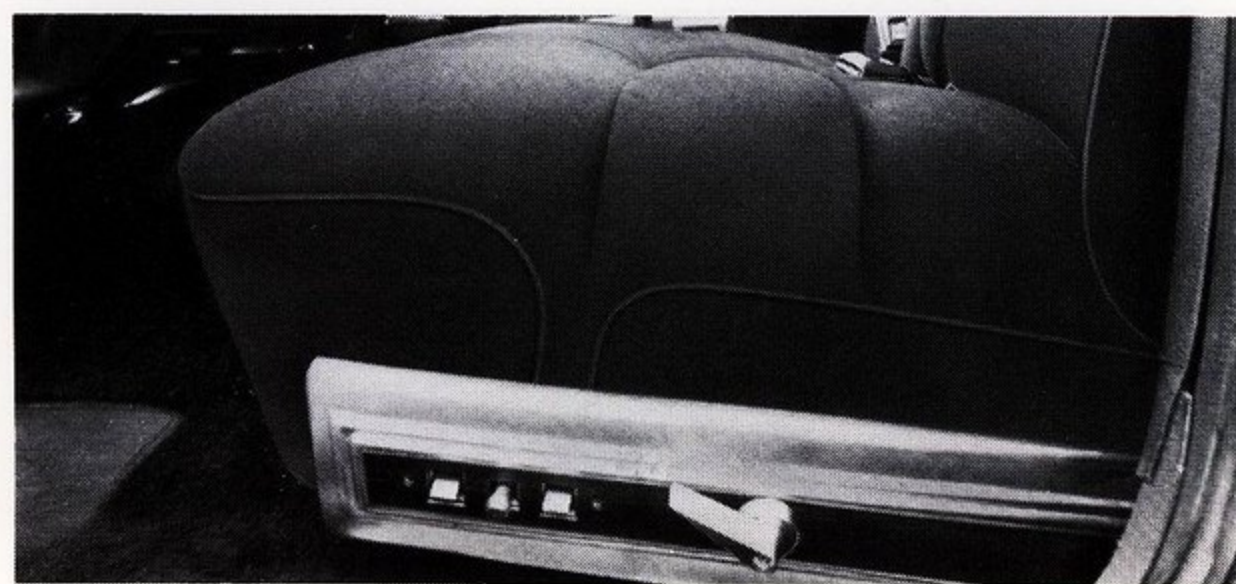
- Seat, Power Flight Bench with Left- and Right-Hand Recliners

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	na	•	•

- Seat, Twin Comfort Lounge with Left- and Right-Hand Recliners

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
na	•	•	na	•

- Seat, Power Six-Way Driver Side — Available only with Twin Comfort Lounge seats. Includes right- and left-hand recliners.

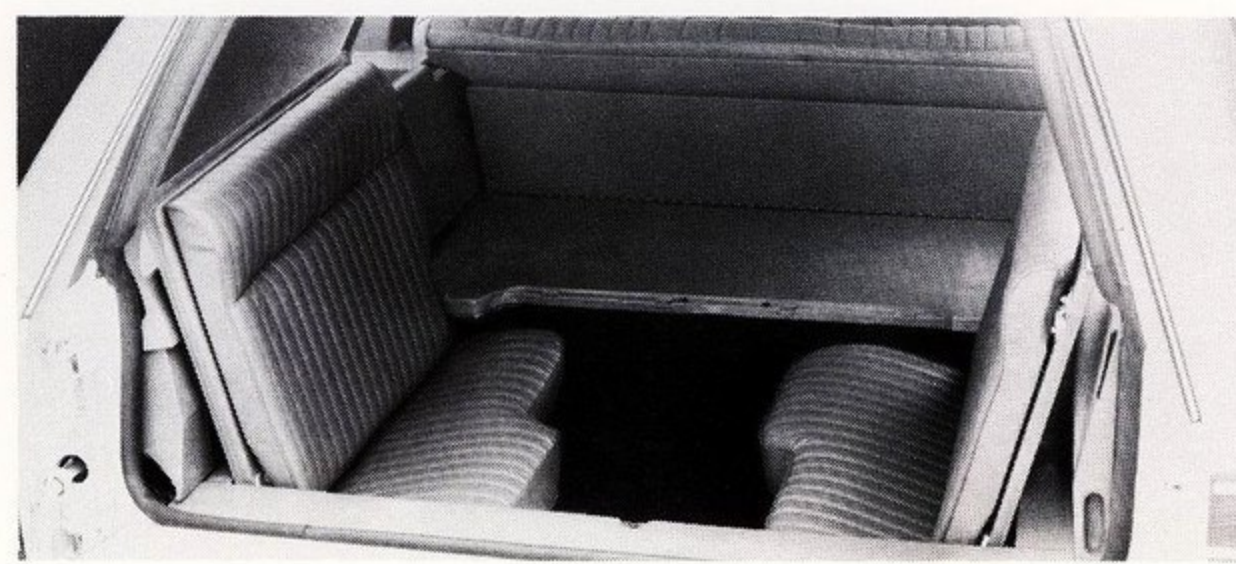


Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
na	•	•	na	•

- Seat, Power Six-Way/Six-Way with Left- and Right-Hand Recliner — Available only with Twin Comfort Lounge Seats.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
na	•	•	na	•

- Seats, Removable Rear Dual Facing — Includes cargo area light, and 12 oz. carpeting in storage well.



Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
na	na	na	•	•

- Sound Package, Deluxe — Standard on Grand Marquis. Included in Grand Marquis Decor Option.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	std	•	•

- Sound System, Premium — Includes higher level rear speakers and power amplifier. Not available with AM radio or Radio Flexibility Option.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Speakers, Dual Rear Seat — Standard on all stereo radios. Optional with AM radio. Includes two rear seat speakers.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Speed Control — Includes new "resume" feature which allows the driver to automatically accelerate to a speed set prior to braking at the touch of a button. Includes Luxury Steering Wheel.



Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- Steering Wheel - Tilt — Includes Luxury Steering Wheel.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

MARQUIS OPTIONS (Continued)

- **Suspension, Handling** — Includes upgraded springs and shock absorbers, increased diameter front stabilizer bar, rear stabilizer bar and 6 1/2 inch wheels.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

Suspension-Heavy-Duty — Not available with Trailer Towing Package, Handling Suspension or Manual Load Levelers.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Tire, Conventional Spare** — Standard on station wagons.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon std	Colony Park Wagon std
•	•	•		

- **Tires** — See chart on page 21.

- **Trailer Towing Package-Class III** — See Trailer Towing Section for detailed information.

Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
•	•	•	•	•

- **Trim, Cloth**

Marquis na	Marquis Brougham na	Grand Marquis na	Marquis Wagon na	Colony Park Wagon •
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- **Trim, Leather**

Marquis na	Marquis Brougham •	Grand Marquis •	Marquis Wagon na	Colony Park Wagon •
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- **Trim, Luggage Compartment** — Includes carpeted front and rear compartment, side lining boards, taillamp/lower back panel, and spare tire cover.

Marquis •	Marquis Brougham •	Grand Marquis std	Marquis Wagon na	Colony Park Wagon na
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- **Trim, Polyknit Vinyl**

Marquis na	Marquis Brougham na	Grand Marquis na	Marquis Wagon •	Colony Park Wagon •
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- **Trim, Vinyl**

Marquis •	Marquis Brougham •	Grand Marquis na	Marquis Wagon std	Colony Park Wagon std
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- **Visibility Light Group** — Includes the following:

	Marq.	Marq. Brm.	Gd. Marq.	Merc. Wgn.	Col. Park
Engine compartment light	X	X	X	X	X
Dome/dual beam map light	X	X	STD	X	X
Dual inst. panel courtesy lamps	X	STD	STD	X	STD
Trunk/cargo lamps	X	STD	STD	X	STD
"Headlamps-on" warning buzzer	X	X	X	X	X

Marquis •	Marquis Brougham •	Grand Marquis •	Marquis Wagon •	Colony Park Wagon •
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- **Wheel Covers — Luxury**

Marquis •	Marquis Brougham •	Grand Marquis •	Marquis Wagon •	Colony Park Wagon •
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- **Wheel Covers — Wire**

Marquis •	Marquis Brougham •	Grand Marquis •	Marquis Wagon •	Colony Park Wagon •
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- **Windows, Power Side**

Marquis •	Marquis Brougham std	Grand Marquis std	Marquis Wagon •	Colony Park Wagon std
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MARQUIS OPTIONS

LIMITED PRODUCTION OPTIONS

- **California Emissions System** — Required on vehicles to be registered in California. Optional in 49 states. Station wagons require 5.8 Litre engine.

Marquis •	Marquis Brougham •	Grand Marquis •	Marquis Wagon •	Colony Park Wagon •
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- **Engine Block Heater**

Marquis •	Marquis Brougham •	Grand Marquis •	Marquis Wagon •	Colony Park Wagon •
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- **Floor Mats - Front** — Included in Appearance Protection Group.

Marquis •	Marquis Brougham •	Grand Marquis •	Marquis Wagon •	Colony Park Wagon •
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- **High Altitude Option** — Requires 5.8L (351 CID) engine. Includes VV carburetor only and 3.08 axle. Not available with California Emissions System.

HIGH ALTITUDE OPTION			
Engine/Transmission		Axle Ratio	
		Sedans	Wagons
5.8 Litre (351 CID) VV V-8 with SelectShift Automatic	REQ OPT STD	3.08	3.08

Legend: STD - Standard
REQ OPT - Required at extra cost

Marquis •	Marquis Brougham •	Grand Marquis •	Marquis Wagon •	Colony Park Wagon •
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- **Light - Luggage Compartment** — Included in Visibility Light Group.

Marquis •	Marquis Brougham std	Grand Marquis std	Marquis Wagon •	Colony Park Wagon std
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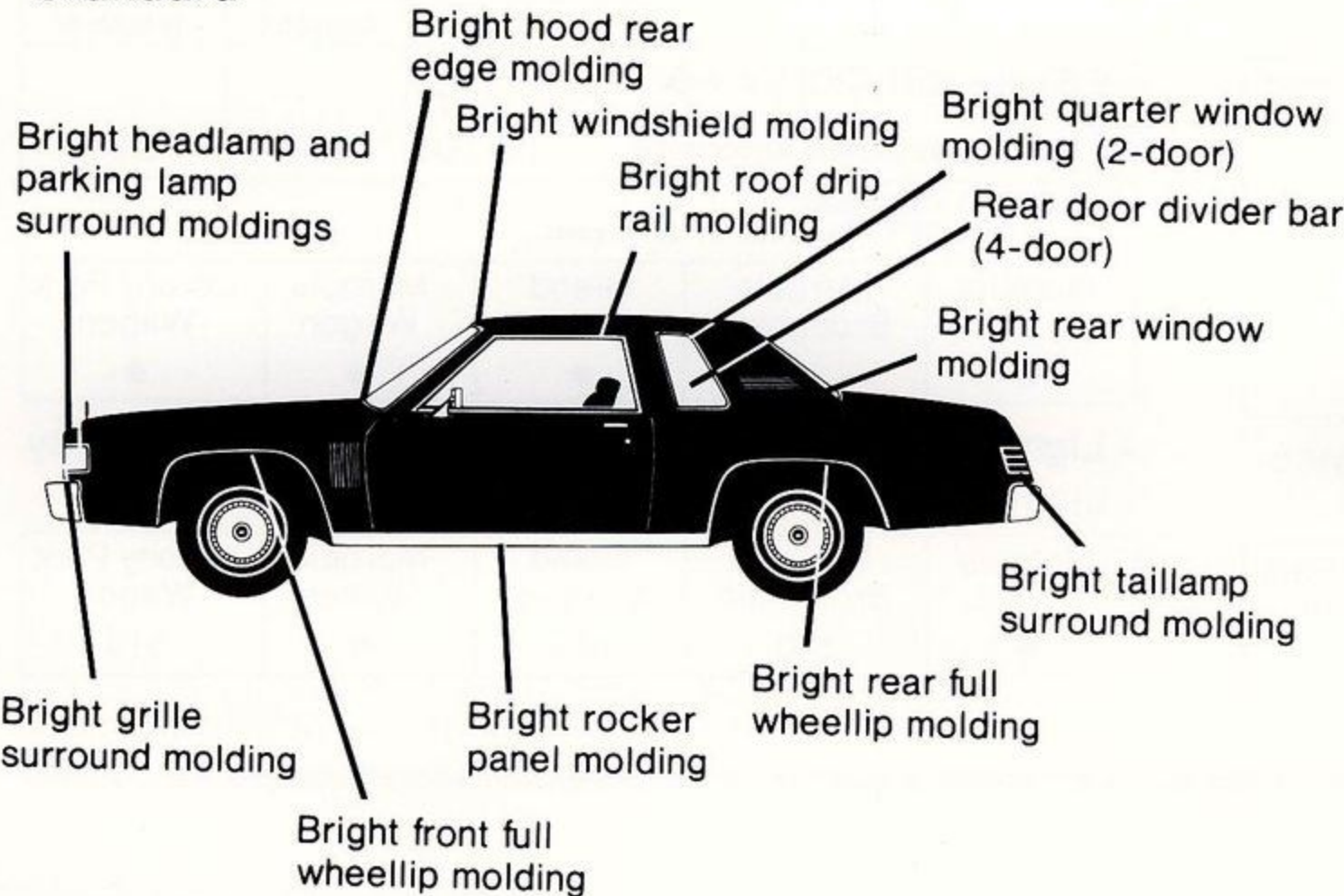
TIRES *

MARQUIS TIRE AVAILABILITY					
49 STATES & CALIFORNIA	FR78x14		GR78x14		HR78x14
	BSW	WSW	BSW	WSW	WSW
2-Door Models					
5.0 Litre (302 CID) VV V-8 without A/C with A/C	STD STD	OPT OPT	OPT OPT	OPT OPT	NA NA
5.8 Litre (351 CID) VV V-8 without A/C with A/C	STD STD	OPT OPT	OPT OPT	OPT OPT	NA NA
5.8 Litre (351 CID) 2V V-8 (a) without A/C with A/C	STD STD	OPT OPT	OPT OPT	OPT OPT	NA NA
4-Door Models					
5.0 Litre (302 CID) VV V-8 without A/C with A/C	STD STD	OPT OPT	OPT OPT	OPT OPT	NA NA
5.8 Litre (351 CID) VV V-8 without A/C with A/C	STD STD	OPT OPT	OPT OPT	OPT OPT	NA NA
5.8 Litre (351 CID) 2V V-8 (a) without A/C with A/C	STD STD	OPT OPT	OPT OPT	OPT OPT	NA NA
Station Wagons					
5.0 Litre (302 CID) VV V-8 without A/C with A/C	NA NA	NA NA	STD STD	OPT OPT	OPT OPT
5.8 Litre (351 CID) VV V-8 (b) without A/C with A/C	NA NA	NA NA	STD STD	OPT OPT	OPT OPT
5.8 Litre (351 CID) 2V V-8 (a) without A/C with A/C	NA NA	NA NA	STD STD	OPT OPT	OPT OPT

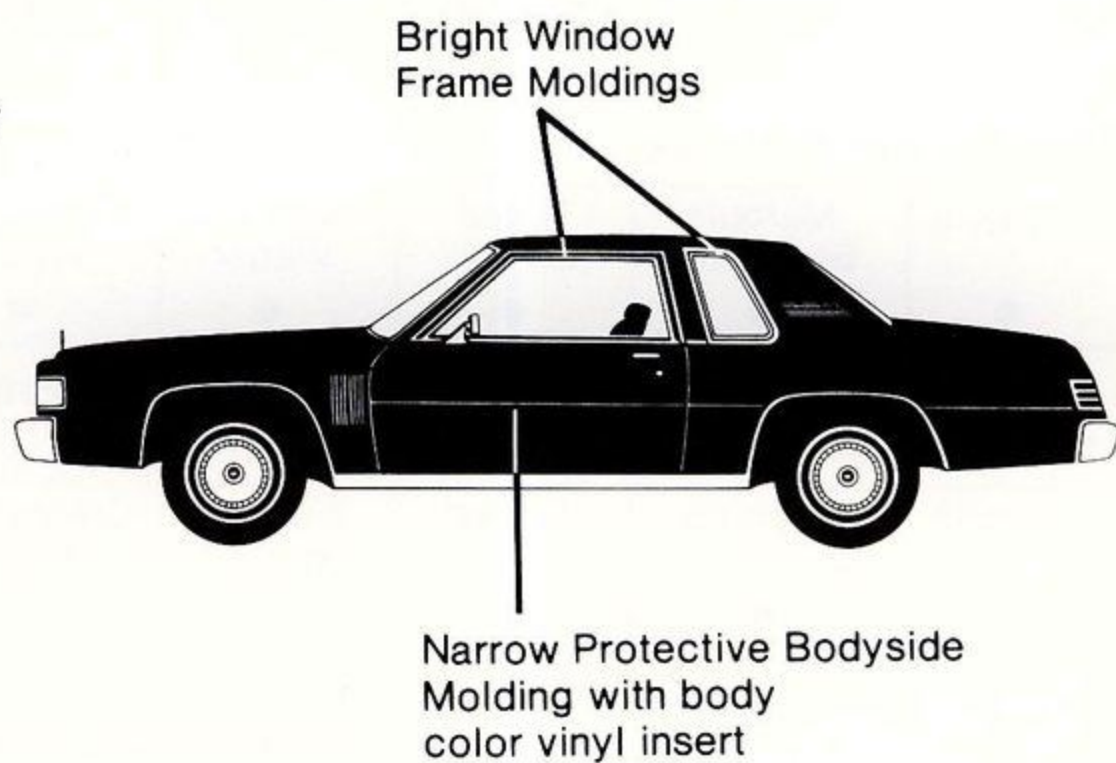
* All tires are load range "B". Mini spare tire (estimated availability after Nov. 1) is standard on all sedans. A conventional spare is standard on the wagons
(a) Available only with High Altitude Emissions Option
(b) Mandatory engine for wagons in California

MARQUIS EXTERIOR MOLDINGS

MARQUIS Standard

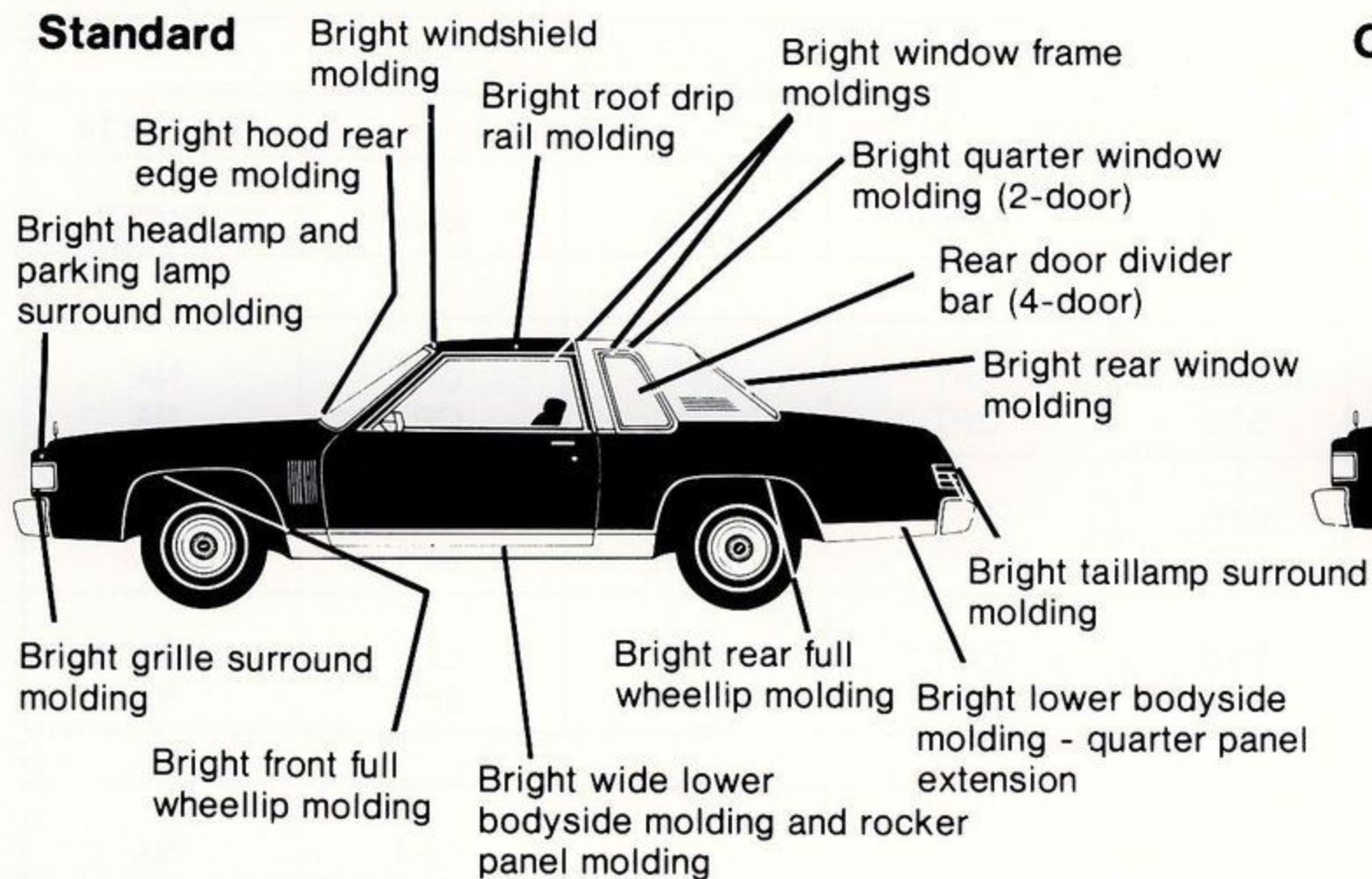


Optional

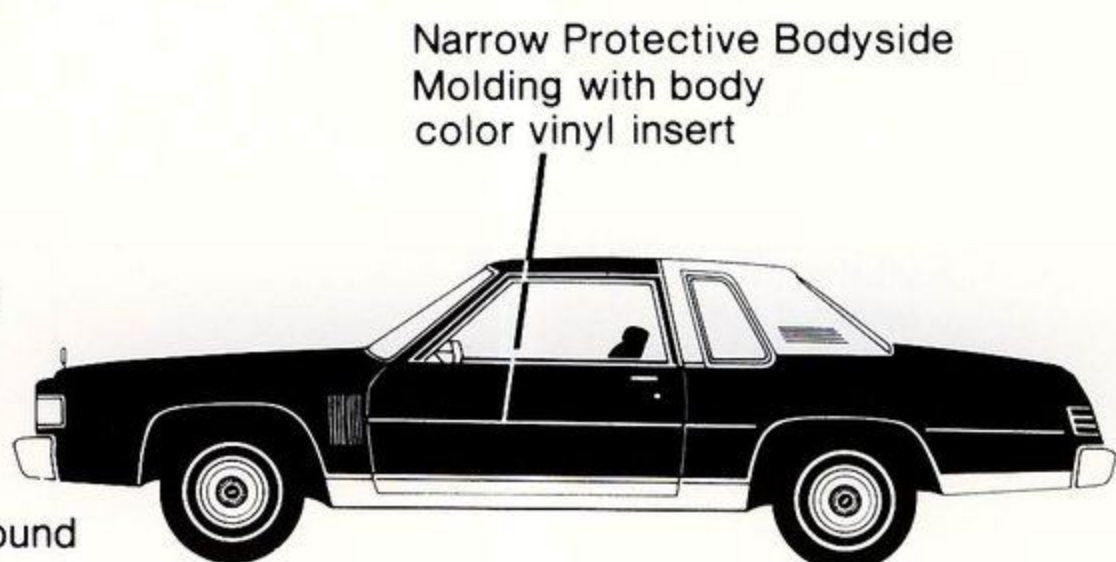


MARQUIS BROUGHAM

Standard

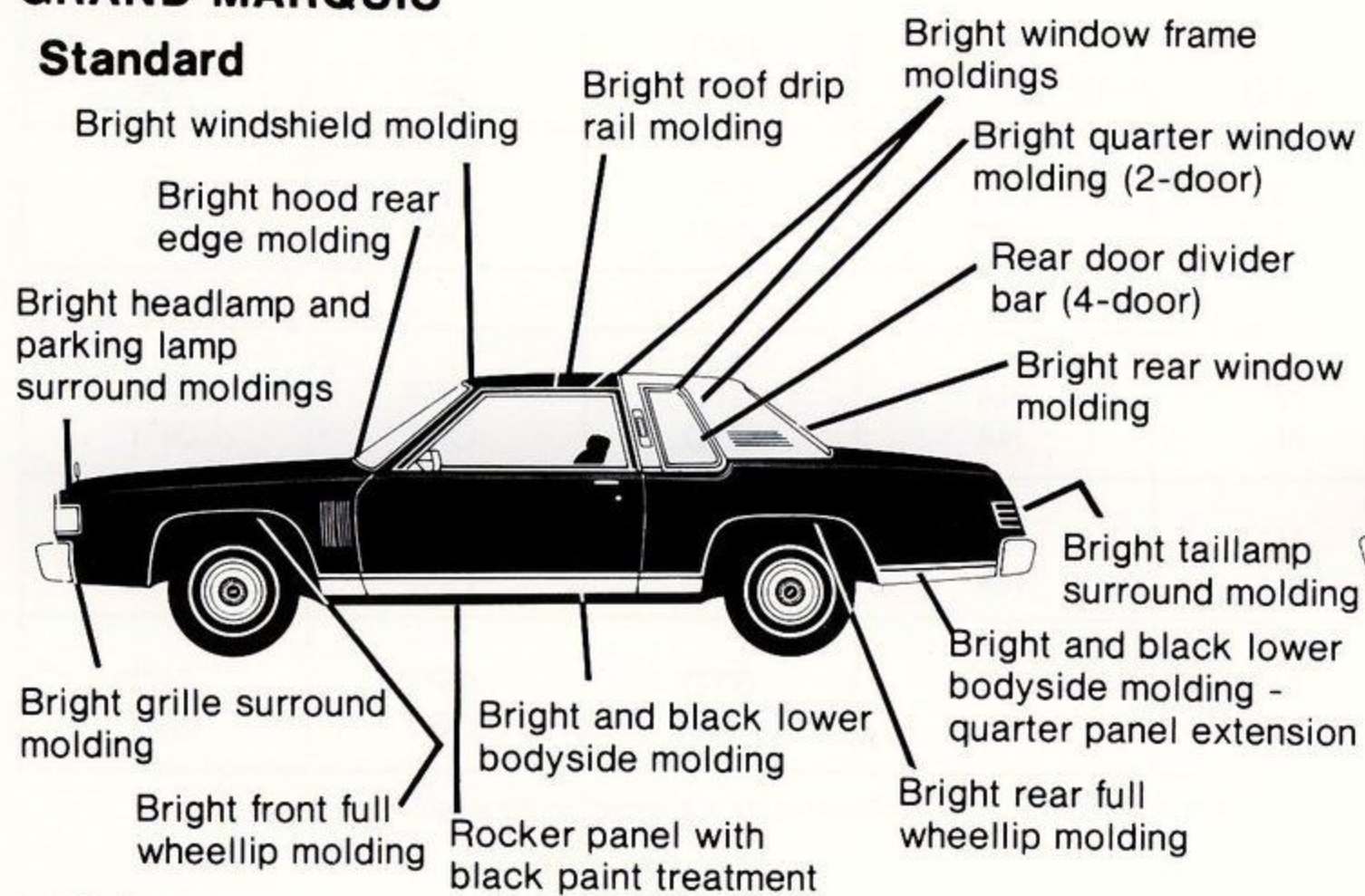


Optional



GRAND MARQUIS

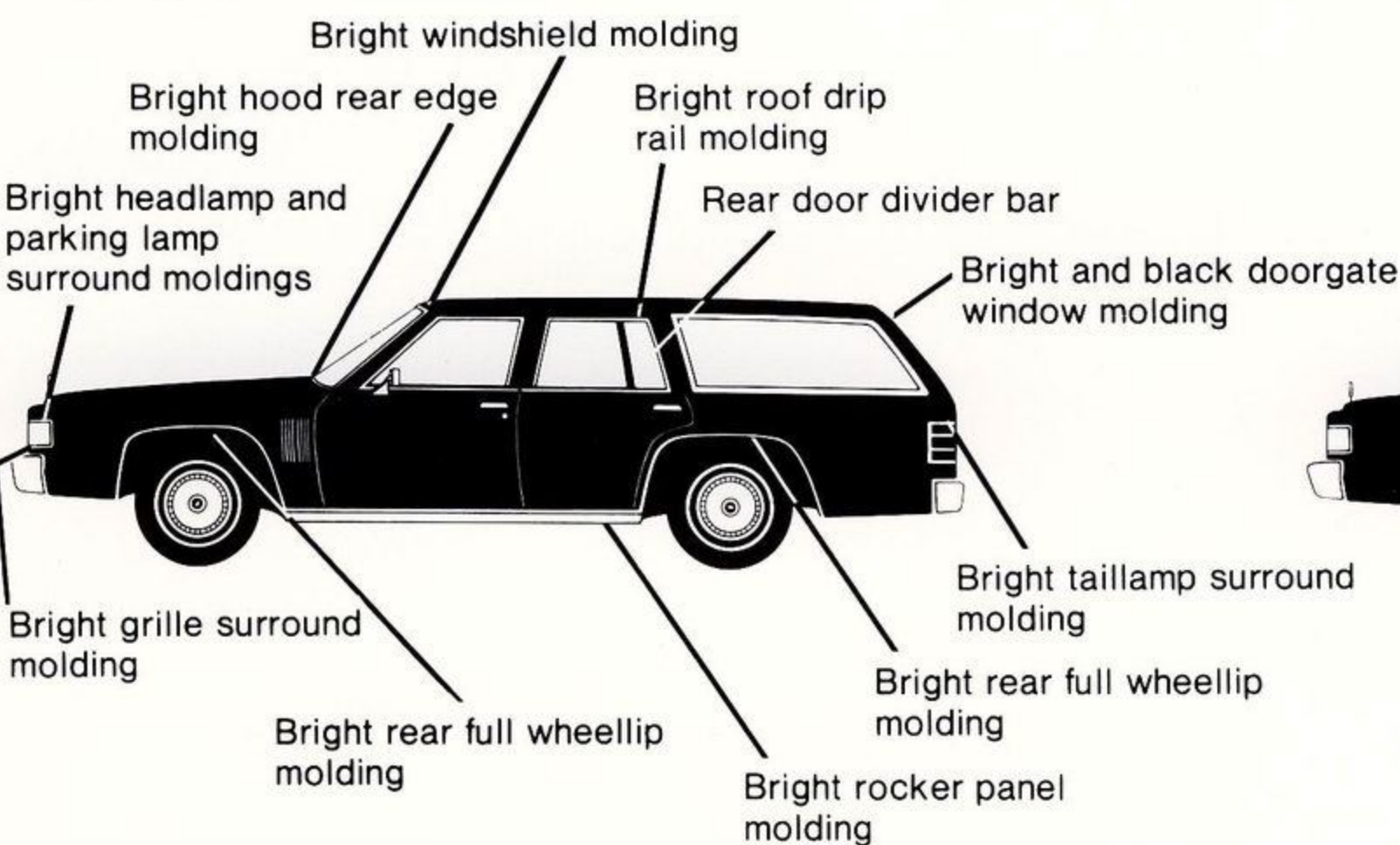
Standard



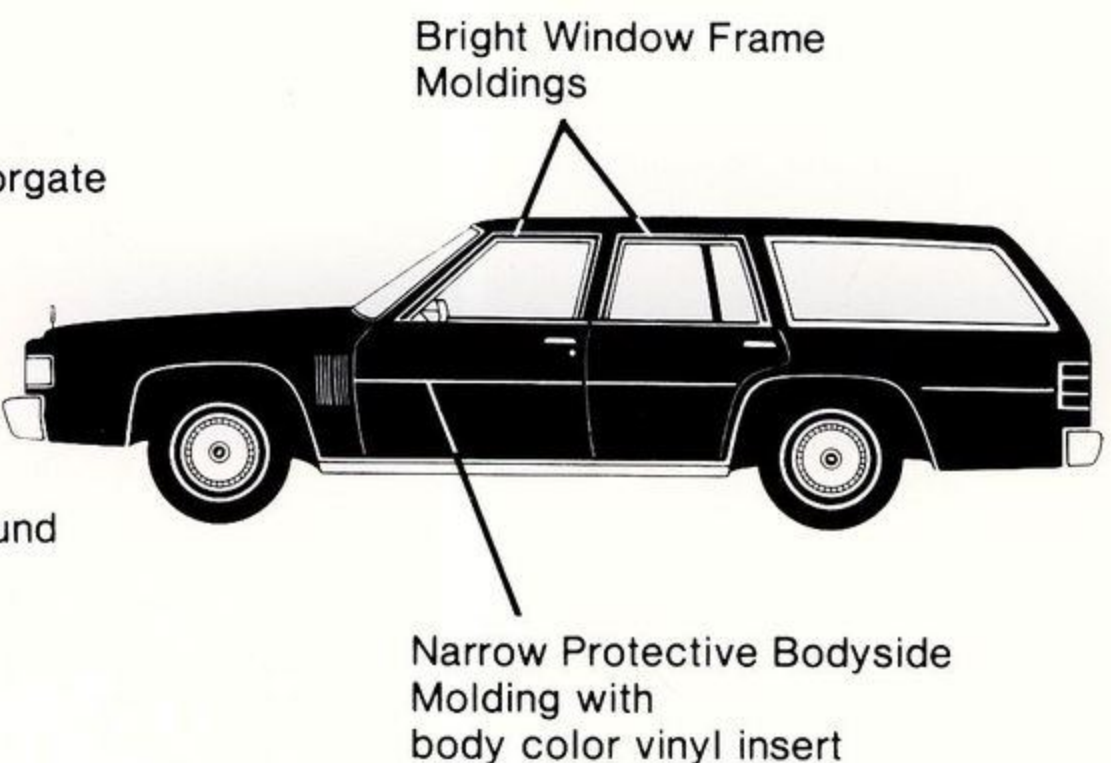
Optional



MARQUIS STATION WAGON Standard

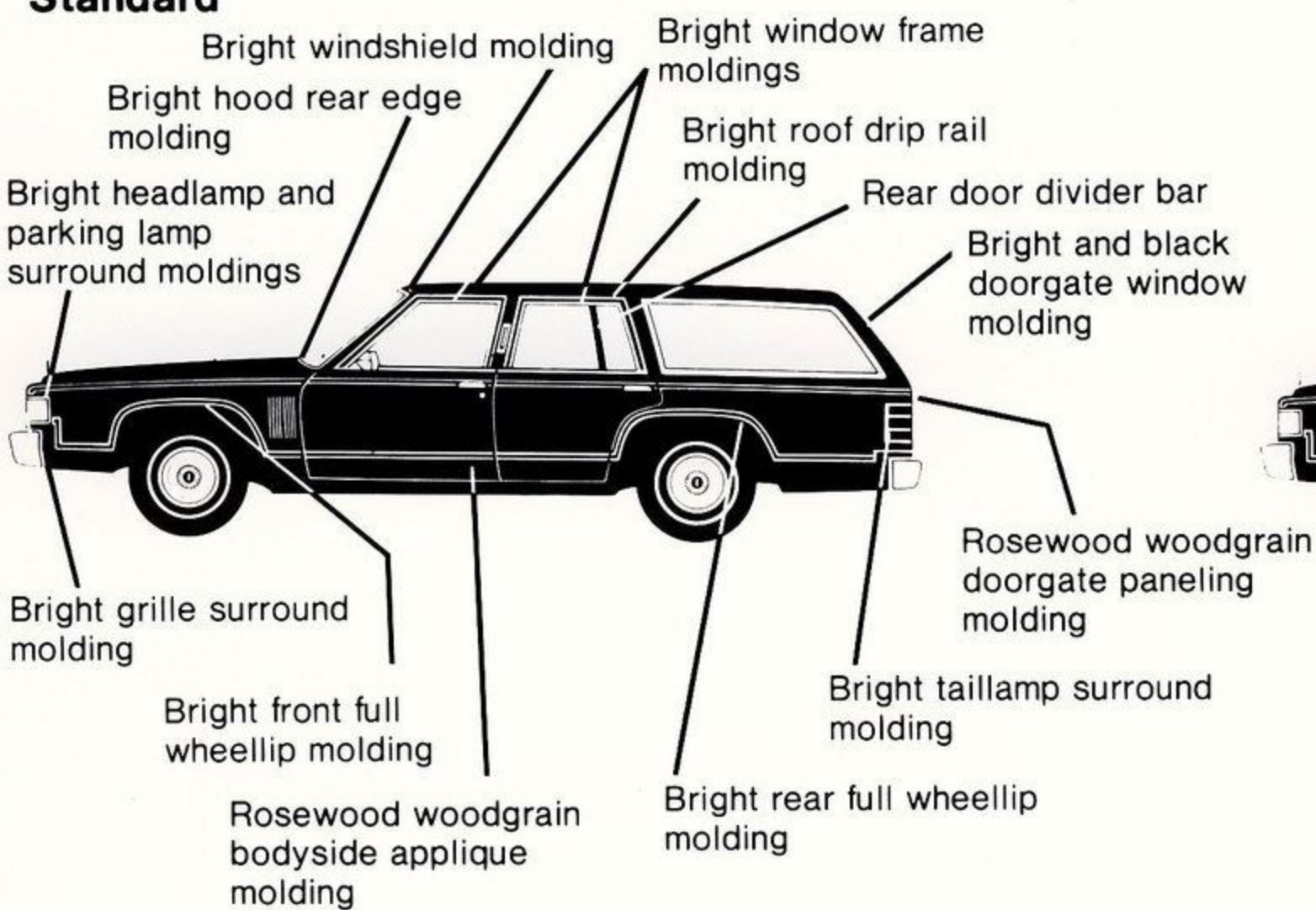


Optional

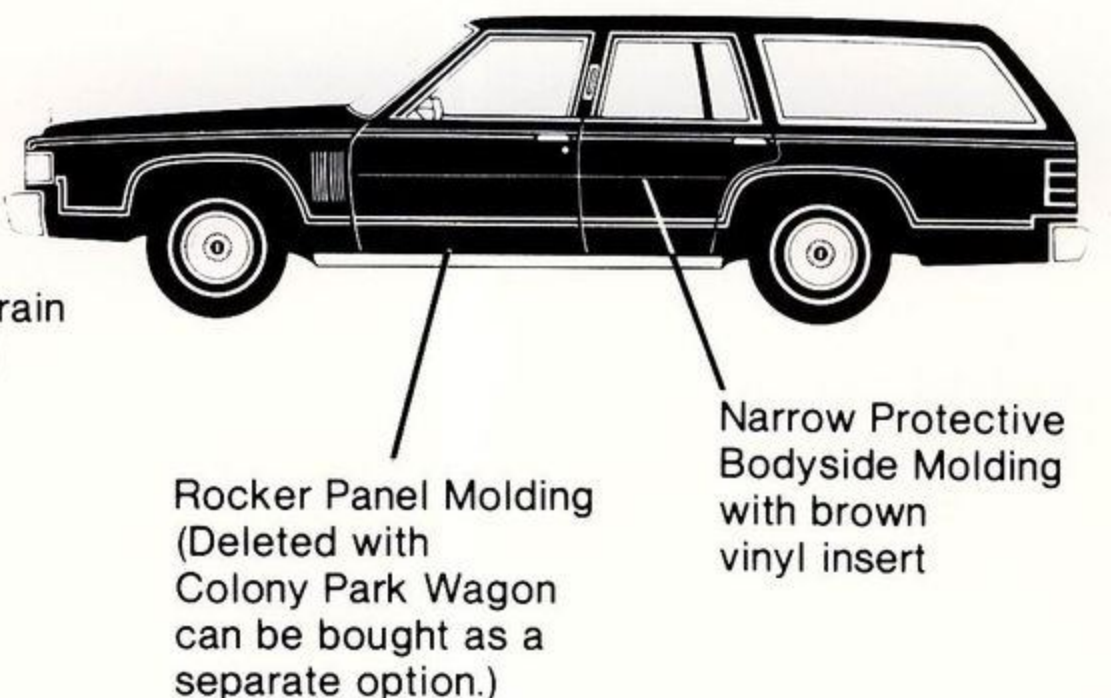


COLONY PARK WAGON

Standard



Optional



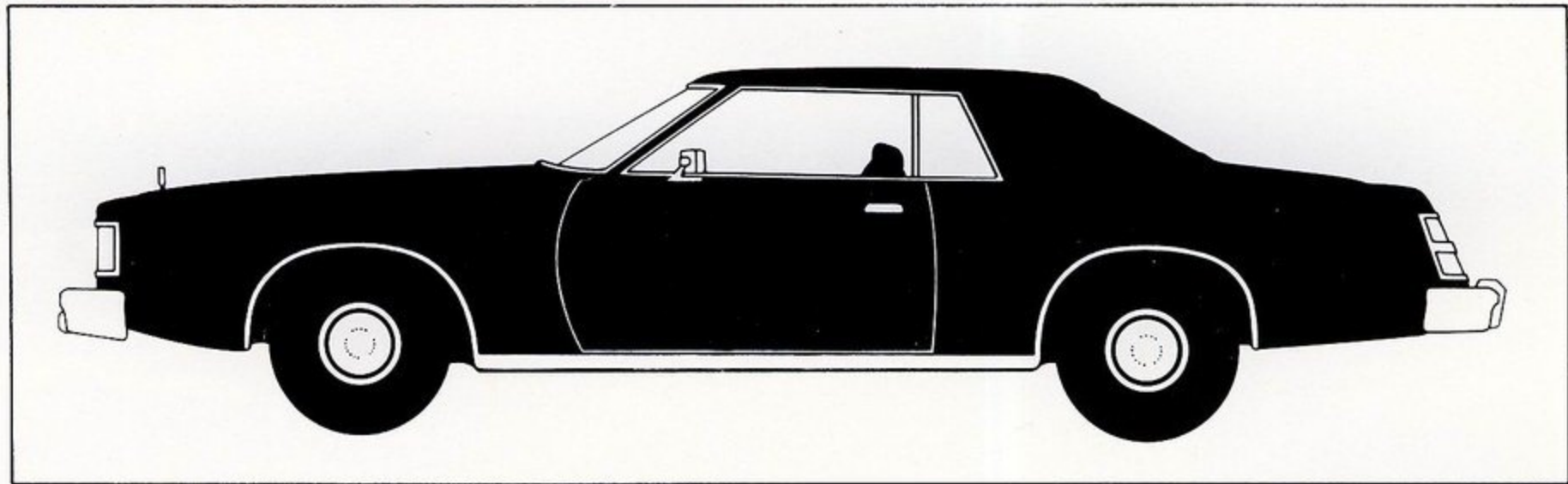
COUGAR

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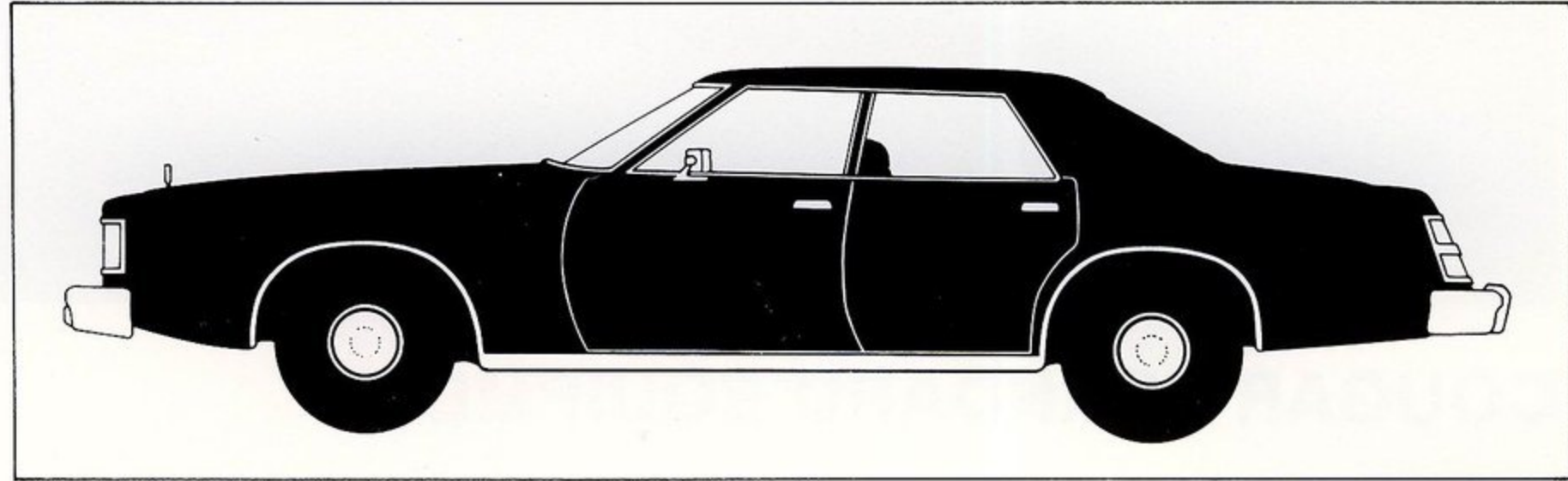
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COUGAR

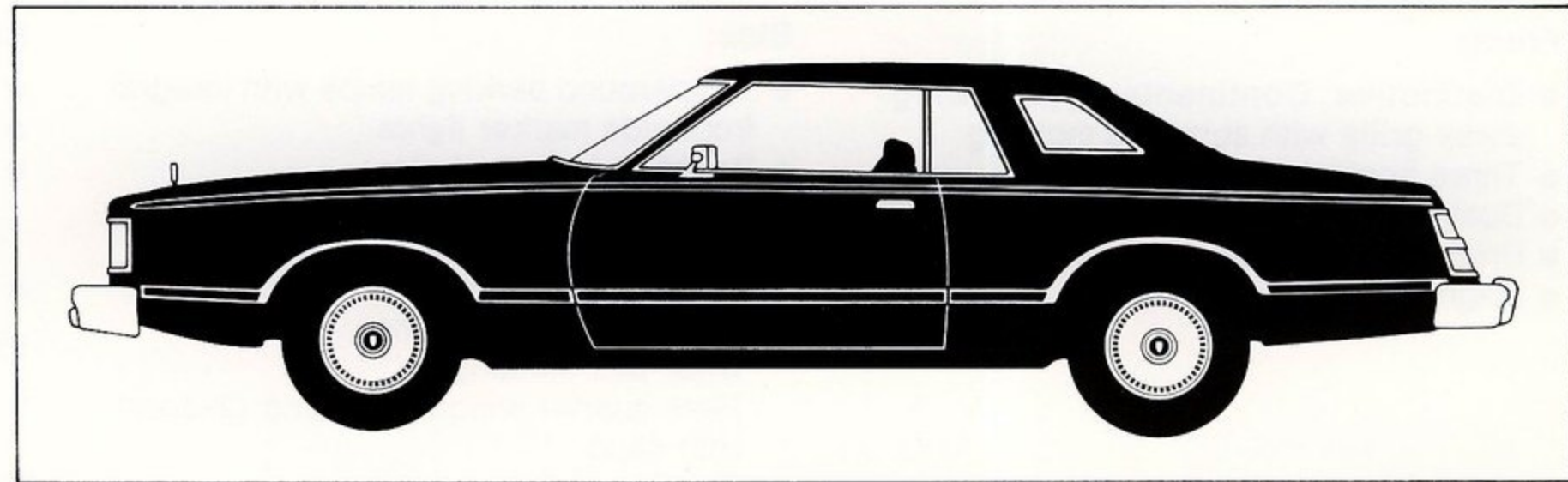
MODEL AVAILABILITY



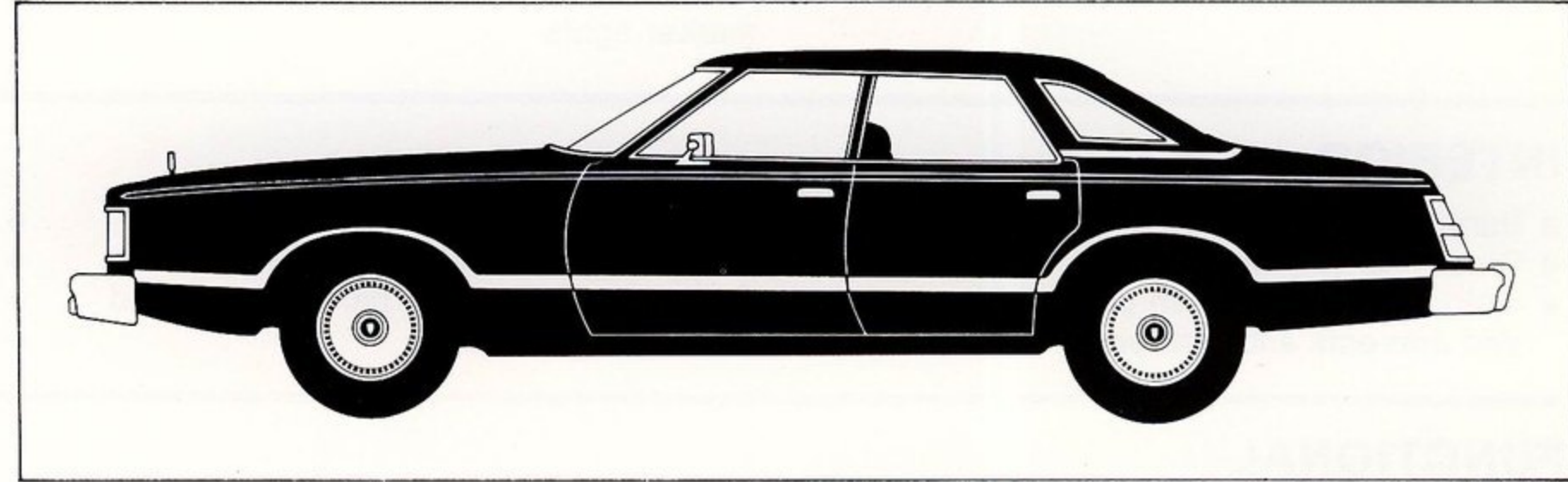
Cougar 2-Door Hardtop



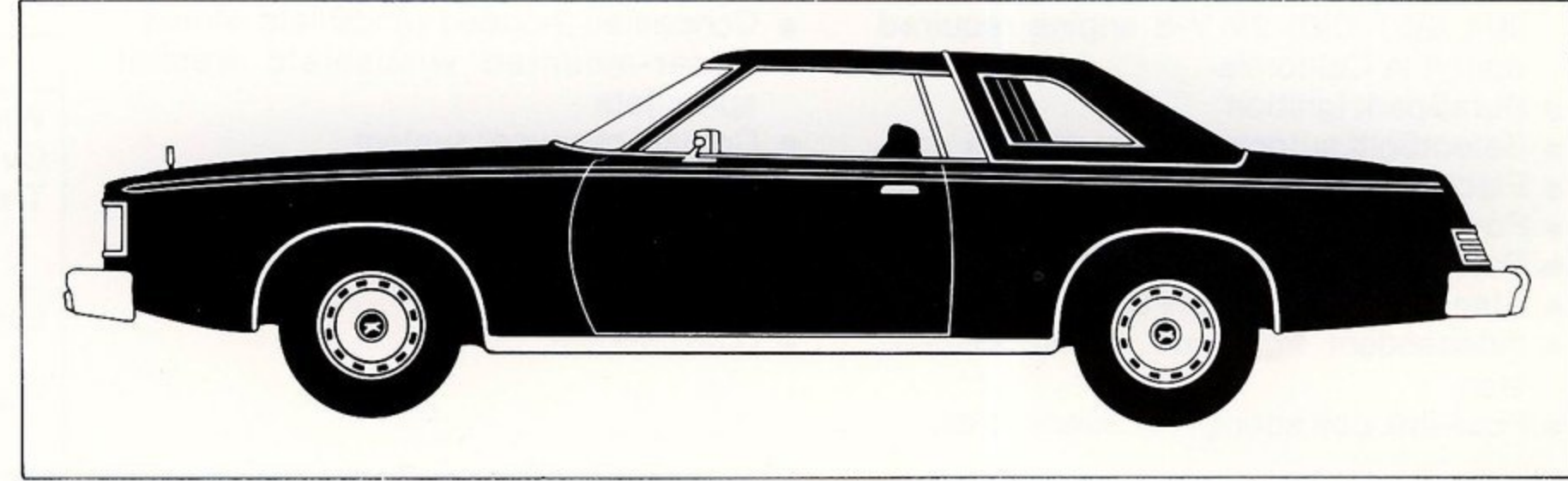
Cougar 4-Door Sedan



Cougar 2-Door Hardtop with Brougham Option



Cougar 4-Door Sedan with Brougham Option



Cougar XR-7 2-Door Hardtop

COUGAR



Cougar 2-Door Hardtop

COUGAR STANDARD EQUIPMENT

EXTERIOR

Front:

- Distinctive Continental-type swing-away grille with surround molding
- Three front mini-bumper guards
- Dual rectangular headlamps
- Bright stand-up Cougar hood ornament
- Bright windshield molding

Side:

- Wraparound parking lamps with integral front side marker lights
- Bright 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
 - Outside rearview mirror
- Wraparound taillamp with integral side marker lights

Rear:

- Bright rear window molding
- 2-pod vertical taillamp assembly
- Red reflective rear center applique in lower back panel with bright surround molding
- Two rear bumper guards

Finish:

- Electrocoat paint priming process or thorough paint priming spray technique
- Electrostatic paint process
- Baked acrylic super enamel finish
- Corrosion protection through use of precoated steel panels

INTERIOR

- Bench seat
- Cloth-and-vinyl seat trim
- Color-keyed door trim panel with padded armrests and emblem

- Color-keyed cut-pile carpeting
- 2-spoke color-keyed steering wheel
- Full-width instrument panel Rosewood woodtone applique

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

FUNCTIONAL

- 5.0 litre (302 CID) 2V V-8 engine; 5.8 litre (351 CID) 2V V-8 engine required option in California
- DuraSpark ignition
- SelectShift automatic transmission
- Electronic voltage regulator
- Power steering
- Power front disc/rear drum brakes
- Steel-belted radial-ply BSW tires
- Independent front coil spring suspension
- Four-link coil spring rear suspension

- 14" wheels
- Concealed 2-speed windshield wipers
- Wiper-mounted windshield washer spray jets
- Coolant recovery system
- Inside hood latch release
- Body/frame construction
- 36-amp.-hr. battery
- 40-amp. alternator
- Dual catalyst

DIMENSIONS & CAPACITIES

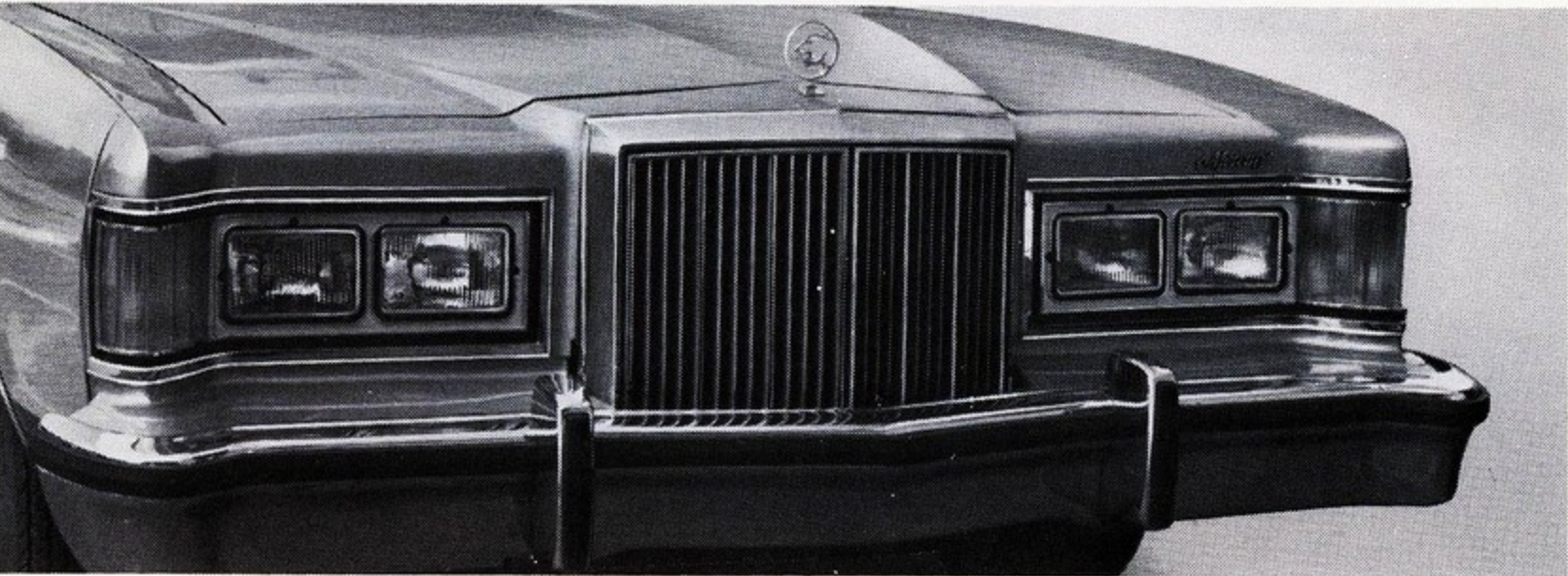
	2-Door	4-Door
Wheelbase	113.9"	117.9"
Overall Length	215.5"	219.5"
Track		
Front	63.6"	63.6"
Rear	63.5"	63.5"
Luggage Capacity (cu. ft.)	15.9 (a)	15.9 (a)
Fuel Tank Capacity (gals.)	21.0	21.0

(a) Luggage capacity with inflatable spare tire estimated at 17.1 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 distinctive hood ornament. Combination parking, turn signal and side marker lamps in the fender extensions emphasize the wide stance and clean look.



CRISP INTERIOR STYLING

Cougar offers a smart, sophisticated and well-designed interior. A comfortable and firm bench seat is standard. The seat features tailored styling and cloth-and-vinyl trim which is color-keyed to the cut-pile carpeting, two-spoke steering wheel and distinctive padded door trim panels, enhancing Cougar's coordinated interior appearance.



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

HIGHLY EQUIPPED WITH BUILT-IN VALUE

The Cougar is a highly equipped car offering customers built-in value with standard equipment that is often optional at extra cost on other cars. For example, the Cougar features the proven 5.0 litre (302 CID) 2V V-8 engine, the smooth-shifting Selectshift automatic transmission, DuraSpark ignition, steel-belted radial-ply tires, power steering and power front disc brakes.



COUGAR WITH BROUGHAM OPTION



Cougar 4-Door Sedan with Brougham Option

COUGAR WITH BROUGHAM OPTION EQUIPMENT OVER COUGAR

EXTERIOR

Side:

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

INTERIOR

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

FUNCTIONAL

- Deluxe sound package

DIMENSIONS & CAPACITIES

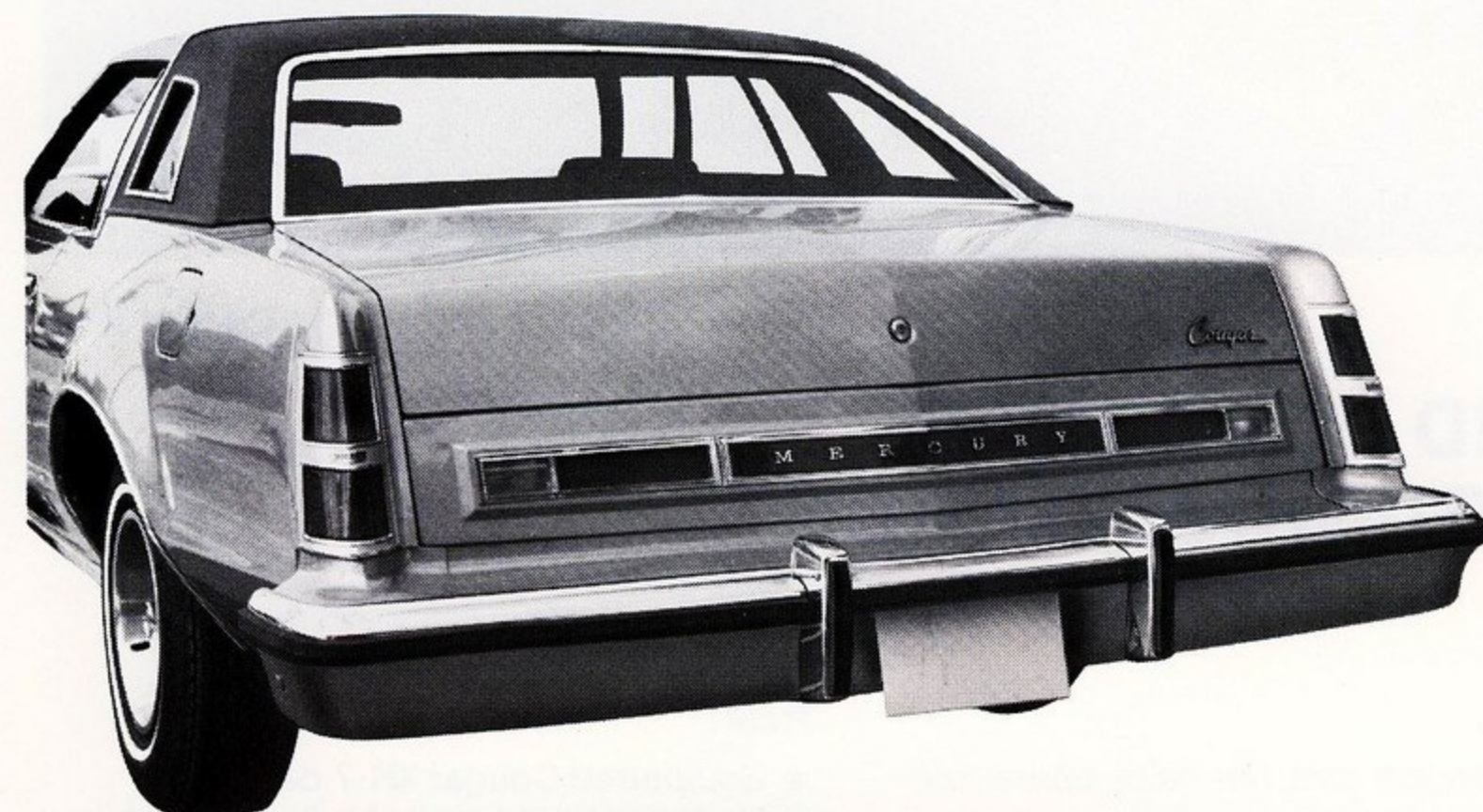
	2-Door	4-Door
Wheelbase.....	113.9"	117.9"
Overall Length.....	215.5"	219.5"
Track		
Front.....	63.6"	63.6"
Rear.....	63.5"	63.5"
Luggage Capacity (cu. ft.).....	15.9(a)	15.9(a)
Fuel Tank Capacity (gals.).....	21.0	21.0

(a) Luggage capacity with inflatable spare tire estimated at 17.1 cu. ft.

IMPORTANT FEATURES

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

Bold front-end styling is graciously accented by bright wheelip and full bodyside moldings. Cougar with Brougham Option 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 WITH BROUGHAM OPTION 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 WITH BROUGHAM OPTION

EXTERIOR

Front:

- One-piece grille with body color tape, black and bright accents
- Grille extension below bumpers
- Hood rear edge molding

Side:

- Sport-styled roof line with opera windows and louvers
- Fully padded Landau vinyl roof
- Full wheelip and rocker panel moldings (replace full-length bright bodyside moldings with integral wheelip moldings)
- XR-7 full wheel covers with unique Cougar center insert

Rear:

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

INTERIOR

- Flight bench seat with decorative accent stripes
- Cloth-and-vinyl or all-vinyl seat trim

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

- Walnut woodtone 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
Wheelbase.....	113.9"
Overall Length.....	215.5"
Track	
Front.....	63.2"
Rear.....	63.1"
Luggage Capacity (cu. ft.).....	15.7(a)
Fuel Tank Capacity (gals.).....	21.0

(a) Luggage capacity with inflatable spare tire estimated at 16.9 cu. ft.

STANDARD FEATURES

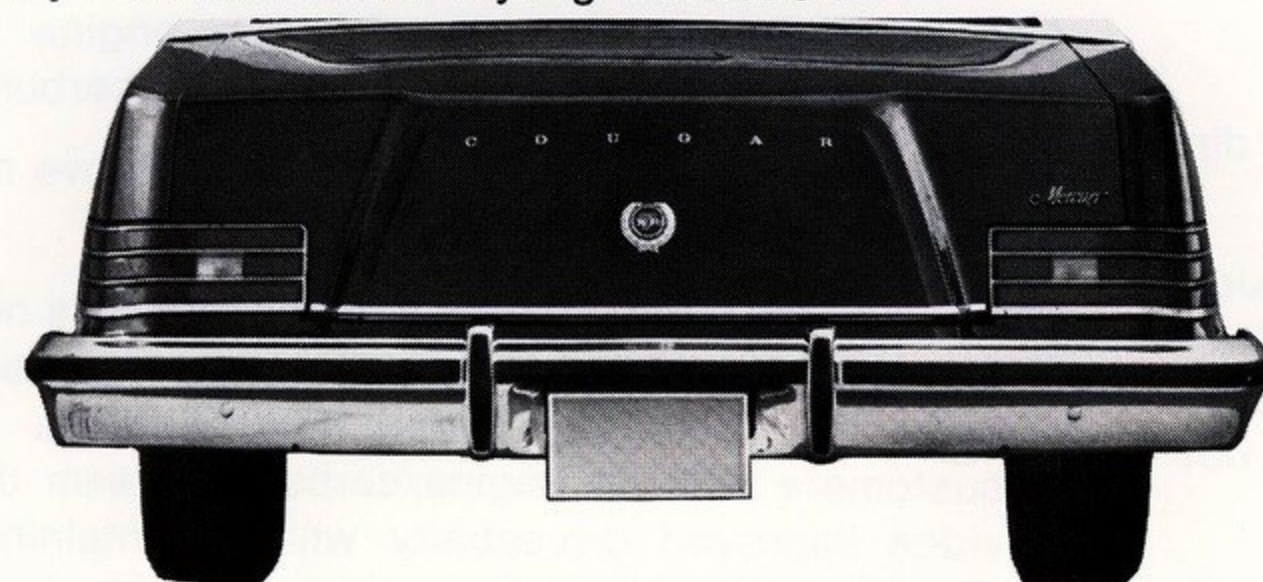
PERSONALLY LUXURIOUS INTERIOR APPOINTMENTS

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

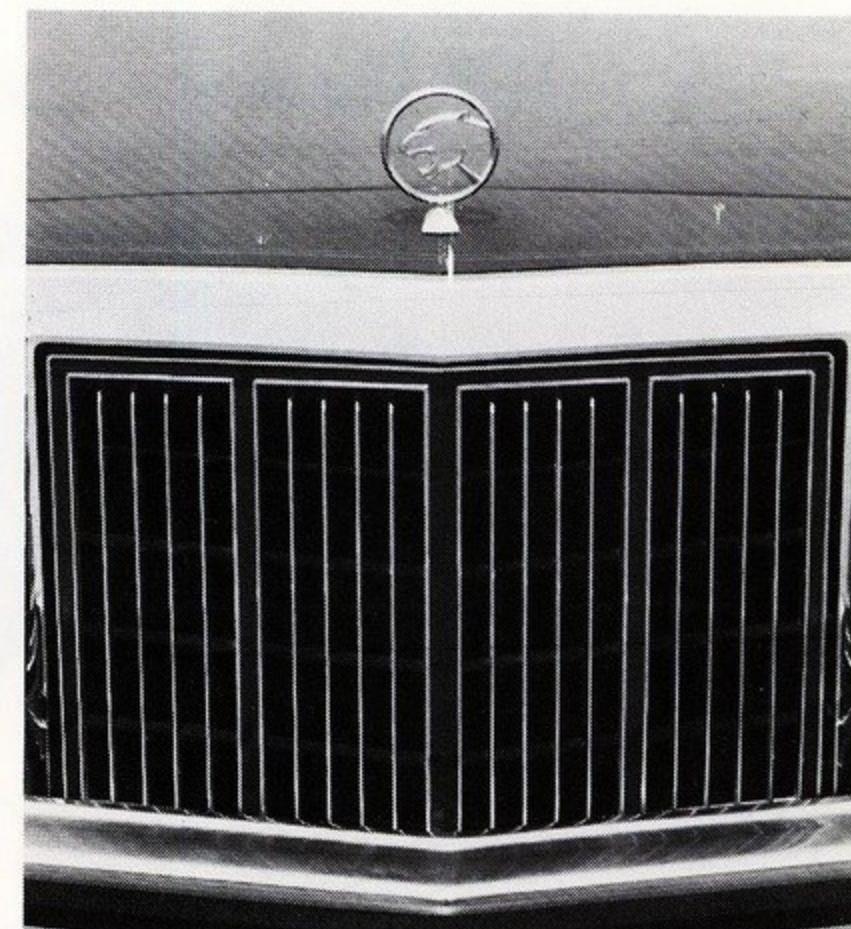


COUGAR XR-7 — A PERSONAL CAR WITH THAT ADDED TOUCH OF EXCITEMENT AND LUXURY

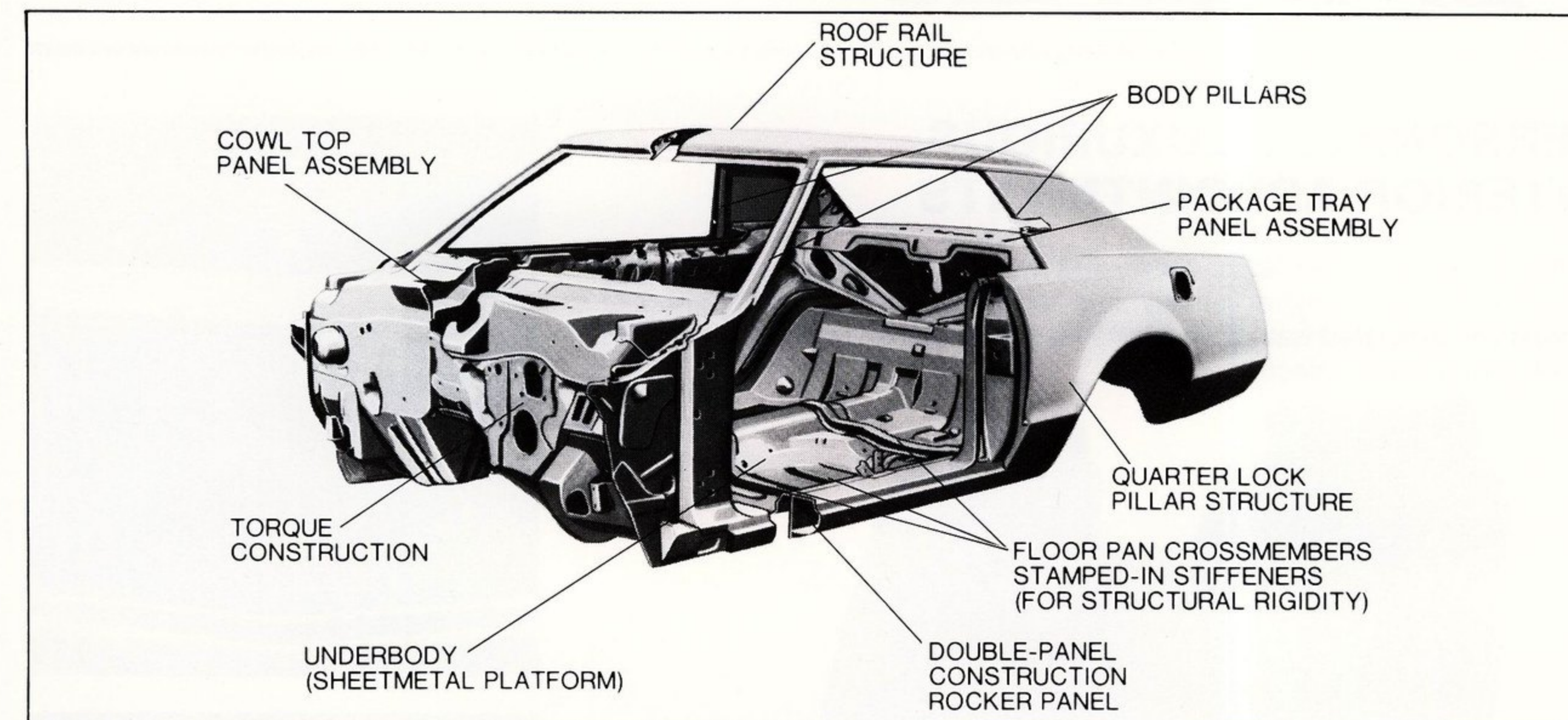
Sporty flair and interior elegance elevate Cougar XR-7 to a motoring class by itself. The clean uncluttered body is styled in a sweeping profile accentuated by a one-piece color-accented grille and its sculptured rear deck lid with accent stripes. The distinguished opera window with louvers and fully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



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



MAJOR COUGAR ENGINEERING SALES FEATURES



BODY-ON-FRAME CONSTRUCTION

- Cougar features body-on-frame construction. Together with the torque box frame this solid body construction works to substantially reduce road shock, noise and vibration — providing passengers with a comfortable ride.
- The Cougar body is entirely welded together and reinforced from the floor up to form a rigid unit.
- At the bottom of the car the floor pan is reinforced with heavy sheet metal crossmembers in the front and rear seat areas. These crossmembers also connect the rocker panels to the driveline tunnel.
- Box section rocker panels are reinforced through their double panel construction. They provide additional strength at the side.

CORROSION PROTECTION

- The Cougar body receives a special Electrocoat dip treatment for increased corrosion protection.
- With this treatment the vehicle is dipped in a corrosion resistant electrocoat primer. Opposite electrical charges to the car and the primer insure a thorough, even application of primer over the entire body — not just the surface areas.
- Additionally, certain parts of the vehicle body are galvanized or precoated with corrosion resistant materials.

INSULATION

The Cougar body is extensively insulated.

- A combination of acoustical pads, sound-insulators and sound-deadening sprayed-on-coatings provide great flexibility in the application of insulation and soundproofing materials.
- These materials also contribute to reduction of engine and road noise in the passenger compartment.
- In addition to the high level of insulation and soundproofing standard on the base Cougar, Cougar with Brougham Option and Cougar XR-7 feature upgraded sound insulation as standard.

STANDARD 5.0 LITRE (302 CID) ENGINE IMPROVEMENTS

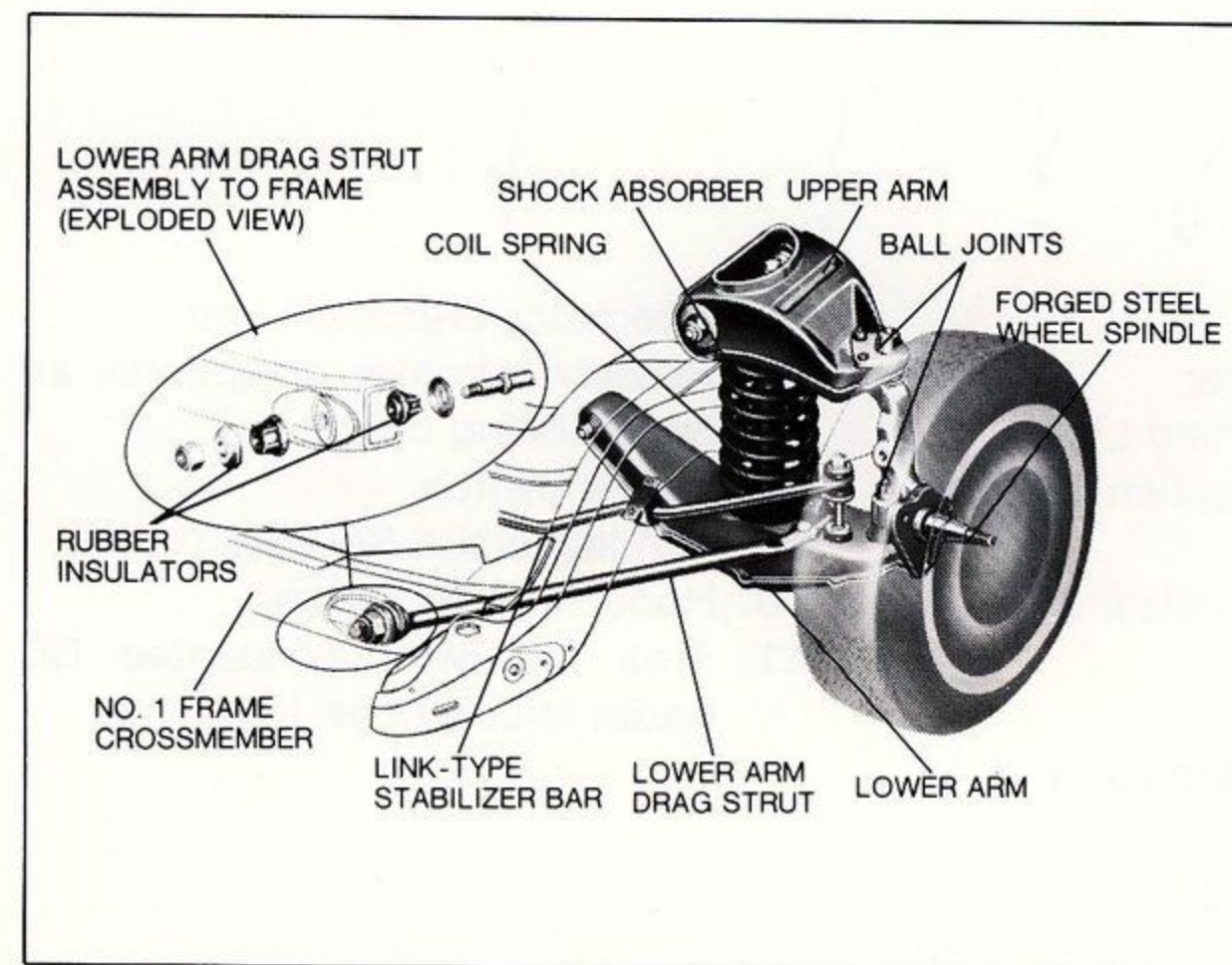
For 1979, Cougar's proven 5.0 litre engine features several improvements on the standard 2V carburetor.

- The fuel-bowl has been modified to improve metering on turns and overall engine operation.
- An adjustable fuel system component and a new temperature compensated accelerator pump have also been incorporated. These new features provide customers with an engine/carburetor team that provides improved driveability while maintaining emissions requirements.

FRONT SUSPENSION

The Cougar features an independent coil spring front suspension.

- Suspension components are attached to the frame at rubber insulated mounting points, to eliminate metal-to-metal contact.



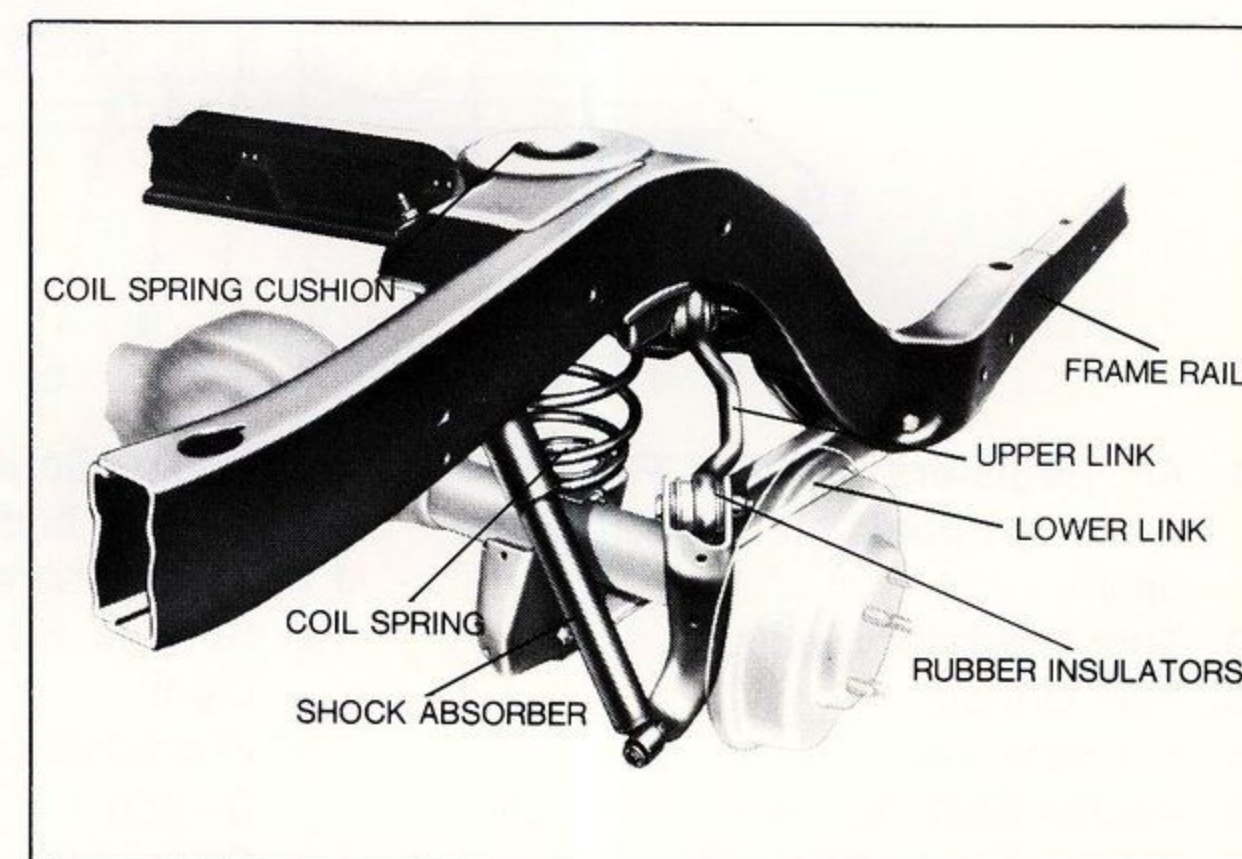
- The lower arm drag struts are anchored through rubber insulators which act as cushions to absorb road shocks such as those caused by tar strips.
- The stabilizer bar is designed to control the roll of the car body when cornering. Roll is caused by centrifugal force when rounding a turn. The resistance 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. Both the shock absorbers and springs are calibrated to match the weight/ride requirements of each application depending on the engine and optional equipment.

REAR SUSPENSION

Cougar features a coil spring rear suspension.

- The coil springs are computer selected to match the requirements of the body for a comfortable, controlled ride regardless of the specific standard or optional equipment installed on the car.
- The coil springs ride in deep rubber-insulated cups in the frame, controlled by the widely spaced shock absorbers. The positioning of the shock absorbers provides as wide a base of control as possible.

- Upper and lower control arms, attached between the rear axle and the frame, prevent forward or backward movement of the axle and permit the 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.

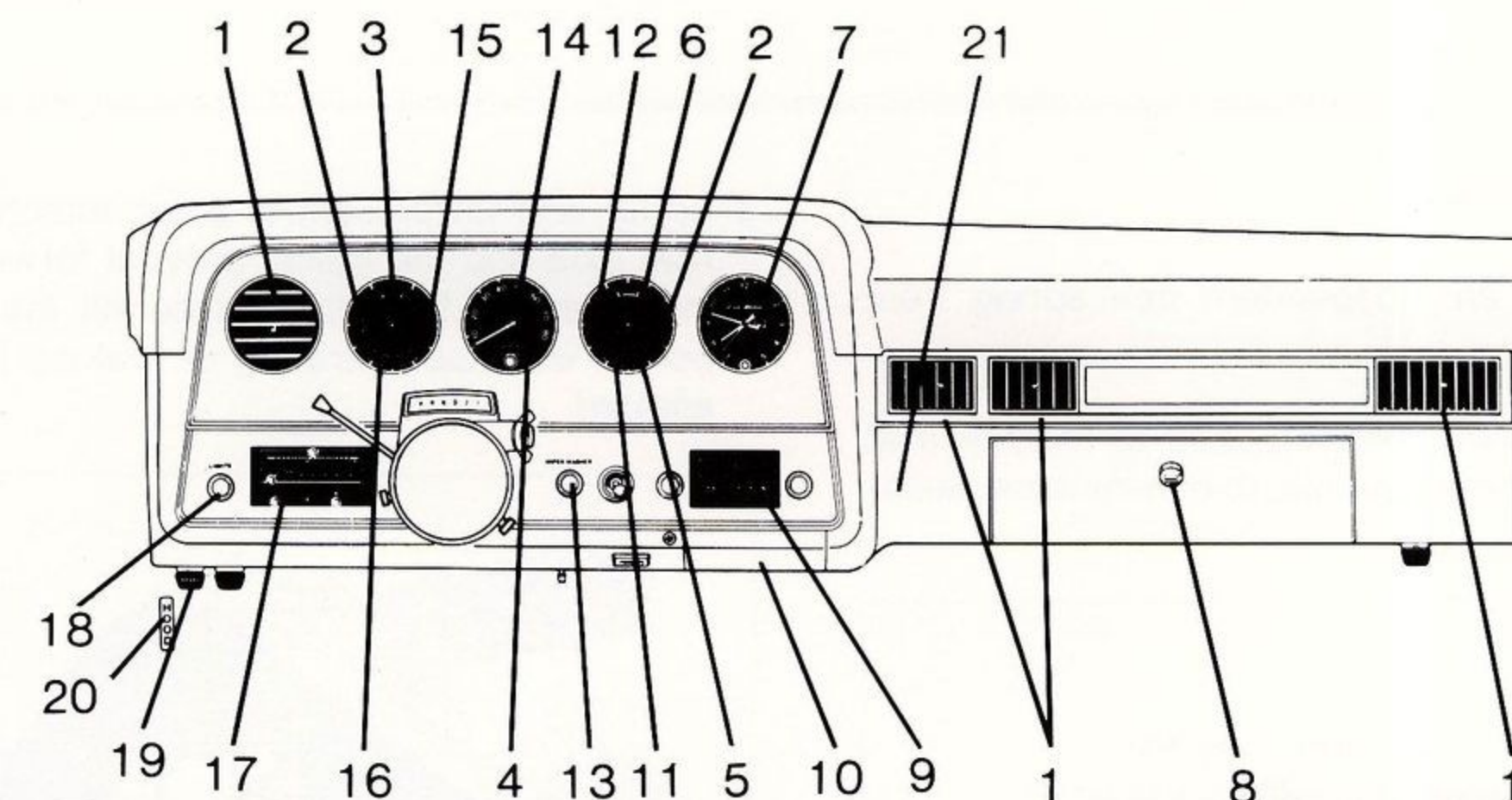
BODY & CHASSIS SPECIFICATIONS

Body Type	Body-on-frame construction
Steering	Parallelogram, with cross link and idler arm
Suspension — Front	Independent coil spring with stabilizer bar
Suspension — Rear	Four-link coil spring
Wheels	14" 5-bolt steel disc
Tires	Steel-belted radial-ply

See Technical Information Section for more detailed Engineering information.

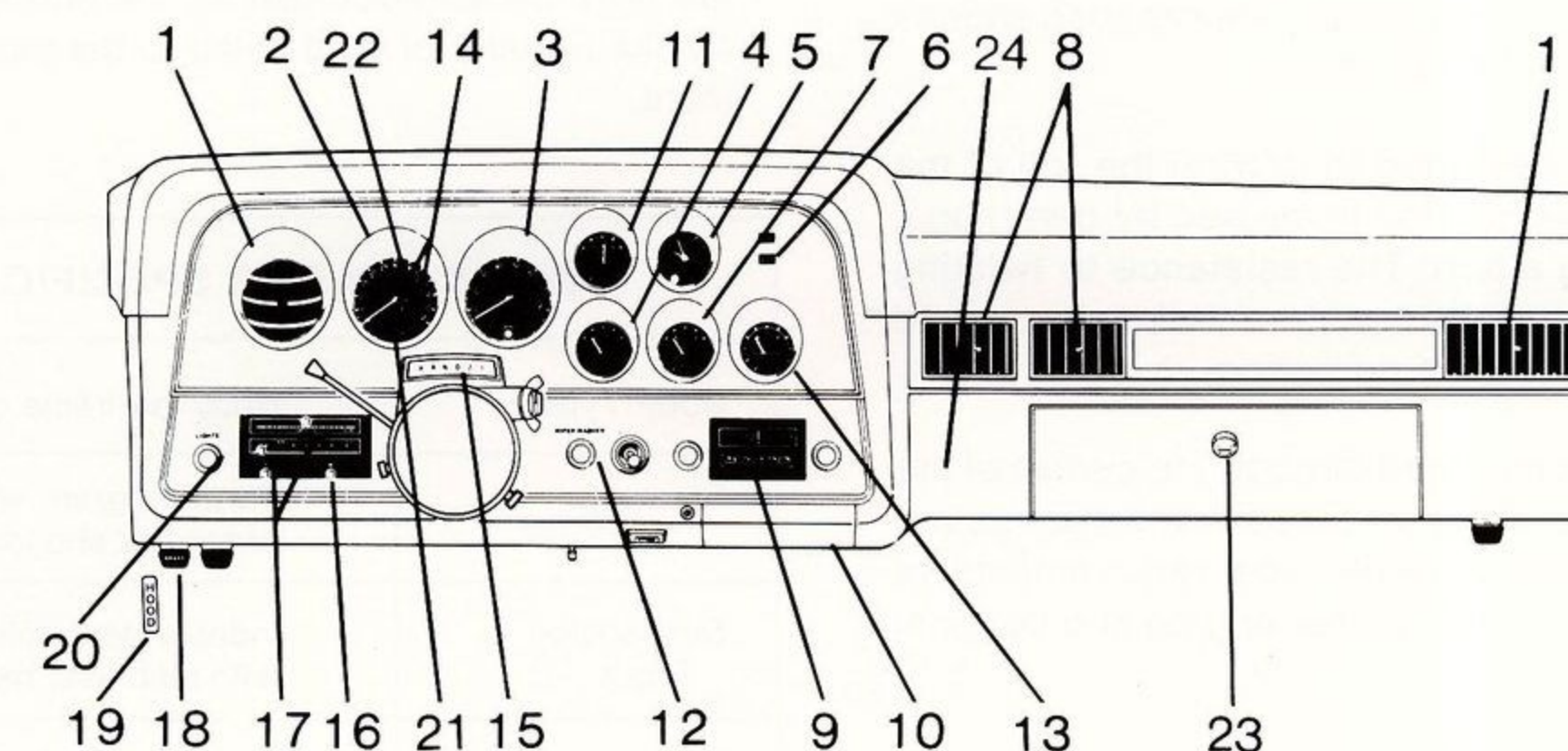
COUGAR INSTRUMENT PANELS

Standard Instrument Panel



- | | | |
|---|--|--|
| 1. Air Registers (Center Registers with optional air conditioning only) | 9. Radio (Optional) | 16. Alternator Warning Light |
| 2. Turn Indicator Lights | 10. Ashtray and Lighter | 17. Heater/Defroster or optional air conditioning controls |
| 3. Fuel Gauge | 11. Oil Pressure Warning Light | 18. Lights Switch |
| 4. Speedometer | 12. Service Brake System Warning Light | 19. Parking Brake Release Handle |
| 5. Fasten Seat Belt Reminder Light | 13. Windshield Wiper/Washer Switch | 20. Hood Release Latch |
| 6. Engine Temperature Gauge | 14. Odometer | 21. Area for Remote-Mounted CB Radio Microphone (Optional) |
| 7. Clock (Optional on base Cougar) | 15. High Beam Light Indicator | |
| 8. Lockable Glove Box | | |

Sports Instrumentation Group



- | | | |
|--|--|--|
| 1. Air Registers | 11. Ammeter | 20. Headlamp Switch |
| 2. Tachometer | 12. Wiper/Washer Control | 21. High Beam Light Indicator |
| 3. Speedometer, Trip Odometer | 13. Oil Pressure Gauge | 22. Service Brake System Warning Light |
| 4. Fuel Gauge | 14. Turn Indicator Lights | 23. Lockable Glove Box |
| 5. Clock | 15. Shift Quadrant | 24. Area for Remote-Mounted CB Radio Microphone (Optional) |
| 6. Fasten Seat Belt Reminder Light | 16. Accessory Switch (optional electric rear window defroster) | |
| 7. Engine Temperature Gauge | 17. Heater Controls (or optional air conditioning) | |
| 8. Air Registers (only with optional air conditioning) | 18. Parking Brake Release | |
| 9. Radio (Optional) | 19. Hood Latch Release | |
| 10. Ashtray and Lighter | | |

COUGAR STEERING WHEELS

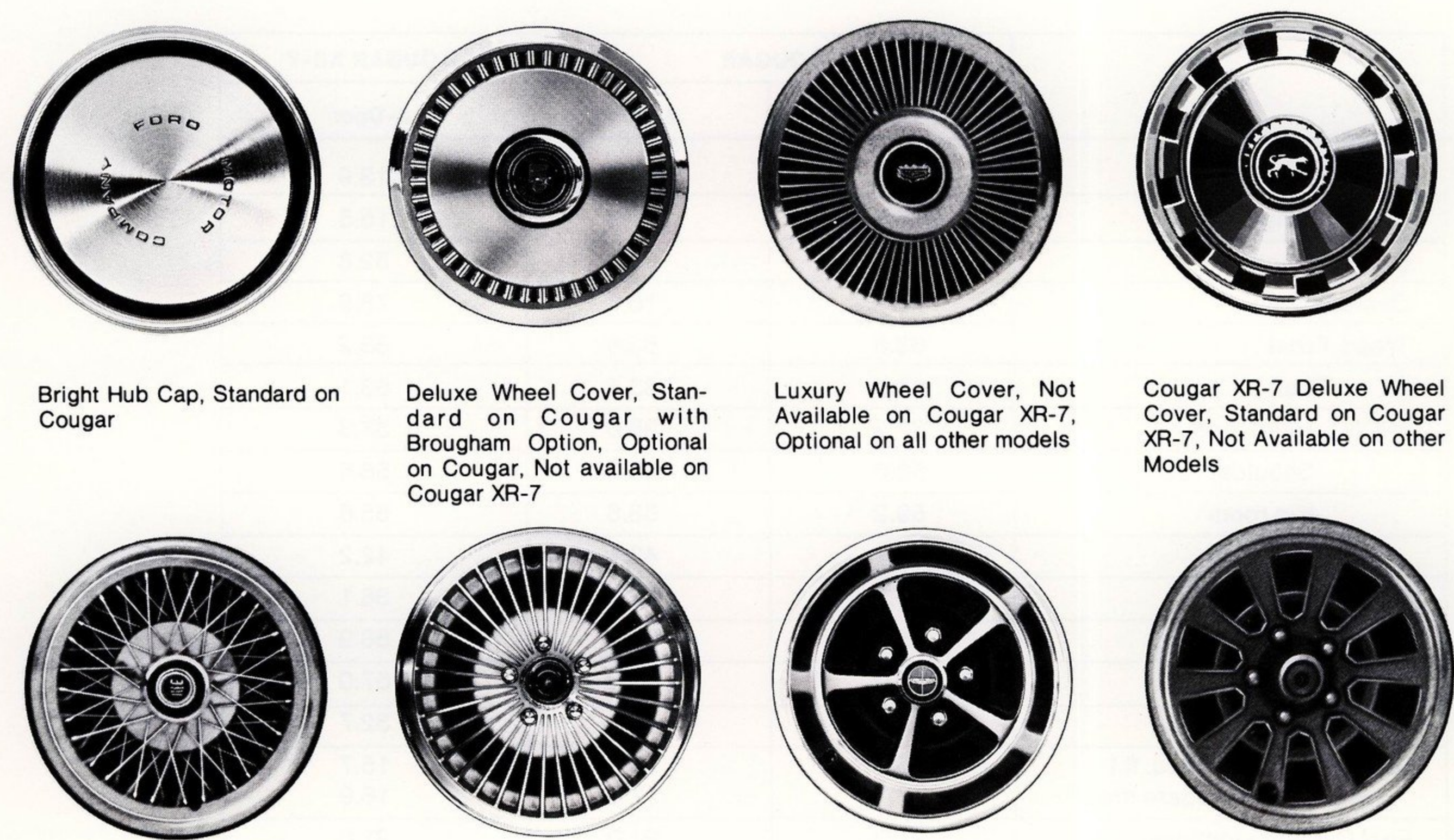


2-Spoke Color-Keyed Steering Wheel, Standard on Cougar

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

Luxury 2-Spoke Color-Keyed Steering Wheel, Available as part of Cougar with Brougham Option or Cougar XR-7 Decor Groups. Included in Speed Control option.

COUGAR WHEEL COVERS



Bright Hub Cap, Standard on Cougar

Deluxe Wheel Cover, Standard on Cougar with Brougham Option, Optional on Cougar, Not available on Cougar XR-7

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

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

Wire Wheel Cover, Optional on all Models except on the XR-7 with Midnight/Chamois Decor Group

Cast Aluminum Wheel (4), Optional on all Models except on the XR-7 with Midnight/Chamois Decor Group. Includes 15" tires on sedans and requires WSW option

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 POWER TEAMS

Engines and Transmissions		Axle Ratios		
49 States		Standard	Optional	Traction-Lok
5.0 Litre (302 CID) 2V V-8	STD	2.75	NA	2.75
SelectShift Automatic	STD			
5.8 Litre (351 CID) 2V V-8	OPT	2.47	NA	2.47
SelectShift Automatic	STD			
CALIFORNIA				
5.8 Litre (351 CID) 2V V-8	REQ OPT	2.47	NA	2.47
SelectShift Automatic	STD			

Legend: STD = Standard
OPT = Optional
REQ OPT = Required at Extra Cost
NA = Not Available

COUGAR DIMENSIONS AND CAPACITIES*

	Cougar		Cougar XR-7
	2-Door	4-Door	2-Door
Wheelbase	113.9	117.9	113.9
Overall Length	215.5	219.5	215.5
Overall Height	52.6	53.3	52.8
Overall Width	78.6	78.6	78.6
Tread, Front	63.6	63.6	63.2
Rear	63.5	63.5	63.1
FRONT, Head room	37.3	38.0	37.3
Shoulder room	58.6	58.6	58.6
Hip room	59.2	58.8	55.6
Leg room	42.1	42.1	42.2
REAR, Head room	36.3	37.0	36.1
Shoulder room	56.9	58.2	56.9
Hip room	57.0	57.0	57.0
Leg room	32.8	37.1	32.7
Luggage Capacity (cu. ft.)	15.9	15.9	15.7
(with inflatable spare tire)	17.1	17.1	16.9
Fuel Capacity (gallons)	21.0	21.0	21.0
Curb Weight (pounds)	3921	3972	4012

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

COUGAR OPTIONS

ENGINES

- **5.8 litre (351 CID) 2V V-8** — Required in California and with High Altitude Option. Includes solid state ignition and 45-amp.-hr. battery.

Cougar	Cougar XR-7
•	•

REGULAR PRODUCTION OPTIONS

- **Air Conditioning Automatic Temperature Control** — Tinted glass recommended. Includes 60-amp. alternator. Driver-controlled fan setting.

Cougar	Cougar XR-7
•	•

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

Cougar	Cougar XR-7
•	•

- **Antenna, Power** — Available as a conventional antenna for regular entertainment systems, or as a tri-band antenna for CB radios. Located on left rear quarter panel.

Cougar na	Cougar XR-7
	•

- **Axle, Traction-Lok**

Cougar	Cougar XR-7
•	•

- **Battery, Heavy-Duty** — 77-amp.-hr.

Cougar	Cougar XR-7
•	•

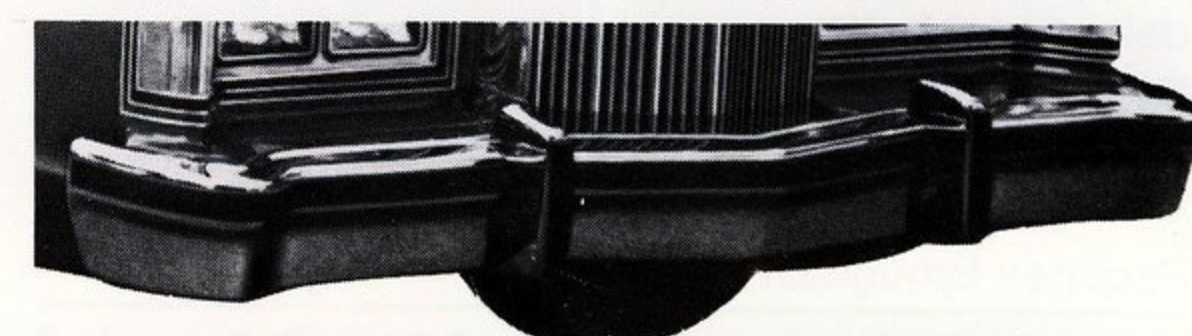
- **Belts, Deluxe Color-Keyed** — Included in Brougham and XR-7 Decor Groups.

Cougar	Cougar XR-7
•	•

- **Brougham Option** — Available on 2-door and 4-door models. See pages 6 and 7 for content.

Cougar	Cougar XR-7 na
•	

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

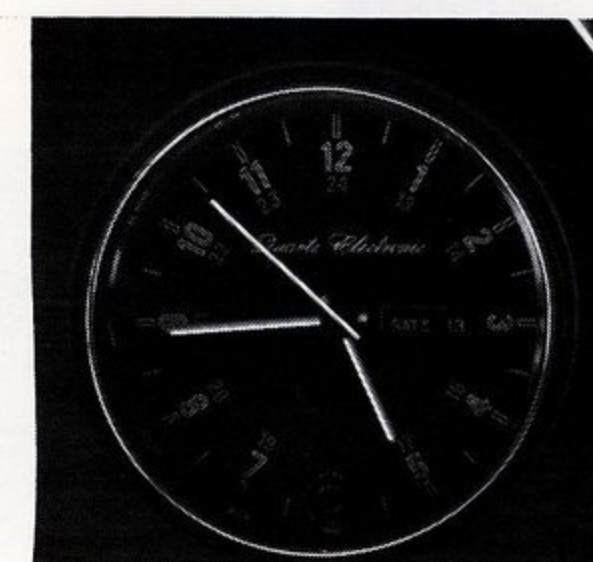


Cougar	Cougar XR-7
•	•

- **Chimes, Seat Belt Warning**

Cougar na	Cougar XR-7
	•

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



Cougar	Cougar XR-7
•	•

- **Convenience Group** — Includes:

- passenger visor vanity mirror
- trip odometer
- interval windshield wipers
- automatic parking brake release (not available with floor shift; deleted with bucket seats unless tilt steering wheel is ordered.)
- automatic seat back release (2-door)
- bright right-hand and left-hand remote-control mirrors (deleted when XR-7 Decor Option or dual racing mirrors are ordered.)

Cougar	Cougar XR-7
•	•

- **Cornering Lamps**

Cougar	Cougar XR-7
•	•

COUGAR OPTIONS (continued)

- **Decor Group, Cougar with Brougham Option** — Includes:

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

Requires Brougham Option.

Cougar	Cougar XR-7
•	•

- **Decor Group, Cougar XR-7** — 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 (These moldings replace the rocker panel and wheelip moldings. However if the Tu-Tone Paint Option is ordered these vinyl insert moldings are replaced by wide bright moldings.)
- deluxe seat belts
- quarter armrest pads
- thick Tiffany cut-pile carpeting
- Styled road wheels (4)
- dual color-keyed mirrors
- hood paint stripes



Cougar na	Cougar XR-7
	•

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

Cougar	Cougar XR-7
•	•

- **Fuel Tank, Extended Range** — 27.5-gallon capacity

Cougar	Cougar XR-7
•	•

- **Glass, Tinted Complete** — Recommended with optional air conditioning. Required with power windows.

Cougar	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 XR-7
•	•

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

Cougar 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 XR-7
•	•

- **Lower Bodyside Protection** — Lower bodyside vinyl coating for increased abrasion protection.

Cougar	Cougar XR-7
•	•

- **Midnight Chamois Decor Group** — Includes:

- unique rear half-vinyl roof with cross-over strap
- padded Continental tire deck
- full-length bodyside paint stripe
- black opera window louvers
- color-keyed rear window molding
- polycast styled wheels with Chamois accent
- wide color-keyed vinyl insert bodyside molding
- bucket seats with Huntsman cloth inserts
- thick Tiffany cut-pile carpeting
- console with Huntsman cloth on top surface and floorshift
- quarter armrest pads
- luxury sound package

Exterior colors available exclusively in Midnight Blue with Chamois accents or Chamois with Midnight Blue accents. Interior available in Chamois, with Derby Blue or Saddle inserts in seats and doors.

Cougar na	Cougar XR-7
	•

COUGAR OPTIONS (Continued)

- **Mirror, Left-Hand Remote-Control (Bright)** — Included in Convenience Group. Required with Power Lock Group or Power Side Windows on XR-7 models except when the XR-7 Decor Group or Dual Racing Mirrors are ordered.

Cougar	Cougar XR-7
•	•

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

Cougar	Cougar XR-7
•	•

- **Mirror Visor Vanity, Illuminated**

Cougar	Cougar XR-7
•	•

- **Molding, Narrow Protective Bodyside** — Black vinyl insert molding. Not available with XR-7 Decor Group, Midnight Chamois Decor Group or Brougham Option Decor Group.

Cougar	Cougar XR-7
•	•

- **Molding, Rocker Panel** — Standard on Cougar and Cougar XR-7. Optional with Brougham Option, Tu-Tone Paint, XR-7 Decor Groups and XR-7 Wide Bodyside Molding.

Cougar std	Cougar XR-7 std

- **Molding, Wide Bodyside, Color-Keyed Vinyl Insert** — Included in Cougar with Brougham Option Decor Group, XR-7 Decor Group and Midnight Chamois Decor Group. Not available with tu-tone or Narrow Protective Bodyside Moldings. Rocker panel and wheelip moldings deleted.

Cougar na	Cougar XR-7
	•

- **Moonroof, Power**

Cougar na	Cougar XR-7
	•

- **Paint, Glamour**

Cougar	Cougar XR-7
•	•

- **Paint Stripes, Bodyside** — Included with Brougham Option.

Cougar	Cougar XR-7 std
•	

- **Power Lock Group** — Includes door locks, power deck lid release. Requires Left-Hand Remote Control Mirror Option or Dual Racing Color-Keyed Mirror Option on XR-7.

Cougar	Cougar XR-7
•	•

- **Protection Group, Appearance** — Includes:

- door edge guards
- front and rear color-keyed carpet mats
- license plate frames (rear, unless front license bracket is ordered)
- spare tire lock



Cougar	Cougar XR-7
•	•

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

Cougar	Cougar XR-7
•	•

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

Cougar	Cougar XR-7
•	•

- **Radio, AM/FM Stereo** — Includes dual front and rear speakers.

Cougar	Cougar XR-7
•	•

- **Radio, AM/FM Stereo with Cassette Tape Player** — Includes dual front and rear speakers.

Cougar	Cougar XR-7
•	•

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

Cougar	Cougar XR-7
•	•

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

Cougar	Cougar XR-7
•	•

- **Radio, AM/FM Stereo Search** — Includes dual front and rear speakers.



Cougar	Cougar XR-7
•	•

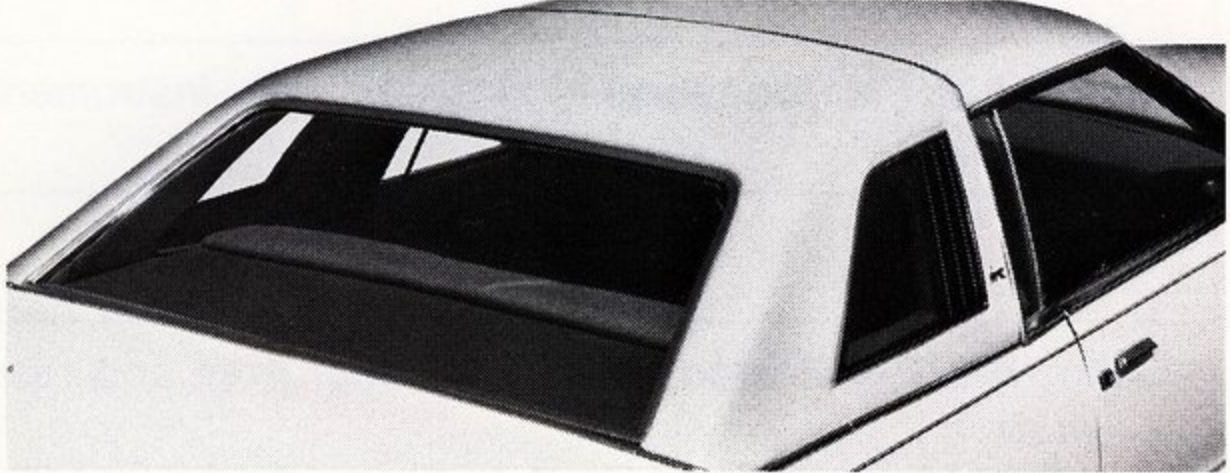
- **Radio, Citizens Band, 40-Channel** — Features remote-mounted chassis and instrument-panel-mounted microphone with full-function integral controls. A tri-band antenna (which receives AM, FM and CB signals) replaces the conventional antenna, and is available as manual or with power feature. Available only in conjunction with another radio option. FCC license required.

Cougar	Cougar XR-7
•	•

- **Roof, Vinyl Full** — Includes opera window on 4-door models. Standard on Cougar 4-door models with Brougham Option. Not available on 2-door models.

Cougar	Cougar XR-7 na
•	

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



Cougar	Cougar XR-7 std
•	

- **Seat, Flight Bench** — Included in Brougham Option.

Cougar	Cougar XR-7 std
•	

- **Seat, Power, Bucket, Six-Way** — Driver's side only. Requires Bucket Seat option or Decor Group with bucket seats.

Cougar na	Cougar XR-7
	•

- **Seat Power, Flight Bench, Six-Way** — Requires Brougham Option.

Cougar	Cougar XR-7
•	•

- **Seat, Power, Twin Comfort Lounge** — Six-Way driver's side only with right-hand recliner. Requires Decor Group or Twin Comfort Lounge Seat with Passenger Recliner Option on XR-7.

Cougar na	Cougar XR-7
	•

- **Seat Twin, Comfort Lounge with Passenger Recliner** — Includes upgraded door trim. Included with Brougham Option Decor Group and XR-7 Decor Group. Not available with Midnight Chamois Decor Group.

Cougar na	Cougar XR-7
	•

- **Seat, Vinyl, Bucket** — 2-door models only. Includes console and floor shift. Floor shift deleted when tilt column is ordered. Automatic parking brake release not available unless Tilt Steering Wheel is ordered. Included in XR-7 Decor Group.

Cougar	Cougar XR-7
•	•

- **Sound Package, Luxury** — Standard with XR-7 Midnight/Chamois Decor Group.

Cougar	Cougar XR-7
•	•

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

Cougar	Cougar XR-7
•	•

- **Speed Control** — Includes luxury steering wheel.

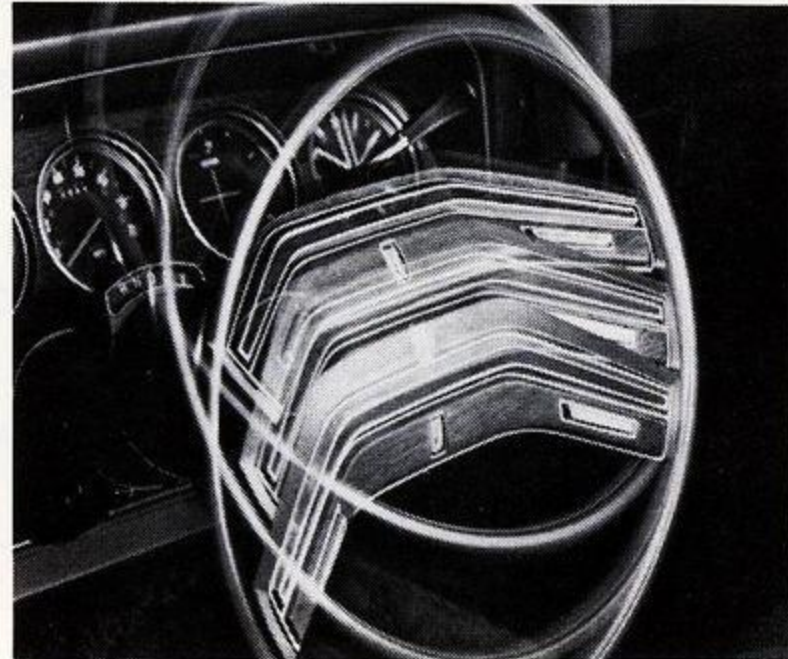
Cougar	Cougar XR-7
•	•

- **Sports Instrumentation Group** — Includes:

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

Cougar	Cougar XR-7
•	•

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



Cougar	Cougar XR-7
●	●

- **Suspension, Cross-Country** — Includes heavy-duty rear springs and shocks, heavy-duty front stabilizer bar and a rear stabilizer bar on Cougar. On XR-7 includes heavy-duty rear shocks and rear springs.

Cougar	Cougar XR-7
●	●

- **Tire, Inflatable Spare** — Replaces conventional spare tire at no extra cost.

Cougar	Cougar XR-7
●	na

- **Tires** — See chart on page 20.

- **Trim, Luggage Compartment** — Includes:

- molded load floor carpet
- carpeted spare tire cover
- side liner boards

Cougar	Cougar XR-7
●	●

- **Trim, Leather-with-Vinyl** — Available on XR-7 only. Requires Twin Comfort Seats.

Cougar	Cougar XR-7
na	●

- **Trim, Velour** — Available on XR-7 only. Requires Twin Comfort Lounge Seats.

Cougar	Cougar XR-7
na	●

- **Trim, Vinyl**

Cougar	Cougar XR-7
●	na

- **Tu-Tone Paint Option** — Includes bright, wide bodyside molding. Not available with Midnight Chamois Decor Group, or Wide Bodyside Molding.

Cougar	Cougar XR-7
●	●

- **Wheel Covers, Deluxe** — Included in Brougham Option.

Cougar	Cougar XR-7
●	na

- **Wheel Covers, Luxury**

Cougar	Cougar XR-7
●	na

- **Wheel Covers, Wire** — Not available with XR-7 Midnight/Chamois Decor Group.

Cougar	Cougar XR-7
●	●

- **Wheels, Cast Aluminum** — (4) wheels per car. Includes 15" tires on sedans and requires WSW tires on Cougar and Cougar Brougham. Not available with Midnight/Chamois Decor Group.

Cougar	Cougar XR-7
●	●

- **Wheels, Styled Road Wheels with Trim Rings** — (4) wheels per car. Included in Cougar XR-7 Decor Group.

Cougar	Cougar XR-7
na	●

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

Cougar	Cougar XR-7
●	na

- **Windows, Opera** — Available on Cougar 2-door only. Standard on XR-7. Included with Brougham Option.

Cougar	Cougar XR-7
●	std

- **Windows, Power** — Front windows only on 2-door models. Requires Tinted Glass on all models and Left-Hand Remote Control Mirror Option on XR-7.

Cougar	Cougar XR-7
●	●

COUGAR OPTIONS (Continued)

LIMITED PRODUCTION OPTIONS

- **Automatic Parking Brake Release** — Not available with bucket seats unless tilt steering is ordered. Included in Convenience Group.

Cougar	Cougar XR-7
●	●

- **California Emissions System** — Required only on vehicles registered in California. Optional 49 states. Requires 5.8L (351 CID) engine.

Cougar	Cougar XR-7
●	●

- **Engine Block Heater**

Cougar	Cougar XR-7
●	●

- **Floor Mats, Black Heavy-Duty**

Cougar	Cougar XR-7
●	●

- **Vinyl Roof/Opera Window Delete** — Available only on Cougar 4-door models with Brougham Option.

Cougar	Cougar XR-7
●	na

- **High Altitude Option** — Requires 5.8L (351 CID) engine. Included 3.00:1 rear axle ratio. Not available with California Emissions System.

Cougar	Cougar XR-7
●	●

HIGH ALTITUDE OPTION		
Engine/Transmission		Axle Ratio
5.8 Litre (351 CID) 2V V-8 SelectShift Automatic		REQ OPT STD 3.00

Legend: STD = Standard
REQ OPT = Required at no extra cost

LEGEND: ● = available at extra cost
std = standard
nec = available at no extra cost
na = not available

TIRES*

COUGAR

49 STATES & CALIFORNIA	HR78 x 14 (a)		HR78 x 15 (b)
	BSW	WSW	WSW
Cougar with or without air conditioning			
5.0 LITRE (302 CID) 2V V-8	STD	OPT	OPT
5.8 LITRE (351 CID) 2V V-8 (c)	STD	OPT	OPT

*All tire applications are load range "B."
(a) Optional inflatable spare tire H78 x 14 replaces standard spare

(b) Required with Cast Aluminum Wheel Option.
(c) Required in California.

COUGAR XR-7

49 STATES & CALIFORNIA	GR78x15		HR78x15
	BSW	WSW	WSW
Cougar XR-7 with or without air conditioning			
5.0 LITRE (302 CID) 2V V-8	STD	OPT	OPT
5.8 LITRE (351 CID) 2V V-8 (a)	STD	OPT	OPT

*All tire applications are load range "B."
(a) Required in California

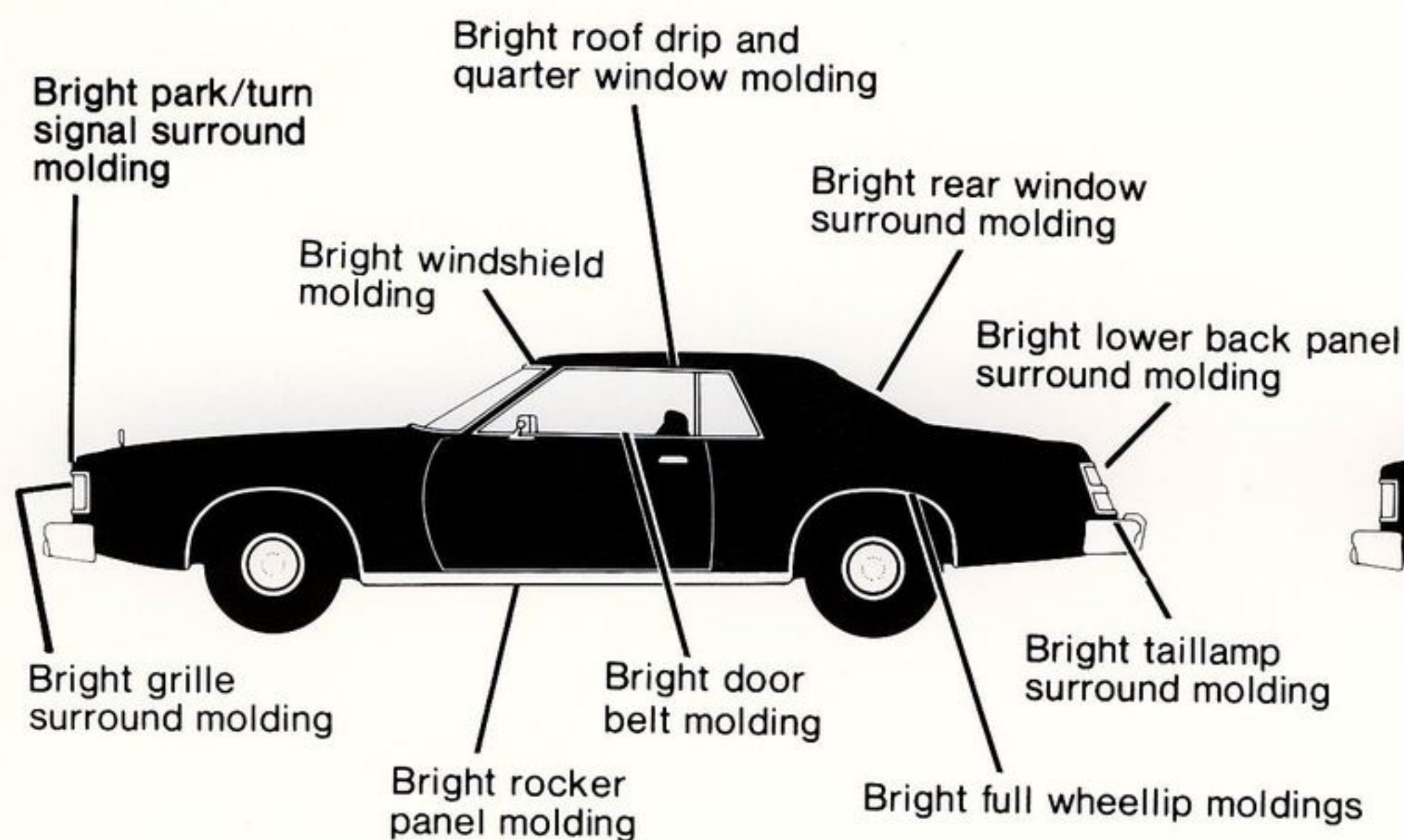
LEGEND: BSW = Black Sidewall
WSW = White Sidewall

STD = Standard
OPT = Optional

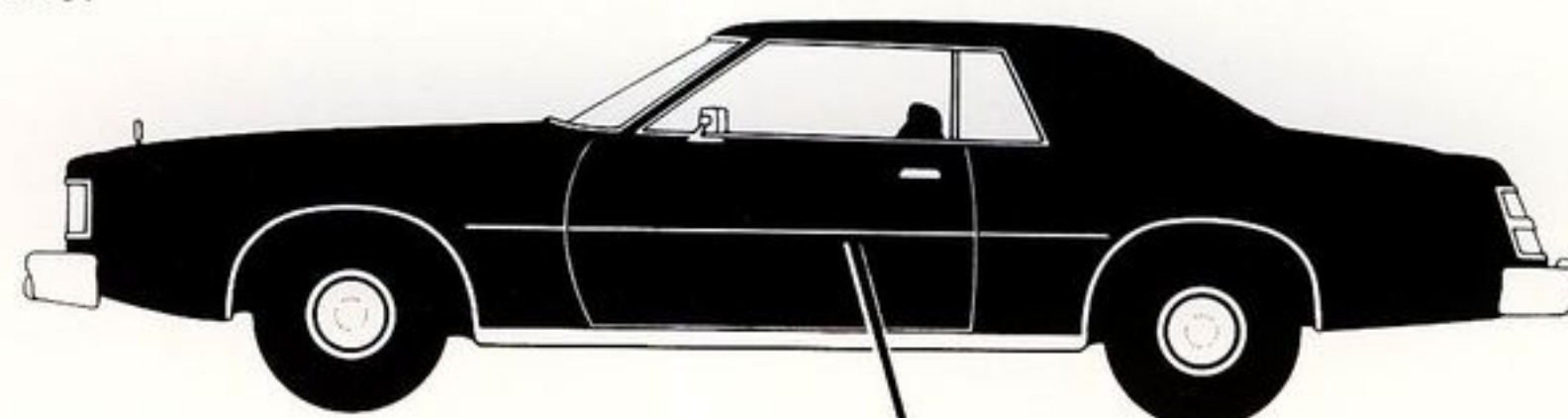
COUGAR EXTERIOR MOLDINGS

COUGAR

Standard



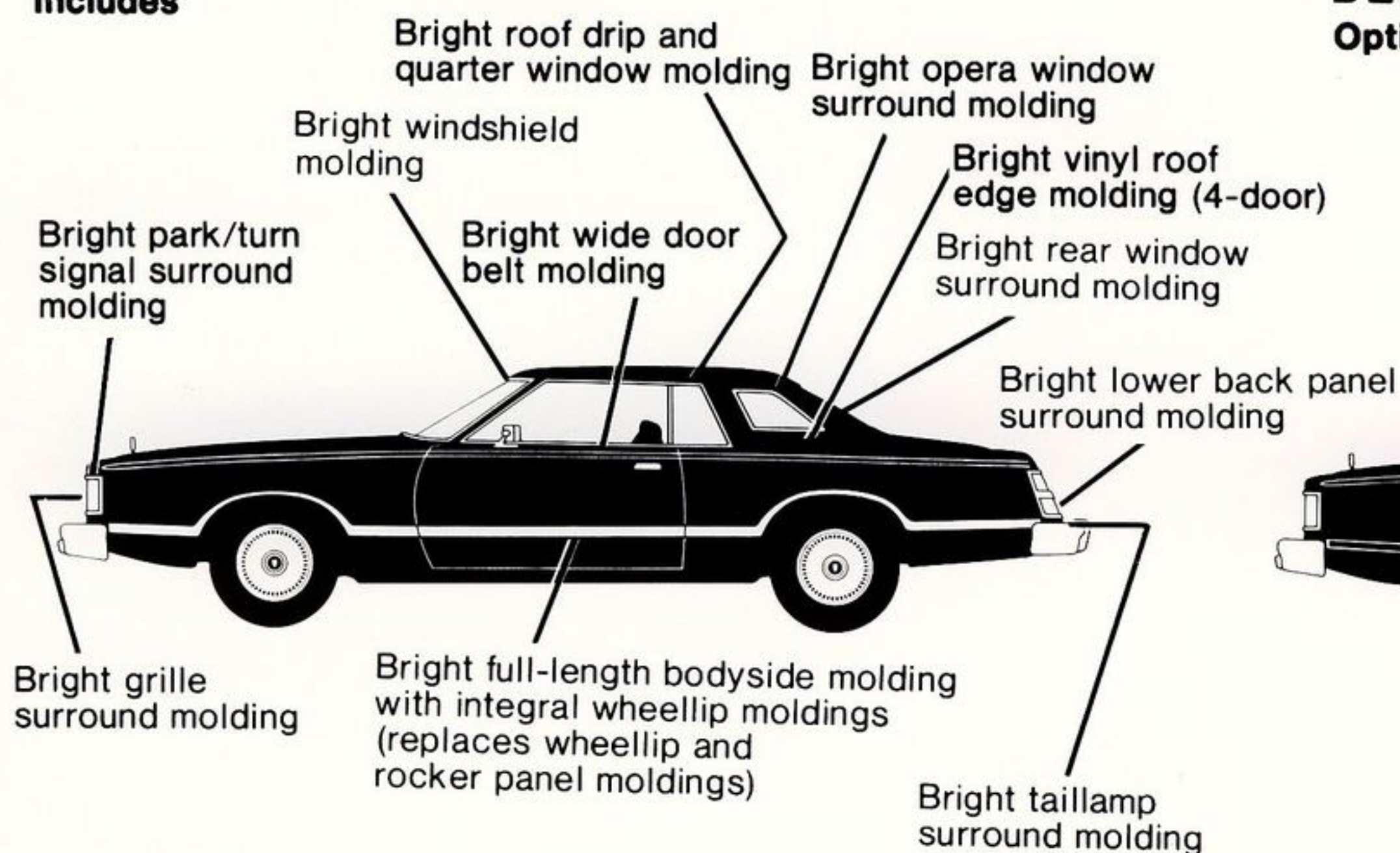
Optional



Narrow protective bodyside molding (Also available on Cougar with Brougham Option and Cougar XR-7 without wide bodyside moldings)

COUGAR WITH BROUGHAM OPTION

Includes



COUGAR WITH BROUGHAM OPTION AND DECOR GROUP BROUGHAM OPTION

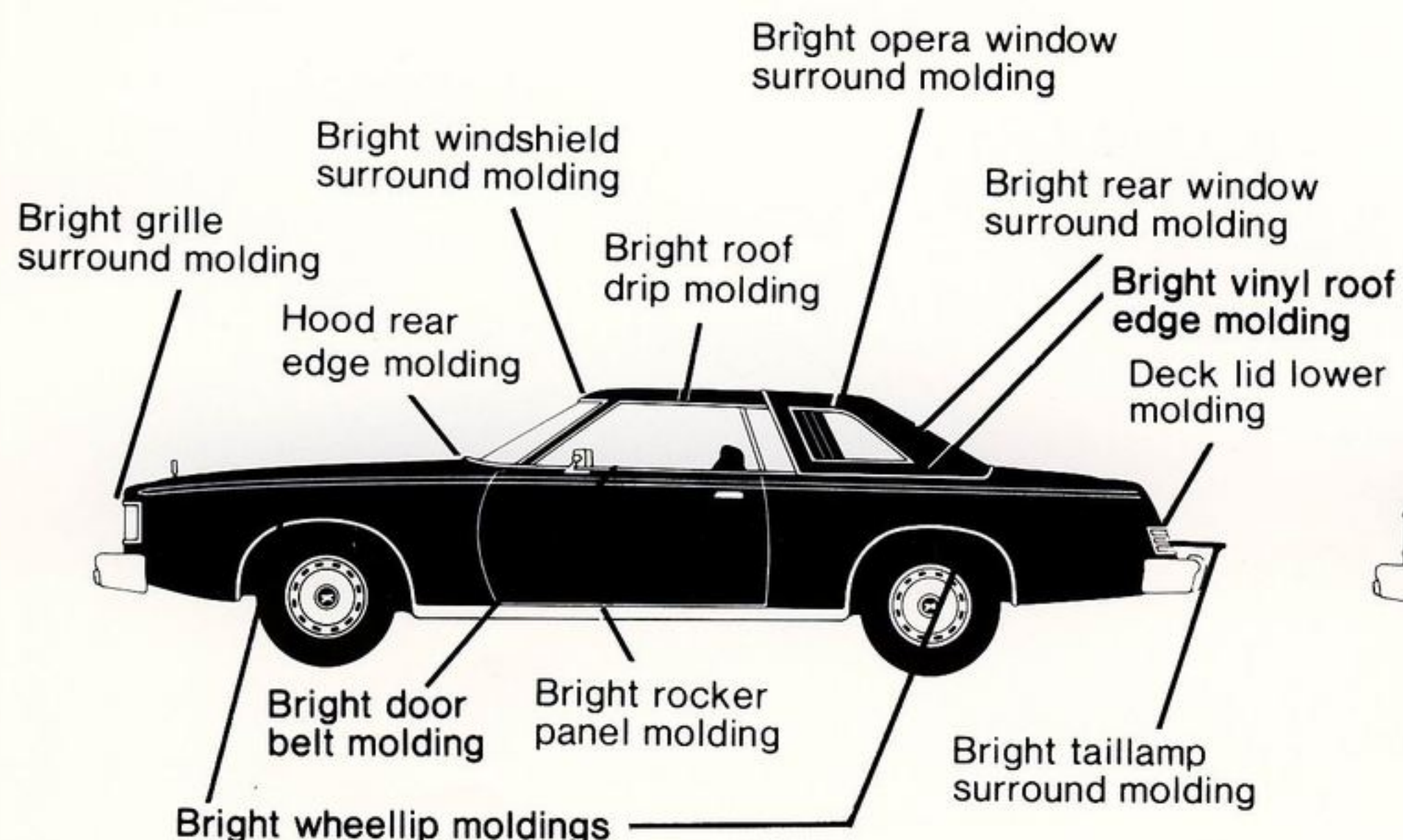
Optional



Wide color-keyed vinyl insert bodyside molding

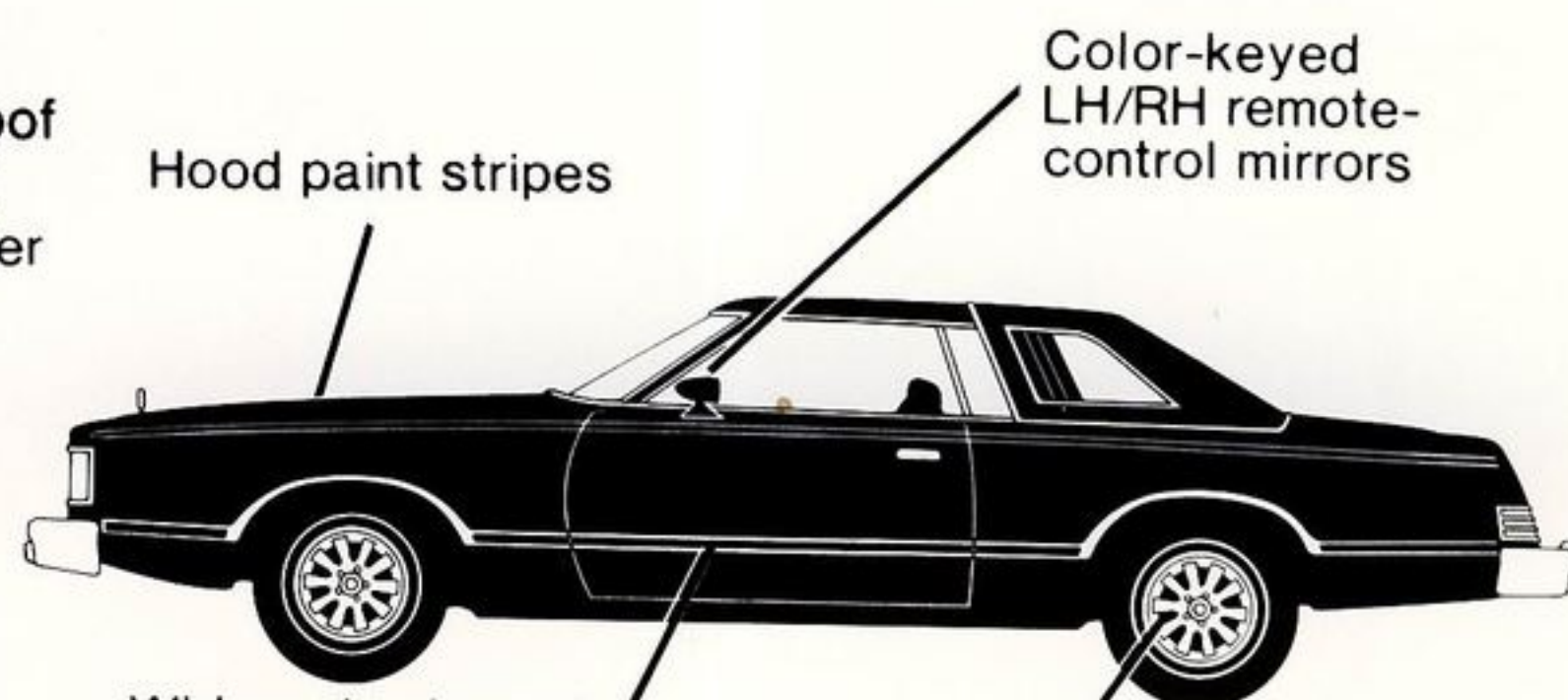
COUGAR XR-7

Standard



XR-7 DECOR GROUP OPTION

Optional



Wide color-keyed vinyl insert bodyside molding (Also available as a separate option)

Styled road wheels

Hood paint stripes

Color-keyed LH/RH remote-control mirrors