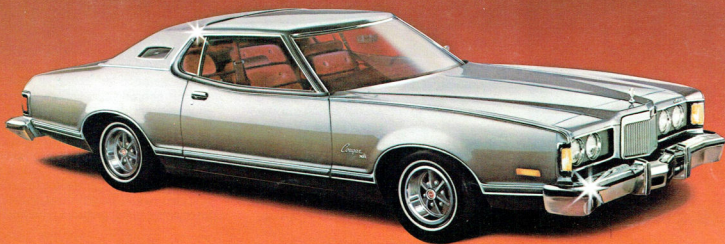


# MERCURY COUGAR 1975.





# Mercury Cougar XR-7.

## A car like nobody else's car.

For 1975, Cougar dares you to enter the sensuous world of sleek elegance and bold glamour. Among mid-size personal luxury cars, this one is as unique in its class as the Continental Mark IV. From its advanced suspension system tuned to steel-belted radials and the steely pride of its classic grille, to the sophisticated opera window and luxurious Landau roof, XR-7 rises to an eminence that is bound to be envied. An excitingly new option,

the Glass Sunroof is available to let you enjoy the open air feeling in your XR-7.

Sit behind the wheel of this superbly-equipped personal luxury car. Between the seats, a floor mounted console houses the stickshift for Cougar's 3-speed Select-Shift automatic transmission. Rich 22 ounce cut-pile nylon carpeting adds to the luxury. Cougar's instrument panel is styled in the European manner. Full instrumentation including tachometer, all

hooded and inset into the woodgrain vinyl covered instrument panel. For your comfort, and the added comfort of your passengers, there's a power ventilation system that provides a flow of fresh outside air throughout the passenger compartment of your Cougar XR-7. It is part of your heating system, and operates when the heater control selector lever is placed in the "VENT" position and the fan is turned on.

The 1975 Cougar XR-7 is built to be

like nobody else's car. The moment you get behind the wheel and the second you pull out, you know that this is a different breed from most. A personal size car that lets you know that it will take you anywhere you want to go . . . in grand style.

From the fine exterior lines, to the superbly finished interior trim, to the long list of standard features, you know Cougar XR-7—a car like nobody else's car.

*Mercury Cougar XR-7 2-Door Hardtop*





# Mercury Cougar XR-7

## Those who own one know the feeling.

In the luxury mid-size car field, our exciting Cougar is wild but elegant . . . untamed but sophisticated. It comes with an unusually broad choice of trim combinations, with a prestigious opera window and unique vinyl roof. Cougar XR-7 is definitely the move up.

The ride is smooth, the handling is sure on a 114 inch wheel base and a suspension system that is tuned to steel belted radial ply tires. And incidently those radial ply tires are standard and not only help you save on gas but give you many thousands more miles of tread life over conventional tires.

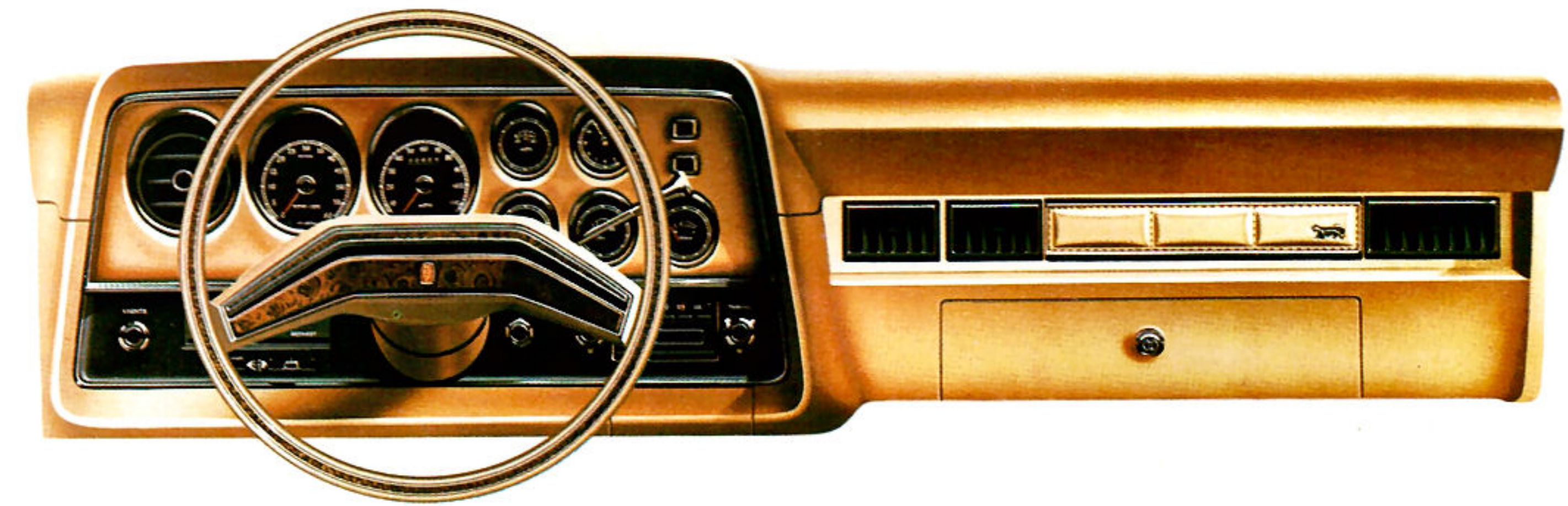
Cougar is powered by a 351 C.I.D. engine and an automatic transmission.

Excellent operating efficiency and economy is engineered right into every Cougar, like solid state ignition that is virtually maintenance free and improves economy over long periods due to more stable spark plug performance.

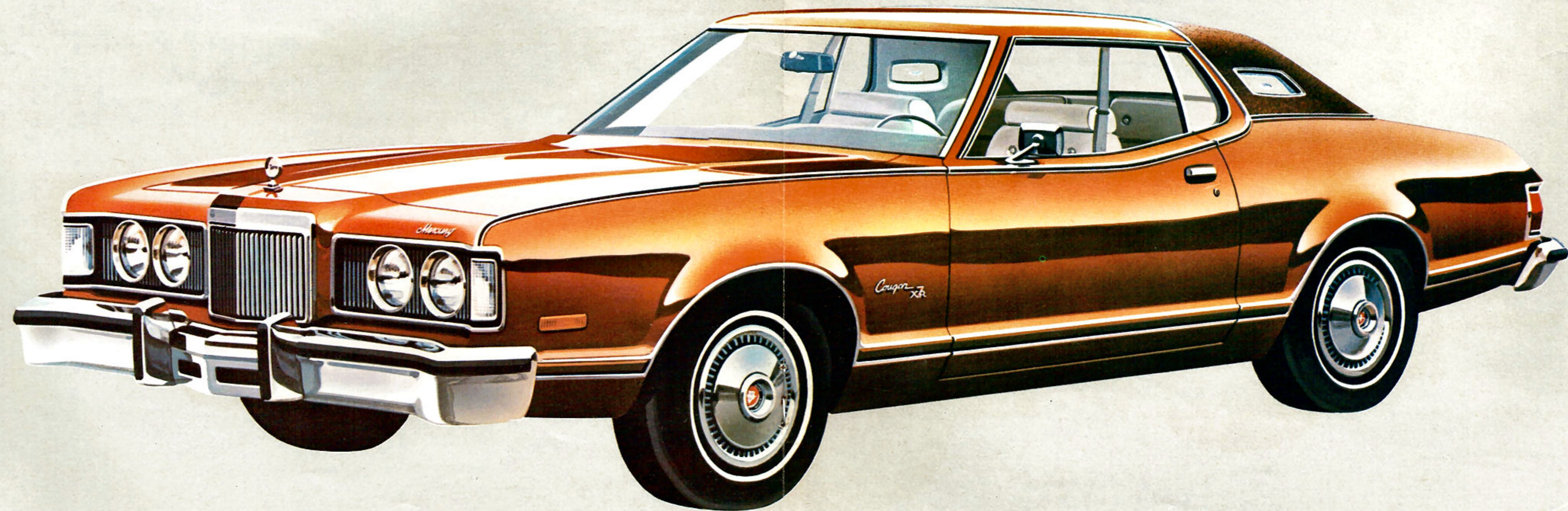
If you're looking for a personal luxury car that's like nobody else's car . . . you're looking for 1975 Mercury Cougar XR-7.

**Standard features on Mercury Cougar XR-7:** 351-2V V-8 engine • Select-Shift automatic transmission •

Power front disc brakes • Solid-state ignition • HR78x14 steel-belted radials with tuned suspension system • Energy absorbing bumper system • Front bumper guards • Locking steering column • Dual headlamps • Power steering • Full performance instrumentation • Bucket seats with console or Twin Comfort Lounge Seats • Luxury steering wheel • 22-oz. cut-pile carpeting throughout • Inside hood release • Passenger assist handle • Ford Motor Company Safety Design Features • *Did you know every 1975 Mercury car has a new-type ignition lock to discourage theft?*



Mercury Cougar XR-7 instrument panel with optional AM/FM radio with stereo tape and air conditioning.



Mercury Cougar XR-7 2-Door Hardtop



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### Important News for Canadian Car Buyers

Some 1975 cars will require the use of unleaded gasoline. However, with the exception of one optional engine,\* all engines in Ford of Canada 1975 model cars can be fueled with any gasoline, at any pump, at any station, anywhere in Canada.

For your convenience and economy, at a time when unleaded gasoline has limited availability, all standard engines, and all optional engines except the 2.8 litre V-6, in all 1975 Ford of Canada car lines can be fueled with any gasoline—regular, premium or unleaded.

#### Additional Economy Features in Every 1975 Car Line:

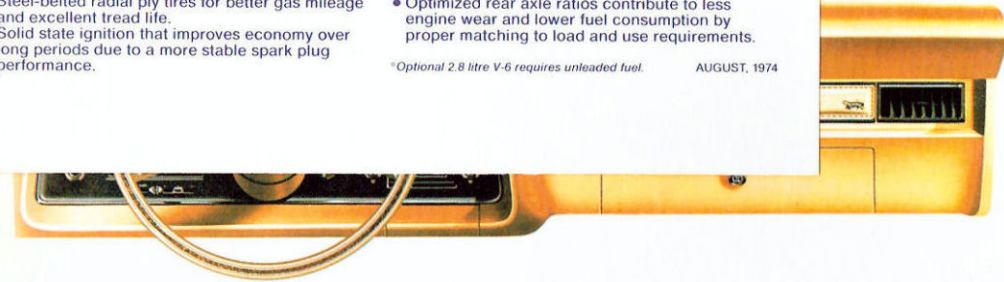
In addition to refueling conveniences, these operating economy features have been engineered into every 1975 car line.

- Steel-belted radial ply tires for better gas mileage and excellent tread life.
- Solid state ignition that improves economy over long periods due to a more stable spark plug performance.

- Recalibration of carburetion and ignition timing on many engines has resulted in improved fuel economy and performance.
- Optimized rear axle ratios contribute to less engine wear and lower fuel consumption by proper matching to load and use requirements.

\*Optional 2.8 litre V-6 requires unleaded fuel.

AUGUST, 1974



Mercury Cougar XR-7 instrument panel with optional AM/FM radio with stereo tape and air conditioning.



Mercury Cougar XR-7 2-Door Hardtop



# Mercury Cougar XR-7 Interiors

## A special kind of luxury with a stylish touch of the cat.

Spaciously dimensioned and graciously elegant in its interior appointments Cougar can be as comfortable to ride in as it is to drive. The plush elegance beautifully supplements the superb ride and easy handling. The finishing touch to Cougar's interior is luxury-weight 22 ounce cut-pile carpeting. And all of the trim materials are chosen not only for their attractive appearance but for long wearing durability.

Cougar XR-7 offers you a choice of seating arrangements. Shown at the left is the sumptuously tailored Twin Comfort Lounge seat interior. You will notice that each seat has its own individual arm rest

that can be adjusted for maximum comfort. You can choose between super-soft all-vinyl, illustrated, optional cloth-and-vinyl or with seating surfaces of selected leather and supple vinyl. Among the many colour schemes available are black, blue, dark red, green and tan. You may also select combinations of white with components in black, blue, green, and red either in all-vinyl or leather-with-vinyl.

Shown on this page is the uniquely stylish Cougar XR-7 standard interior with contoured bucket seats and centre console.

Interiors may be chosen in blue with

silver blue, or saddle with tan colour schemes.

Whichever seating choice you decide on, you can be sure it's a special kind of luxury — Cougar luxury with a stylish touch of the cat.

When you come to order your new 1975 Cougar XR-7, you'll begin to get the Cougar feeling. Just ask someone who owns one now, they'll tell you it's that great feeling of being able to virtually build your own personal luxury sports car. There are a long list of Cougar XR-7 options to choose from. And once you start, you'll only want to give yourself all you deserve.

There are personal touches like the Power-operated sunroof that combines the advantages of open-air convertible driving with the feature styling of a hardtop. The finger-tip power control is within easy reach, and the sunroof glides away into a hidden compartment, to let all the sun in. With your sunroof option, you must order a full vinyl roof option.

Then consider optional Air Conditioning with Automatic Temperature Control. Set the dial and sit back and relax in cool driving comfort. And for added driver comfort, there's the Six-Way Power Twin Comfort Lounge Seat. It's available for the driver's side of the seat, and allows the driver to select the exact seat position that provides maximum seating comfort.

There are many more options to choose from to personalize your 1975 Cougar XR-7, these are just a few, to get you started. As we said, those who own a Cougar XR-7 know the Cougar feeling.

Cougar XR-7—a personal luxury car that's like nobody else's car.  
1975 Cougar XR-7.



Mercury Cougar XR-7 standard interior

Mercury Cougar XR-7 Sports Accent Trim interior



## MERCURY COUGAR MAJOR SPECIFICATIONS

### Power team combinations

Availabilities:	351-2V "V8"	400-2V "V8"	460-4V "V8"
Cougar XR-7	Std.	Opt.	Opt.
<b>Transmissions:</b>			
Select-Shift Automatic standard.			
<b>Tires:</b>			
HR78 x 14 Steel-Belted Radial Tires are standard. White sidewalls optional.			
<b>Dimensions:</b>			
Wheelbase	114.0"		Tread—Front 63.4"
Overall length	215.5"		—Rear 63.5"
Overall width	78.5"		Luggage capacity 16.5 cu. ft.

#### Ford Motor Company Safety Design Features

- Dual Hydraulic Brake System with warning light
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, and windshield pillars
- Energy-absorbing steering wheel and column
- Energy-absorbing armrests and safety-designed door handles
- Integral lap and shoulder belts with individual lap and shoulder belt retractors for front outboard occupants
- Lap belts with mini buckles for center front and all rear seating positions with retractors for rear outboard occupants
- Positive reminder warning light and buzzer for all front seat occupants
- Turn indicators with lane-changing signal feature
- Energy-absorbing instrument panel with padding for center and right passengers
- Padded sun visors
- Locking steering column with warning buzzer
- Two speed or variable speed windshield wipers
- Windshield washers with wiper mounted spray jets
- Impact absorbing laminated safety glass windshield
- Double-yoke safety door latches and safety hinges
- Hazard warning flasher
- Steel guard rails in side doors
- Backup lights
- Side marker lights
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons (on all cars equipped with radios)
- Outside rearview mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform automatic transmission shift quadrant
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety-designed front end structure
- Energy-absorbing front and rear bumpers
- Head restraints for front outboard occupants
- Safety glove box latch
- Inside yieldaway day/night mirror
- Front bumper guards
- Self adjusting brakes
- Inside hood latch release
- Anti-theft key system with one key for doors and ignition only, other key for glove compartment and trunk
- Visible vehicle identification
- Safety designed roof structure

Illustrations and information presented were correct when approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Mercury Dealer for the latest, most complete information on models, features, prices and availability.

MERCURY COUGAR

