

THE 1979 MERCURY

COUGAR



1979 Mercury Cougar
Sport styling. Ride-Engineered

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Cougar carries the tradition of personal luxury another step ahead for 1979. It provides room and sophisticated surroundings without sacrificing the adventurous feeling you want in an automobile.

UNLEASHING MERCURY COUGAR XR-7 FOR 1979. AN EXCITING EXTENSION OF COUGAR'S UNTAMED PERSONALITY.

Pictured below is the 1979 Cougar XR-7 with the Chamois Decor Group option. Note the black finish with chamois colour accents that set off XR-7's distinctive styling. Adding a sophisticated look to XR-7 is the unique half-vinyl roof with its crossover strap motif, and the padded "Continental-type" tire deck. Also included in this special XR-7 Chamois Decor Group are bodyside paint stripes, full-length

bodyside mouldings with colour-keyed, padded vinyl inserts, and styled wheels. In addition to Cougar XR-7, there are two-door and four-door Cougars with Brougham Option, the Mercury Cougar two-dr. and four-dr. models and the Cougars "S" two-dr. and four-dr. models. A wide choice in fine Cougars to help make entry into the Cat Set compatible with your budget and taste.

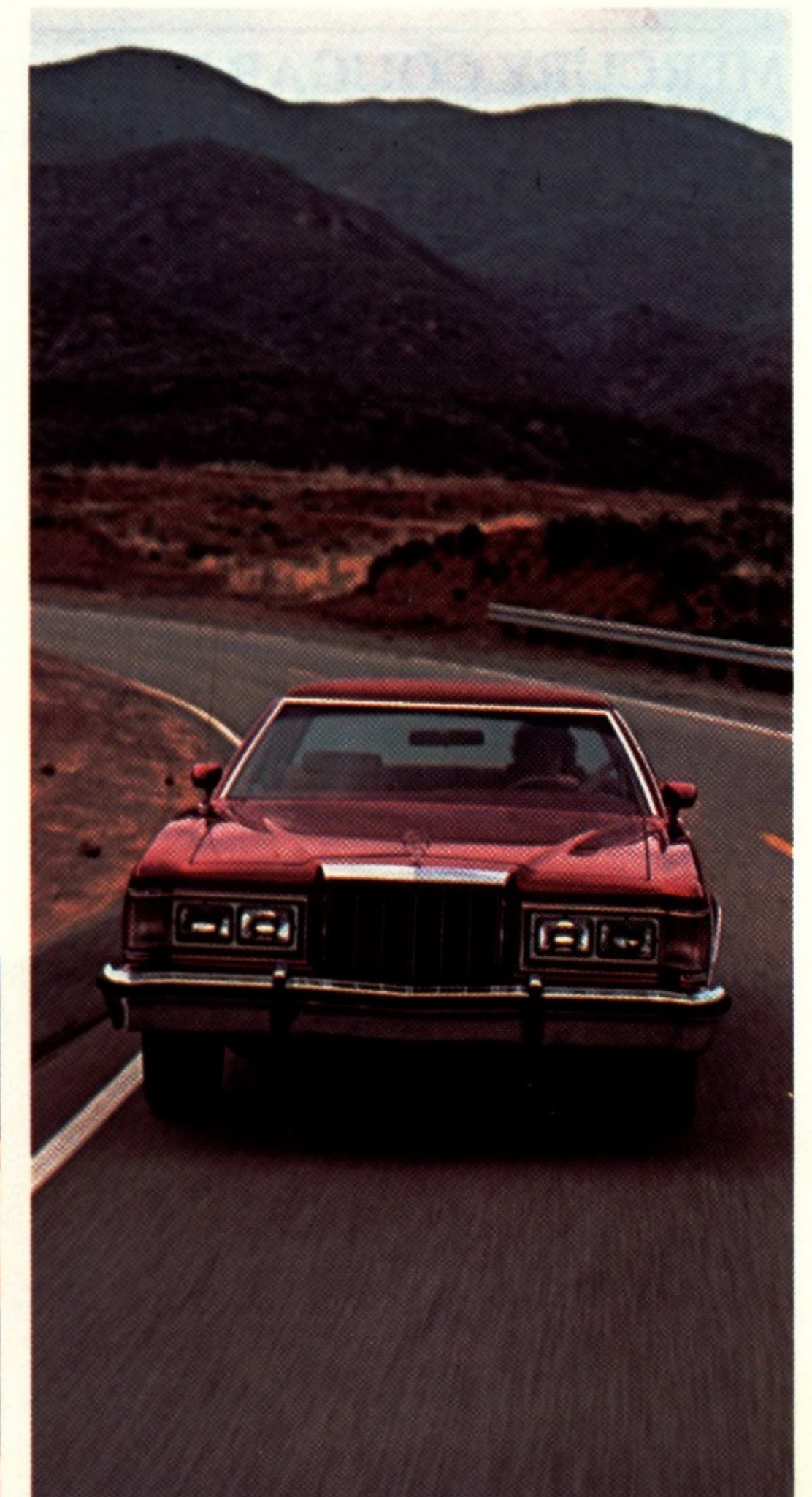
Creature comforts are not overlooked in Cougar. Consider the Chamois Decor option interior with bucket seats and console shown below. The saddle Huntsman Cloth upholstery, trimmed here in chamois vinyl, is also available in blue with chamois trim. Other interior amenities include door trim panels pleated to harmonize with the seat design, and with a carpeted lower section. Walnut woodtone appliques adorn the two-spoke luxury steering wheel, the instrument panel cluster and area above the locking glove box. Deep-pile Tiffany car-

peting, padded door armrests and deluxe seat belts are other Chamois Decor Group interior features. The optional AM/FM stereo radio with 8-track tape, shown below right, is one of seven entertainment units for Cougar, any one of which may be combined with the optional 40-channel CB radio. And note, in another illustration below right, the spaciousness of the Cougar luggage compartment, with the inflatable space-saver available as replacement for the conventional spare at no extra cost.

1979 Mercury Cougar XR-7 w/Chamois Decor Group Option



Chamois Decor Group bucket seats in Huntsman Cloth w/saddle vinyl trim



AM/FM stereo radio w/8-track tape



Cougar luggage compartment w/space-saver tire

MERCURY COUGAR WITH BROUGHAM OPTION ELEGANCE. LIVING ROOM LOOK OF LUXURY AND COMFORT.

The Mercury Cougar with Brougham Option is available as a four-door pillared hardtop or two-door hardtop. You see the four-door pictured below in dove grey. With its full vinyl roof, opera windows, fine paint stripes on the upper body, full-length bright bodyside mouldings and optional wire wheel covers, it is a family car with flair. And it's all Cougar.

Cougar w/Brougham Option features in addition to Cougar standard equipment on page 8:

- Opera windows
- Full vinyl roof on 4-door
- Upper bodyside paint stripes
- Bright bodyside mouldings with integral wheelip mouldings
- Wide bright door belt mouldings
- Deluxe wheel covers
- Electric clock

- Flight Bench seat with folding centre armrest
- Choice of cloth-and-vinyl or all-vinyl luxurious interior trim
- Door trim with carpeted lower area
- Deluxe steering wheel
- Deluxe sound insulation package.

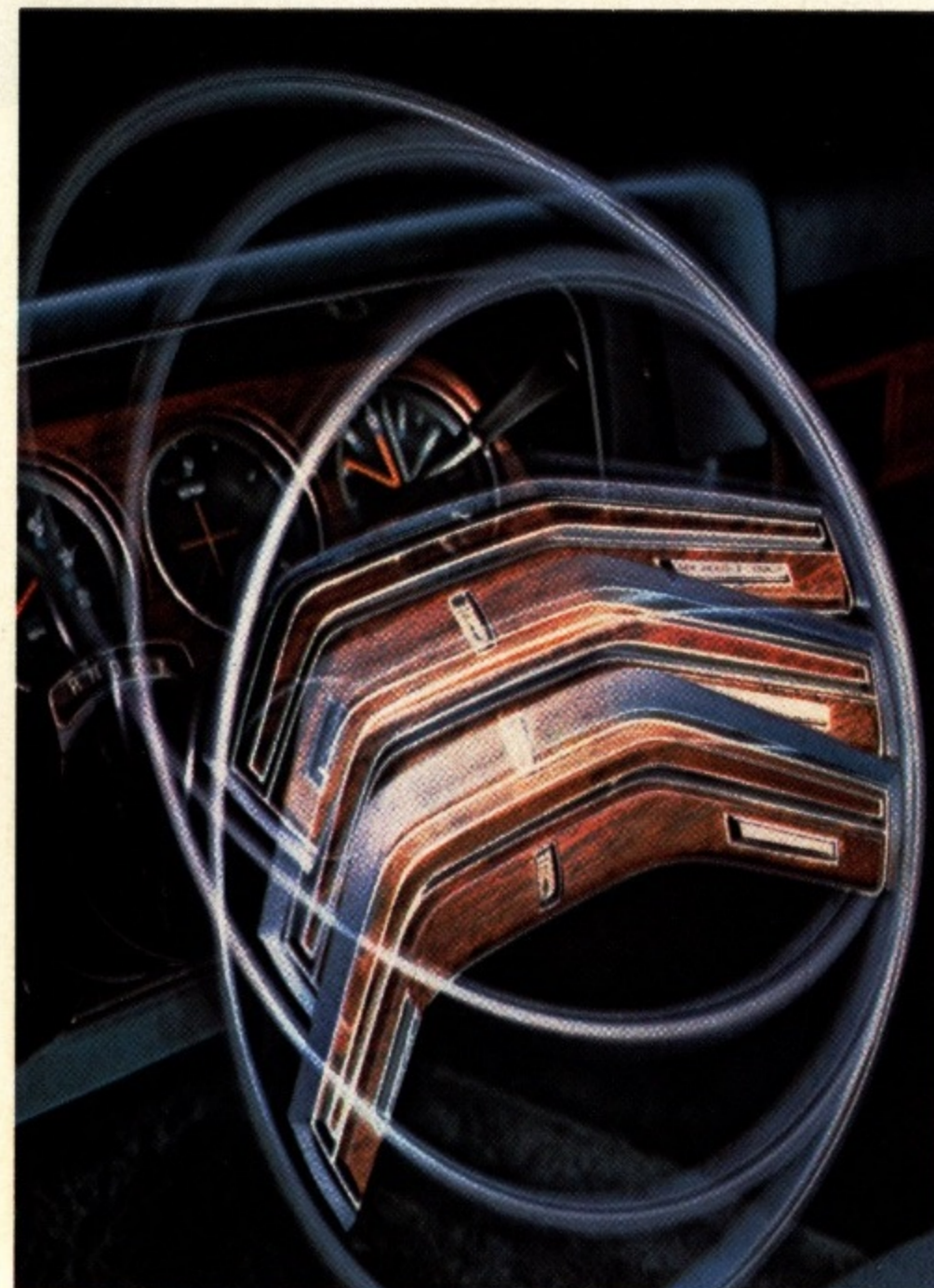
For added interior and exterior good looks and comfort with your Brougham Option, you can include the Decor Group option. This features Twin Comfort Lounge seats with passenger recliner. Also included: nylon cut-pile carpeting, luxury steering wheel, deluxe seat belts and colour-keyed vinyl inserts in wide bodyside mouldings.



Cougar 4-dr. pillared hardtop w/Brougham Option



AM/FM Multiplex stereo radio option



Optional Tilt Steering Wheel w/Speed Control option

The Twin Comfort Lounge seat interior, available with the Brougham Decor Group Option, includes a folding centre armrest, and a reclining passenger seat. Shown below in dark red, the Twin Comfort Lounge seat interior may also be had in medium blue, dove grey, dark jade, chamois or cordovan. It is also available in white combined with any of these colours (except dove grey).

There are many ways to personalize your Cougar. There's the Tilt Steering Wheel,

shown below, that moves up for easy entry and adjusts to five positions for long-distance driving.

Also shown below (left) is the AM/FM stereo radio with search feature, one of seven radio/radio-tape combinations to help entertain you as the miles pass by. You can add to that choice a 40-channel CB that uses the radio speaker system. On pages 10 and 11 you'll find a list of popular Cougar options -- many illustrated -- all designed to add to the pleasure of Cougar ownership.



Twin Comfort Lounge seat interior



MERCURY COUGAR XR-7. A UNIQUE PERSONAL CAR. SPORTY LUXURY AND RELAXING COMFORT.

Year after year, since its introduction, Cougar XR-7 has represented excitement in a sporty personal car.

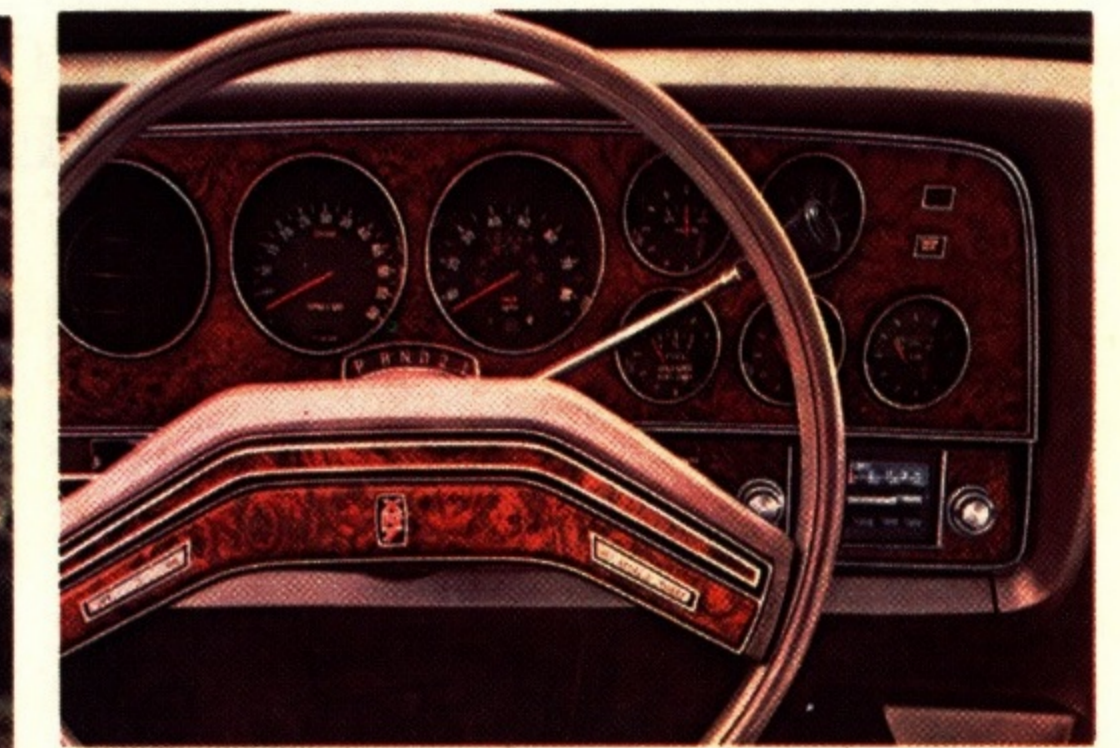
Check the 1979 XR-7 shown above in the new-for-'79 dark red exterior. Note the new one-piece grille with body colour tape and black and bright accents. Also note the new headlamps and parking lamp frames. And there are seven new exterior colours among the total of fourteen (listed on page 10), and two new colour choices for the vinyl roof (eight in all).

Cougar XR-7 standard features in addition to Cougar standard equipment on page 8:

- 15" wheels
- Rear stabilizer bar
- Special sound insulation package
- Walnut-tone appliques on instrument cluster, lower instrument panel and right-hand dash area
- Rossano cloth or Mateao vinyl trim
- Carpeting on lower door
- Electric clock

- Deluxe steering wheel
- Hood rear edge moulding
- Upper bodyside paint stripes
- Opera windows with louvres
- Fully padded Landau vinyl roof
- Decklid with lock cover, lower moulding and paint stripe
- Horizontal theme taillamps w/bright horizontal bars
- Dual-note horn.

XR-7's optional bucket seats with console, shown at right in dove grey, are just one of the seating and colour choices you have when you choose Cougar XR-7. Door panels are designed to harmonize with the trim in style and colour.



Sports Instrumentation Group option



Air Conditioning option



Optional Wire Wheels (4) w/white sidewall tire option

As with any Cougar you select, you have more than sixty options to help you personalize your XR-7. Pictured on this page are just three. There's the comfort of air conditioning, for one. Then there's the Sports Instrumentation Group with ampere, engine oil pressure and engine temperature gauges, trip odometer, tachometer and luxury colour-keyed steering wheel and column. Also shown on this page is one of the optional wire wheel covers available in fours with optional whitewall steel-belted tires and the control panel for Cougar air conditioning.

Optional bucket seat interior

**MERCURY COUGAR AND COUGAR "S".
STYLISH AND AFFORDABLE.**

Available in 2-door hardtop or 4-door pillared hardtop models, these are our most affordable Cougars.

The 2-door Cougar hardtop is shown below in medium dark orange metallic, one of its seven new colours for '79. And Cougar's practical size is trim enough for easy parking and manoeuvrability, yet permits comfortable seating for six.

Mercury Cougar "S" standard equipment includes:

- 5.0 litre (302-2V) V8 engine
- Select-shift automatic transmission
- Power steering

- Power front disc/rear drum brakes
 - BSW steel-belted radial tires
 - Windshield washer spray jets on Wiper arm
 - Cloth and vinyl bench seat
 - Cut pile carpeting
 - Rosewood-tone appliques on dash
 - Lockable glove box
 - Vertical theme grille with bright surround mouldings
 - Bright windshield and roof drip mouldings
 - Taillamps with integral side markers
- Additional features on Cougar series**
- Full wheelip mouldings

- Rocker panel mouldings
- Upgraded sound insulation package
- Cloth and vinyl Flight Bench seat with padded armrest

Illustrated below is Mercury Cougar's interior with standard Flight Bench seat, including a folding centre armrest, in chamois colour. It is also available in dove grey, dark red, medium blue, dark jade and cordovan for the 2-door. Dark red and cordovan are not available on 4-doors.

The colours above are also available for the standard bench seat in cloth-and-vinyl or optional all-vinyl, or the optional all-vinyl bucket seats for 2-door Cougars.

And you can personalize your Mercury Cougar from an extensive list of available options. Shown at right: AM/FM stereo radio and Day/Date electric clock.



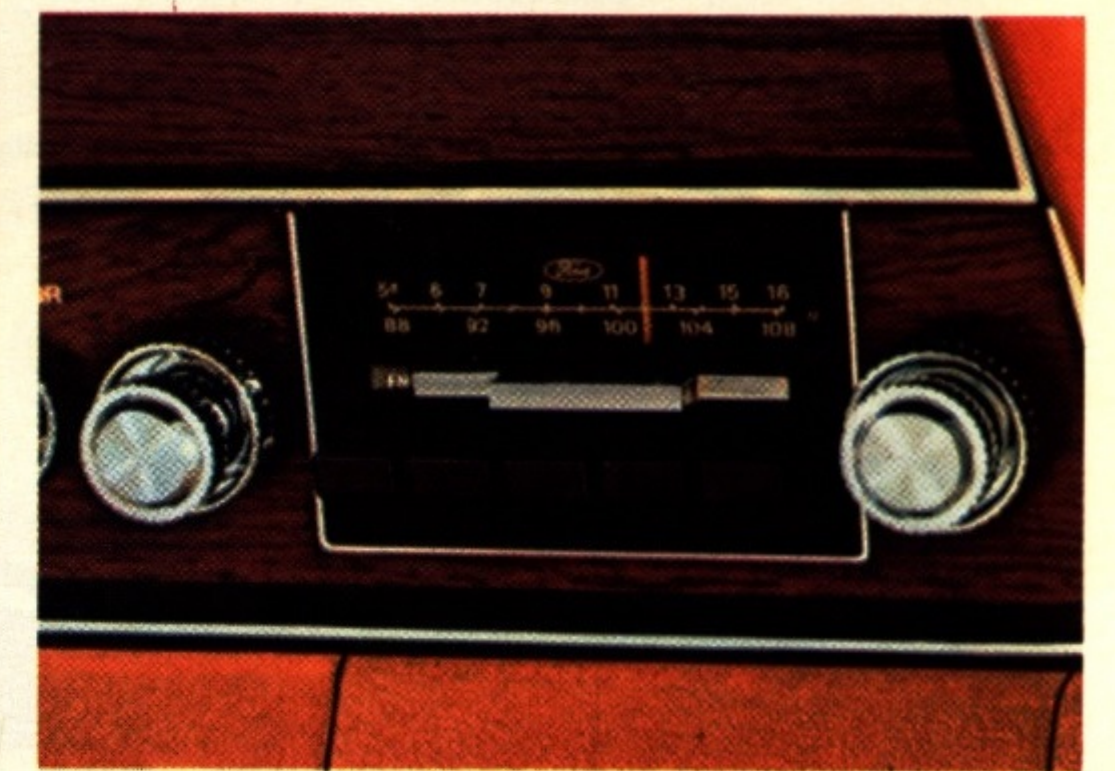
Cougar Dimensions	XR-7	2-DR	4-DR
Wheelbase	2896mm (114.0")	2896mm (114.0")	2997mm (118.0")
Overall Length	5474mm (215.5")	5474mm (215.5")	5575mm (219.5")
Overall Width	1996mm (78.6")	1996mm (78.6")	1996mm (78.6")
Head Room — Front	948mm (37.3")	948mm (37.3")	965mm (38.0")
— Rear	917mm (36.1")	922mm (36.3")	940mm (37.0")
Hip Room — Front	1413mm (55.6")	1504mm (59.2")	1494mm (58.8")
— Rear	1449mm (57.0")	1449mm (57.0")	1449mm (57.0")
Shoulder Room — Front	1489mm (58.6")	1489mm (58.6")	1489mm (58.6")
— Rear	1446mm (56.9")	1446mm (56.9")	1478mm (58.2")
Leg Room — Front (max.)	1072mm (42.1")	1069mm (42.1")	1069mm (42.1")
— Rear (min.)	831mm (32.7")	833mm (32.8")	942mm (37.1")
Luggage Cap. (litres/cu.ft.)	445 (15.7)	450 (15.9)	450 (15.9)
Fuel Cap. (litres/Imp. gals.)	100.3 (22.1)	79.5 (17.3)	79.5 (17.3)



Cougar "S" 2-dr hardtop



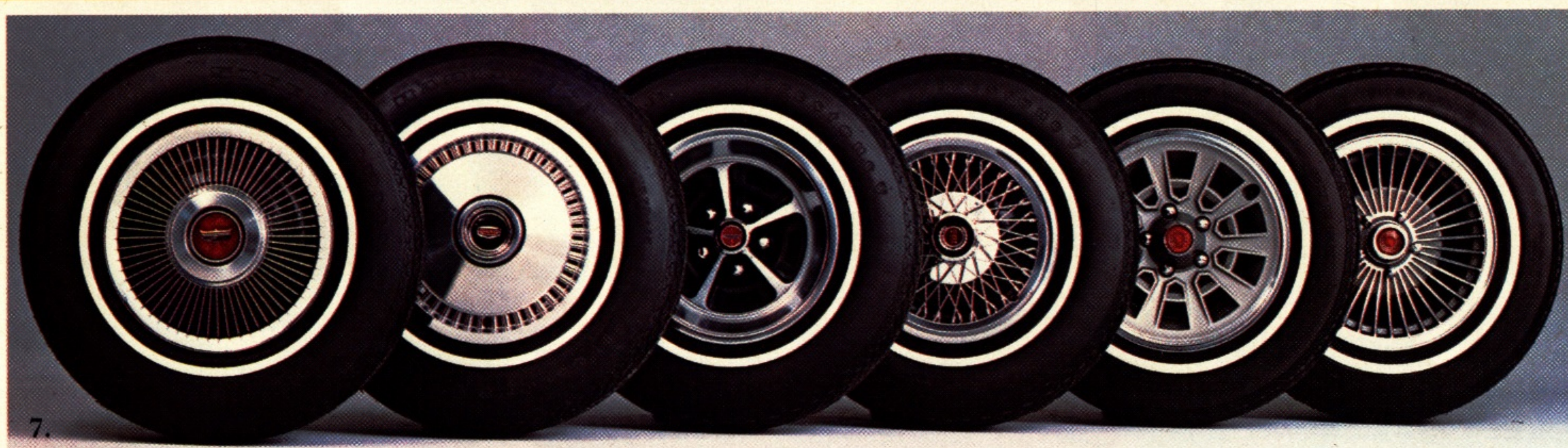
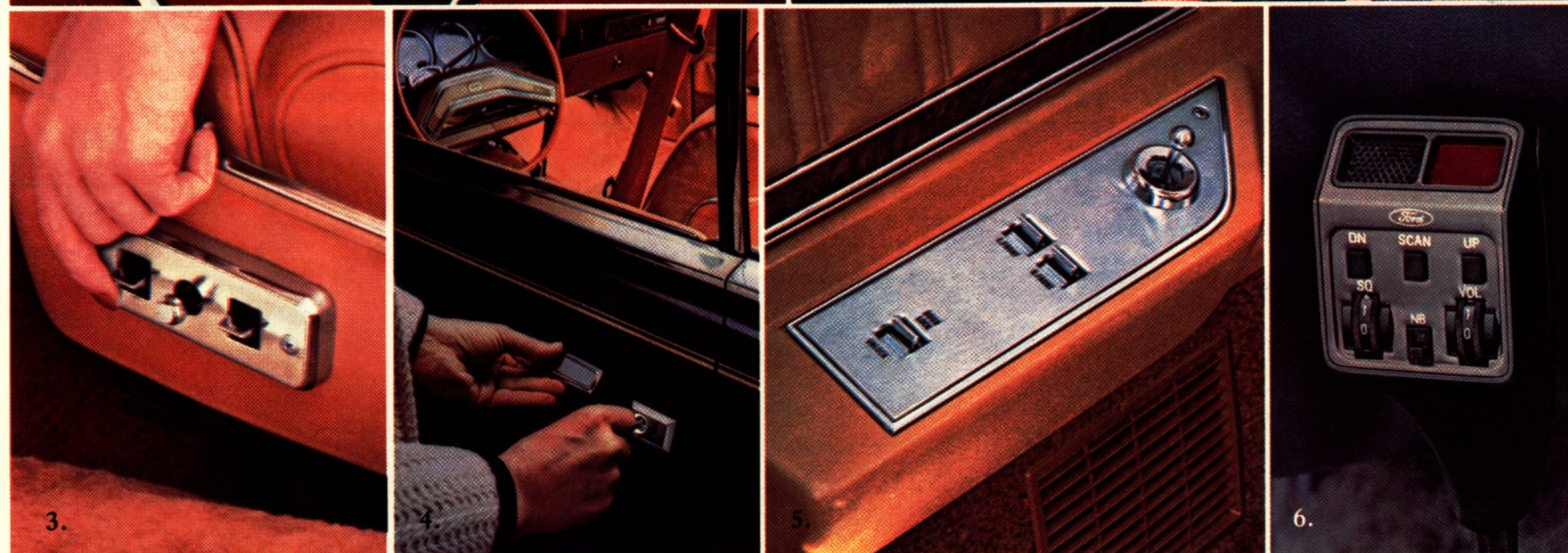
Mercury Cougar interior w/optional Flight Bench seat



AM/FM Radio option

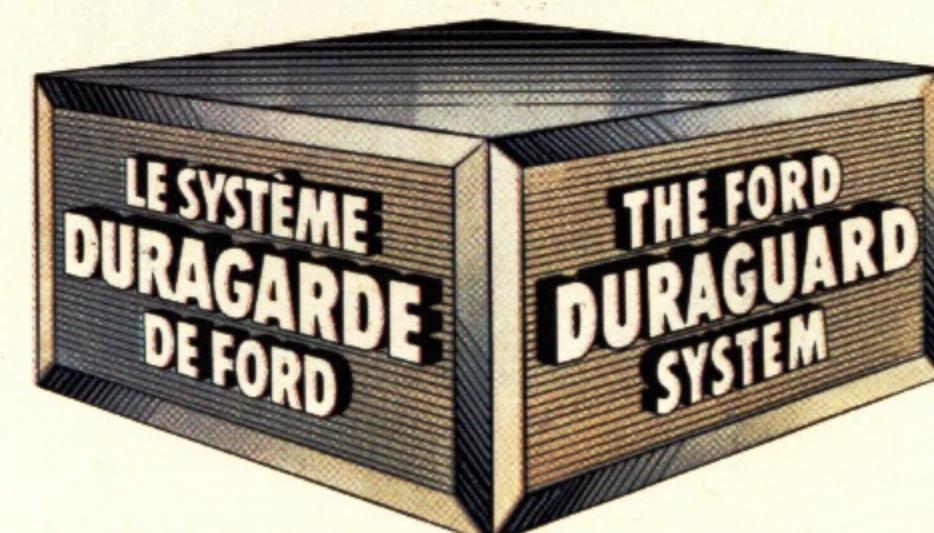


Optional Day/Date electric clock



CORROSION PROTECTION
All Cougar cars are protected with the DURAGUARD System, which includes 7 processes built in at the factory as standard equipment, to provide corrosion protection as follows:

- precoated steel on doors, quarter panels and other selected areas;
- galvanized steel on rocker panels, selected cowl tops and underbody parts;
- vinyl sealer on the underside of rear wheelhouses;
- phosphate coating on the entire car body after a super cleaning process;
- electrocoat process to apply corrosion resistant primer paint, also on the entire body;



The DURAGUARD System is backed by a no-extra-charge, 36-month unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system parts excluded. The basic 12 month/20,000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.

OPTIONS TO PERSONALIZE YOUR 1979 MERCURY COUGAR

*With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest that you verify that it includes the optional equipment you ordered or if there are changes, they are acceptable to you. Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.

1. Power moonroof. (Cougar XR-7 only.)
2. Illuminated visor vanity mirror.
3. 6-way power seats. (Driver's side only w/bucket seat.)
4. Illuminated Entry System provides ring of light around front key holes and interior lights activated by lifting outside door handles.
5. Power lock group. Includes power windows, driver's side remote mirror and power door locks.
6. Citizens Band radio option. (Only in combination with radio or radio/tape option.)
7. Available Cougar wheels: (l to r) Deluxe Wheel Covers, Luxury Wheel Covers, Wire Wheel Covers, Cast Aluminum Wheels (4), Styled Road Wheels (4), Styled Steel Wheels w/Trim Rings (4).



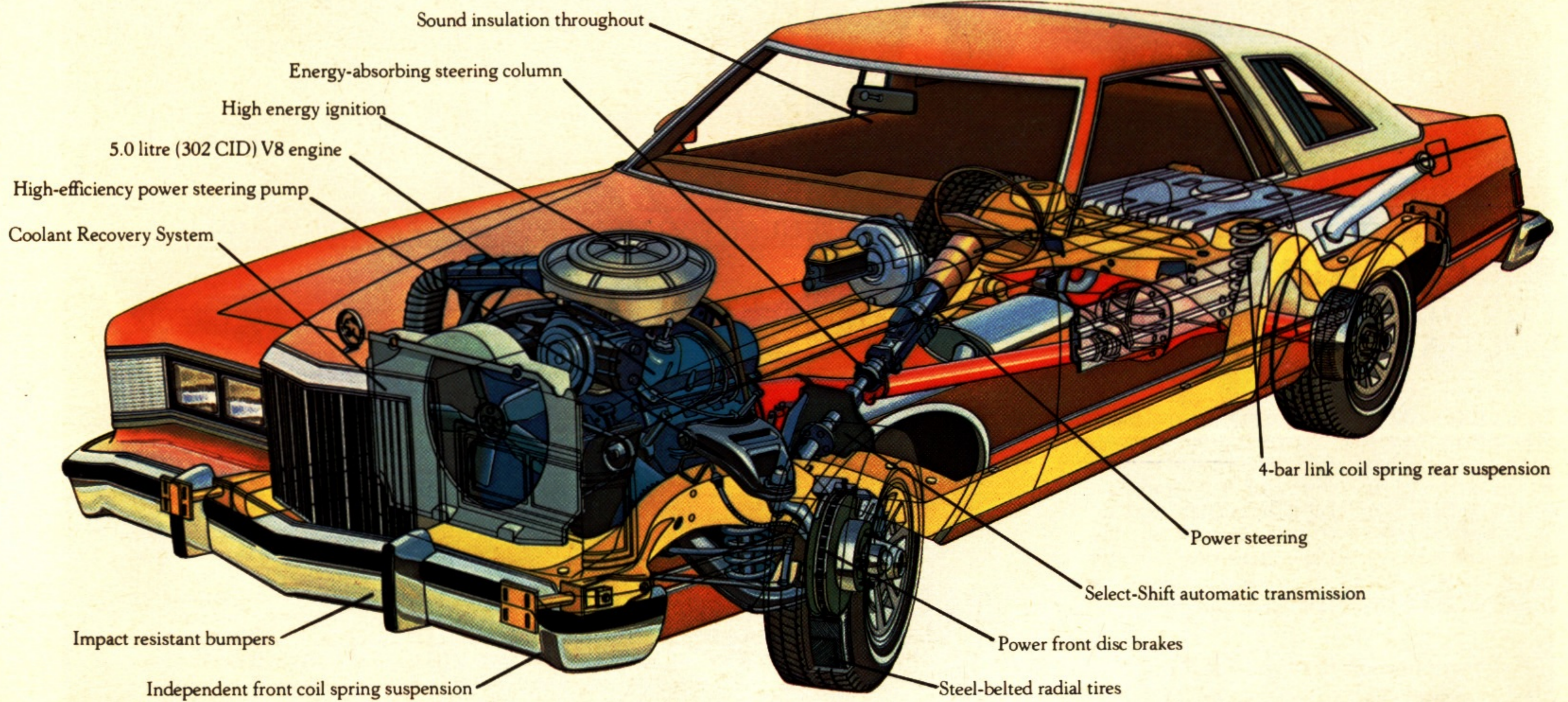
Consider the Ford Extended Service Plan. When you're considering options for your Mercury Cougar, give a thought to ordering Ford of Canada's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company of Canada, Limited and honoured by participating Ford and Mercury dealers throughout Canada (excl. Saskatchewan) and the United States. Ask your dealer for details.

COUGAR POPULAR OPTIONS	AVAILABILITY			
	Cougar XR-7	Cougar w/ Brougham Option	Cougar	Cougar "S"
PERFORMANCE RELATED				
5.8 litre (351-2V) V8 engine	X	X	X	X
Axle—Traction-Lok	X	X	X	X
Sports Instrumentation Group (1)	X	X	X	X
Suspension—Cross-Country (2)	X	X	X	X
Engine Block Heater	X	X	X	X
COMFORT & CONVENIENCE				
Clock—Electric Day/Date	X	X	X	X
Convenience Group (3)	X	X	X	X
Defroster—Electric Rear Window	X	X	X	X
Light Group (4)	X	X	X	X
Mirrors—Dual Racing Remote Control	X	X	X	X
Power Lock Group or Power Windows	X	X	X	X
Power Moonroof	X	NA	NA	NA
Power Seat—Bucket Driver's Side	X	NA	NA	NA
Power Seat—Flight Bench or Twin Comfort Lounge	X	X	NA	NA
Radio—AM or AM/FM Monaural	X	X	X	X
Radio—AM/FM Stereo	X	X	X	X
Radio—AM/FM Stereo w/Tape	X	X	X	X
Radio—AM/FM Stereo Search	X	X	X	X
Radio—AM/FM Stereo w/Quad -8 Tape	X	X	X	X
Radio—AM/FM Stereo w/Cassette Tape	X	X	X	X
Radio—Citizens Band (5)	X	X	X	X
Seat—Bucket w/Console (2-door only)	X	X	X	NA
Seat—Flight Bench	Std.	Std.	Std.	NA
Seat—Twin Comfort Lounge w/Pass Recliner	X	X	NA	NA
Speed Control (includes luxury steering wheel)	X	X	X	X
Steering Wheel, Tilt	X	X	X	X
APPEARANCE & PROTECTION:				
Appearance Protection Group (6)	X	X	X	X
Brougham Option (7)	X	X	NA	NA
Decor Group—Brougham (8)	NA	X	NA	NA
Decor Group—XR-7 (9)	X	NA	NA	NA
Decor Group—Chamois (10)	X	NA	NA	NA
Opera Windows (2-door only)	Std.	Std.	X	X
Protection—Lower Bodyside	X	X	X	X
Roof—Vinyl Full	NA	X	X	X
Roof—Vinyl Landau	Std.	X	X	X
Wheel Covers—Deluxe	NA	Std.	X	X
Wheel Covers—Luxury	NA	X	X	X
Wheel Covers—Wire	X	X	X	X
Wheels—Cast Aluminum (4) or Styled Road (4)	X	X	X	X
Wheels—Styled Steel w/(4) Trim Rings	NA	X	X	X

X—Available NA—Not Available Std.—Standard

- (1) Includes ampere, engine oil pressure, engine temperature gauges; electric clock, trip odometer, tachometer and colour-keyed luxury steering wheel.
- (2) On Cougar sedans includes heavy-duty rear springs and shocks, heavy-duty front stabilizer bar and rear stabilizer bar. On XR-7 includes heavy-duty front and rear shocks and heavy-duty rear springs.
- (3) Includes RH visor vanity mirror, automatic parking brake release (except with bucket seats with floor shifts unless tilt steering wheel is ordered), automatic seat-back release (2-door), trip odometer, interval wipers and LH and RH remote control mirrors.
- (4) Includes engine compartment light; instrument panel courtesy lights; door ajar, glove box, ash tray, trunk and dome/map lights; headlamp-on warning buzzer; rear door courtesy light switches on 4-dr.
- (5) Must be ordered with radio option.
- (6) Includes door edge guards, front/rear floor mats, license plate frames and spare tire lock.
- (7) Includes Flight Bench seat, deluxe steering wheel, electric clock, upgraded seat/door trim, deluxe sound package, paint stripes, bodyside moulding with integral wheelip mouldings, deluxe wheel covers, opera windows,

- and vinyl roof on 4-door models.
- (8) Available for Cougar 2-dr. and 4-dr. sedans with Brougham Option. Includes Twin Comfort seats with passenger recliner, luxury steering wheel, deluxe seat belts, 18 ounce Tiffany carpeting and wide-colour-keyed vinyl insert bodyside mouldings, 2-dr. models include quarter armrest pads.
- (9) Includes choice of Twin Comfort seats w/passenger recliner or bucket seats with console, luxury steering wheel, door trim, full-length bodyside mouldings with colour-keyed vinyl inserts, deluxe seat belts, quarter armrest pads, styled road wheels, racing mirrors, 18 ounce Tiffany carpeting and hood paint stripes.
- (10) Includes rear half-vinyl roof with vinyl crossover strap, black louvres, padded Continental tire deck, paint stripe, colour-keyed backlight moulding, ploycast styled wheel with chamois accent paint, upgraded sound package and colour-keyed vinyl insert bodyside moulding. Interior includes 18 ounce Tiffany carpeting, bucket seats with cloth inserts, vinyl side facings and formed bright buckles, cloth-and-vinyl door trim with pull straps and buckle console lid with cloth on top surface.



COUGAR MODEL AVAILABILITIES

Cougar Body. Cougar bodies feature a torque box frame construction. Rigid bodies with the torque box frame help minimize road shock, noise and vibration.

Powertrain. Standard engine in Cougar is the 5.0 litre (302 CID) V8. Transmission is the Select-Shift automatic. Standard axle ratio is 2.75:1.

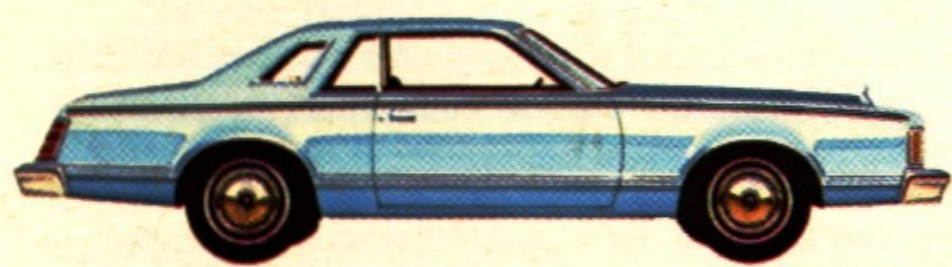
Suspension. Cougar's front suspension utilizes fully independent coil springs. A front link-type stabilizer bar adds to Cougar's road stability and helps fight excessive sway and "lean" when turning. Rear suspension is the 4-bar link-type.



Cougar XR-7 with Decor Option



Cougar XR-7



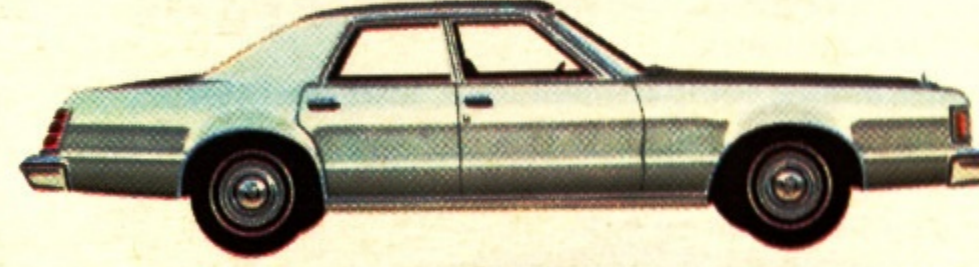
Cougar 2-dr. hardtop with Brougham Option



Cougar 4-dr. pillared hardtop with Brougham Option



Cougar 2-dr. hardtop



Cougar 4-dr. pillared hardtop



Cougar "S" 2-dr. hardtop



Cougar "S" 4-dr. pillared hardtop

MERCURY COUGAR EXTERIOR COLOURS

Standard Colours Available

Black	Dark Blue Met.
White	Dark Jade Met.
Silver Met.	Pastel Chamois
Dove Grey	Dark Cordovan Met.
Dark Red	Light Chamois
Lt. Med. Blue	

Optional Glamour Paints Available

Med. Red Met. (XR-7 only)	Med. Blue Met.
Med. Dark Orange Met.	Med. Jade Met.

For accurate colour selection, see your Mercury dealer.



TESTED TOUGH

Quality Replacement Parts from Ford. Your new Mercury Cougar comes equipped with factory engineered and approved parts including a dependable Motorcraft battery. Autolite Power-Tip Spark Plugs, Motorcraft shock absorbers, ignition parts and Long Life Oil Filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

Ford Motor Company of Canada, Limited reserves the right to discontinue or change specifications or designs at any time, without incurring any obligations. Some features shown or described previously are optional equipment items which are available at extra charge. Some options are required in combination with other options.

MERCURY COUGAR



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