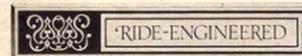


# MERCURY MONARCH/80





**MERCURY MONARCH GHIA. FROM BEHIND THE WHEEL, THERE'S MORE THAN A TOUCH OF CLASS.**

When you step into a mid-size car this year, spoil yourself a little... in a 1980 Mercury Monarch. As in most mid-size cars, you'll find room and comfort for five. But Monarch offers more, including many luxury touches. And with its clean, elegant lines, Monarch's styling suggests the look of a European luxury car.

This distinctive mid-size car opens the door to the eighties three different ways. There's the affordable and impressively equipped standard Monarch. Next, the most luxurious Monarch Ghia. Finally, the Monarch with ESS Option - with the styling accents of a European sport sedan.

Monarch's Ghia look is one of understated elegance. As shown left, Ghia styling refinements include colour-keyed bodyside mouldings, wire wheel covers and accent stripes.

The Ghia interior accentuates five passenger comfort with many luxury touches. Appointments include 18 ounce cut-pile carpeting, deluxe door panel trim with lower carpeting, colour-keyed seat and shoulder belts, plus a deluxe steering wheel. For driving convenience, a day/night inside mirror is provided. And new for 1980 are seat belt and key-in-ignition electronic reminder chimes.

Both Ghia seating choices provide excellent riding comfort. Choose bucket seats upholstered in vinyl or optional luxury cloth or leather. The Flight Bench seat, pictured above in Luxury Cloth, is also available in vinyl. With either seat, you may choose from six colours: dove grey, dark red, medium Wedgewood blue, caramel,



Monarch Flight Bench seat in optional luxury cloth.

sand or cordovan.

To further enhance your Monarch's appeal and value, more than sixty optional items may be ordered. Pictured on this page are the Digital Clock and the new Electronic AM/FM Stereo Search radio with cassette tape player and Dolby® Noise Reduction System.

**Ghia special features in addition to Mercury Monarch standard equipment (listed on page 8):**

- Wire wheel covers
- Accent paint stripes
- Wide bodyside and wheelip mouldings
- LH remote control mirror
- Deluxe steering wheel
- Flight Bench or bucket seats
- Seat-back map pockets
- Deluxe colour-keyed seat and shoulder belts
- 18 oz. cut-pile carpeting
- Deluxe door trim with lower carpeting
- Rear door courtesy lamp switches
- Seat belt and key-in-ignition electronic reminder chimes
- Day/night inside mirror
- Luggage compartment carpeting
- Luxury sound insulation



Electronic AM/FM Stereo Search Radio with cassette.



Digital clock option.



Convenient seat-back map pockets.

Note: Some items are optional. See notable standard features, measurements, and colour code reference listed throughout this catalogue.

## MERCURY MONARCH ESS. THE ELAN OF A EUROPEAN SPORTS SEDAN.

For the owner who appreciates recent trends in European car design, the Monarch ESS should be especially attractive. This sophisticated version of Monarch includes such distinctive styling refinements as a blackout vertical grille, black windshield wipers, black bodyside mouldings, black window trim and black rocker panels—all handsomely accented by black stripes on the hood and decklid.

Pictured at left is the Monarch ESS two-door sedan. Note how its color-keyed dual racing mirrors, bumper rub strips and louvered opera windows (two-door sedan only) beautifully complement Monarch's sports appeal. Also shown are cast aluminum wheels, one of four wheel and wheel cover options available.

Monarch's ESS interior is especially equipped to enhance your riding comfort. Standard ESS features include 18 ounce cut-pile carpeting, day/night inside mirror, deluxe door panel trim with lower carpeting, and deluxe seat and shoulder belts.

Controls for wiper/washer, high/low headlamp beam, horn, and turn signals are mounted on the steering column. Electronic chimes provide a thoughtful reminder for seat belts and key-in-ignition. And appropriately, a leather-wrapped steering wheel is standard.

Monarch ESS offers you a wide selection of seating styles, colours, upholstery and power options. Flight Bench seats are available in standard vinyl or optional luxury cloth upholstery. Bucket seats, shown above, may be ordered in standard vinyl or optional luxury leather. With either seat, choose from six colours: dove grey, dark red, medium Wedgewood blue, caramel, sand or cordovan. In addition, four power and manual seat adjustment options may be specified. For bucket seats, select a driver's side recliner or four-way power adjustment, or a four-way



ESS bucket seat interior in vinyl.

manual adjustment (both front bucket seats). Flight Bench seats offer an optional four-way power adjustment.

To further personalize your Monarch ESS, choose from an extensive list of optional features. Inside, select the console option (shown above). Available with bucket seats, the console includes door-ajar, headlamps-on, low fuel, and trunk-open warning lights. For special ride and handling, you may prefer the heavy-duty suspension package—heavy-duty front and rear shock absorbers, and heavy-duty rear springs.

Shown left is the tilt steering wheel option, adjustable to five positions for driving comfort and greater ease of driver entry and exit.

### ESS special features in addition to Monarch standard equipment:

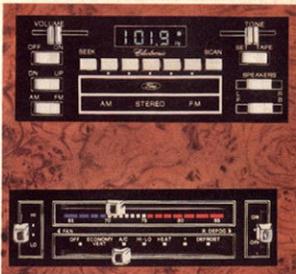
- Black hood/decklid stripes
- Black treatment on windshield wipers, rocker panel and window surround
- Black bodyside moulding with bright insert
- Bumper Rub Strips
- ESS block letters on front fenders
- Louvered opera window/2-door sedan
- Luxury sound insulation
- Colour-keyed wheel covers
- Day/night inside mirror
- Dual racing mirrors
- Leather-wrapped steering wheel



Optional Tilt Steering Wheel.

Note: Some items are optional. See notable standard features, measurements, and colour code reference listed throughout this catalogue.





Optional Electronic AM/FM Stereo Search Radio.

### MERCURY MONARCH. MORE THAN YOU'D EXPECT FROM A MID-SIZE CAR.

To fully appreciate all that Monarch offers in terms of comfort, ride and response, test drive Monarch. Get behind the wheel and note the front, rear and side visibility. Note, too, the layout of gauges, warning lights and speedometer—all attractively framed by burl woodtone instrument panel appliques. Relax in Monarch's standard Flight Bench seat, comfortably upholstered in vinyl and equipped with a fold-down center armrest. Support is provided by



Monarch Flight Bench seat in optional cloth and vinyl.

generous foam padding backed by a flexible grid of steel springs.

As you shut the door, sense the assurance of Monarch's construction. Its all-steel unitized body helps provide a practical balance between strength and weight. It's a solid feeling further enhanced by ample sound insulation in Monarch's roof, floor, fenders, hood and luggage compartment.

Now start Monarch. Power is delivered by its standard 4.1 litre (250 CID) engine coupled to a 4-speed manual overdrive transmission—one that allows conventional shifting in first through third gears with the advantage of low rpm cruising in fourth.

To help insure all-weather starting, the DuraSpark solid-state ignition system is also standard, as are an electronic regulator, maintenance-free battery and Coolant Recovery System.

Take special note of Monarch's ride and handling. Its Ride-Engineered suspension system includes a front stabilizer bar, fully independent front coil springs, and Hotchkiss-type rear suspension—components designed to carry you in comfort over almost any kind of road. On the highway, Monarch's standard steel-belted radial tires provide a firm footing and offer better mileage than conventional bias-belted tires. In the city, Monarch's precision size and 12 metre (39.4 ft.) turning circle help you thread your way through tangled traffic and into parking spaces.

Check the firm action on Monarch's



Column-mounted windshield washer/wiper control.

brakes. The standard system is dual hydraulic with front discs and rear drums. Power front disc brakes are optional.

The column-mounted windshield washer/wiper control (shown above) is one of many convenience features you'll experience in driving Monarch. Also shown is the new Electronic AM/FM Stereo Search Radio, one of eight entertainment options available.

Your test drive should confirm what we believe Monarch to be. A mid-size automobile offering unexpected luxury... equipped with features that reflect a solid value. Above all, a car engineered for driving enjoyment.

	1980 Mercury Monarch dimensions:	
	2-door	4-door
Length .....	5022mm(197.7")	5022mm(197.7")
Wheelbase ...	2791mm(109.9")	2791mm(109.9")
Width .....	1800mm( 74.0")	1800mm( 74.0")
Head Room		
—Front .....	965mm( 38.0")	970mm( 38.2")
—Rear .....	927mm( 36.5")	955mm( 37.6")
Hip Room		
—Front .....	1420mm( 55.9")	1420mm( 55.9")
—Rear .....	1280mm( 50.4")	1300mm( 51.2")
Shoulder Room		
—Front .....	1417mm( 55.8")	1417mm( 55.8")
—Rear .....	1382mm( 54.4")	1417mm( 55.8")
Leg Room		
—Front (max.)..	1031mm( 40.6")	1031mm( 40.6")
—Rear (min.) ..	861mm( 33.9")	904mm( 35.6")
Luggage Capacity		
litres (cu. ft.)...	459 ( 16.2)	456 ( 16.1)
Fuel Capacity (litres/imp. gal.)..	72.7 ( 16.0)	72.7 ( 16.0)

Note: Some items are optional. See notable standard features, measurements, and colour code reference listed throughout this catalogue.



## MERCURY MONARCH. FULLY EQUIPPED FOR COMFORT AND LUXURY.

For 1980, you'll find that each Mercury Monarch comes equipped with a full complement of standard features. And with Monarch's extensive selection of optional equipment, you're assured of outfitting a Monarch to meet your personal requirements.

Select from thirteen handsome exterior finishes, eight that are new for 1980.

Shown right is Monarch two-door in sand Metallic, one of three optional Glamour finishes available. Any of four optional Tone-on-Tone paint combinations may also be specified.

A vinyl roof can be an attractive addition to any Monarch. Both Landau and full vinyl roofs are optional, and can be ordered in your choice of black, white, sand, caramel, cordovan, candy apple red, midnight blue or silver metallic. For additional Monarch appearance and protection options, see page 11.

Monarch's interior accommodates five passengers with room and comfort you might expect in a much larger car. Shown lower left is the standard Flight Bench seat, upholstered in vinyl and available in your choice of four colours: dark red, medium



Monarch's spacious luggage compartment.

Wedgewood blue, sand or cordovan. For those who prefer the feel of fabric, cloth and vinyl is the optional selection. Door trim panels and cut-pile floor carpeting are colour-keyed and handsomely accented by burl woodtone appliques on the instrument cluster and right-hand instrument panel. Complementing Monarch's interior decor are many standard convenience features, including an inside hood release, cigar lighter and large locking glovebox.

As pictured above left, Monarch's luggage compartment provides ample room for vacation items. With its standard inflatable spare tire, Monarch offers a full 459 litre (16.2 cu. ft.) of usable space.

The standard transmission for Monarch is



4-speed manual overdrive transmission lever.

a four-speed manual overdrive with floor-mounted shift selector. A three-speed Select-Shift automatic transmission with column-mounted shift selector is optional.

### Mercury Monarch standard equipment includes:

- 4.1 litre (250 CID) 6-cylinder engine
- Four-speed manual overdrive transmission
- Manual front disc/rear drum brakes
- Dura Spark Solid-state electronic ignition
- Steel-belted radial tires
- Maintenance-free battery
- Coolant recovery system
- Full wheel covers
- Opera windows/two-door sedan
- Inside hood release
- Flight Bench seat w/center armrest
- Burl woodtone instrument panel appliques
- Column-mounted windshield washer/wiper control
- Large locking glovebox
- Cut-pile floor carpeting
- Cigar lighter
- Colour-keyed rear ashtrays
- Parking brake warning light
- Floor-mounted shift selector (manual transmission only)
- Foot-operated parking brake
- High level ventilation
- Deluxe sound insulation
- Electric rear window defroster
- Front and rear bumper guards
- Inflatable spare tire

Note: Some items are optional. See notable standard features, measurements, and colour code reference listed throughout this catalogue.



Standard Flight Bench seat in vinyl.



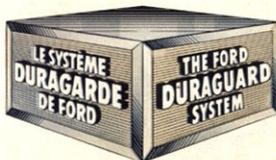


### CORROSION PROTECTION

All Monarch 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;

- aluminized wax sprayed into hard-to-reach lower body areas, the inside surfaces of doors and quarter panels;
- protective vinyl coating on the lower bodyside for resistance to stone chipping and road abrasion.



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 during this warranty period, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system components are 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 ENHANCE YOUR MONARCH'S APPEAL AND VALUE.

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. Fingertip Speed Control Option.
2. Reclining Bucket Seat Option.
3. Illuminated Visor Vanity Mirror Option.
4. Power Moonroof Option.
5. Illuminated Entry System Option (door locks and interior lights).
6. Optional Air Conditioner with Automatic Temperature Control.
7. Optional Wheel Treatments: (1 to 7):  
Luxury Wheel Cover, Wire Wheel Cover, Styled Steel Wheel with Trim Ring, Cast Aluminum Wheel.



### The Ford Extended Service Plan

When you're choosing options for your Mercury Monarch, consider the merits of ordering the Ford Extended Service Plan. Your dealer has full details. It provides extended repair cost protection, as specified, for parts and labour, for repairs to major components of the mechanical and electrical systems. The plan is offered by Ford Motor Company of Canada, Limited, and is honoured by participating Ford and Mercury dealers throughout Canada (plan not sold in Saskatchewan) and the United States.

### MONARCH OPTIONS

PERFORMANCE RELATED	AVAILABILITY		
	Monarch	Ghia	ESS
5.0 litre (302 CID) 2V-V8 Engine (1)	X	X	X
Select-Shift Automatic Transmission	X	X	X
Floor-Mounted Automatic Transmission Selector (2)	X	X	X
Cold Weather Group (3)	X	X	X
Heavy-Duty Group (4)	X	X	X
Heavy-Duty Suspension (5)	X	X	X
Extended Service Plan	X	X	X

### COMFORT & CONVENIENCE

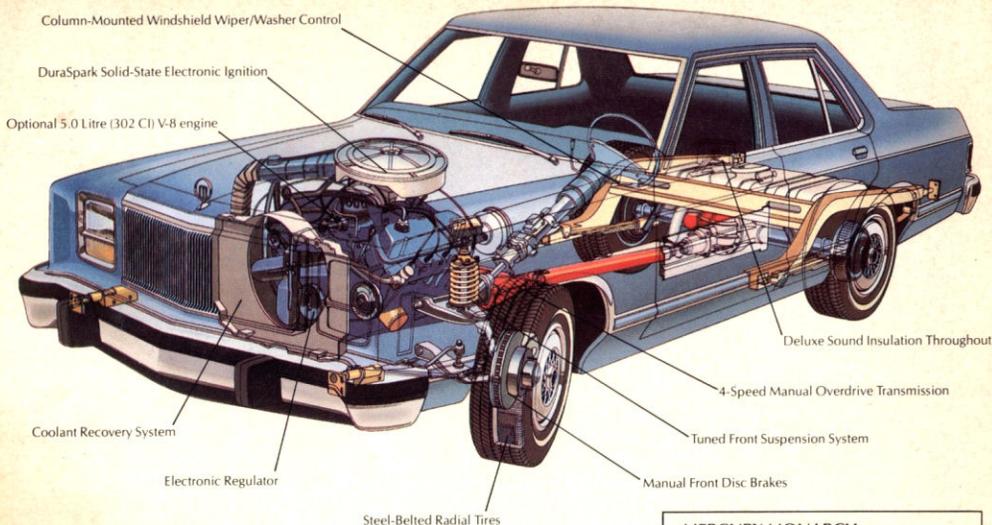
Air Conditioning (Automatic Temperature Control)	X	X	X
Air Conditioning (Manual Control)	X	X	X
Clock, Digital	X	X	X
Convenience Group (6)	X	X	X
Defroster, Electric Rear Window	Std.	Std.	Std.
Entry System, Illuminated (7)	X	X	X
Light Group (8)	X	X	X
Mirrors, Dual Racing (remote controlled)	X	X	Std.
Power Front Disc Brakes (9)	X	X	X
Power Door Locks	X	X	X
Power Moonroof (10)	X	X	X
Power 4-Way Bucket Seat (Driver's only) (11)	X	X	X
Power Seats, 4-Way Flight Bench (12)	X	X	X
Power Side Windows	X	X	X
Power Steering	X	X	X
Radio, AM	X	X	X
Radio, AM/FM	X	X	X
Radio, AM/FM Stereo	X	X	X
Radio, AM/FM Stereo w/Cassette Tape Player	X	X	X
Radio, AM/FM Stereo w/8-Track Tape Player	X	X	X
Radio, Electronic AM/FM Stereo Search	X	X	X
Radio, Electronic AM/FM Stereo Search w/8-Track Tape Player	X	X	X
Radio, Electronic AM/FM Stereo Search w/Cassette Tape Player and Dolby	X	X	X
Radio, 40-Channel CB (13)	X	X	X
Seat, 4-Way Manual Adjustment (14)	X	X	X
Seat, Reclining Bucket	X	X	X
Speed Control (w/Select-Shift, Trans. only)	X	X	X
Steering Wheel, Tilt (15)	X	X	X

### APPEARANCE & PROTECTION

Appearance Protection Group (16)	X	X	X
Bumper Rub Strips (17)	X	X	Std.
Decor Group (18)	X	NA	NA
Roof, Full Vinyl	X	X	X
Roof, Landau Vinyl (2-door sedans only)	X	X	X
Trim, Leather (19)	X	X	X
Visibility Group (20)	X	X	X
Wheel Covers, Luxury (four)	X	X	X
Wheel Covers, Wire (four)	X	Std.	X
Wheels, Cast Aluminum (four)	X	X	X
Wheels, Styled Steel w/Trim Rings (four)	X	X	X

X—Available NA—Not Available Std—Standard  
The above is only a partial list of options. See your dealer for a complete list.

1. Power Front Disc Brake Option and Automatic Transmission Option required.
2. Requires Bucket Seats. Not Available with Tilt Steering Wheel Option.
3. Includes 54 amp. maintenance-free battery, heavy-duty alternator and engine block heater. Not available with Heavy-Duty Group Option.
4. Includes 54 amp. maintenance-free battery, heavy-duty alternator, and extra cooling package with non-air conditioned Monarchs.
5. Includes revised front and rear shock absorber valving, increased front and rear spring rates.
6. Includes deluxe seat belts, automatic parking brake release (except with manual transmission or floor shift), automatic seat-back release, and interval windshield wipers.
7. Includes door lock illumination and delayed interior lighting feature operational when door handles are pulled.
8. Includes lights in luggage compartment, glovebox, engine compartment and ashtray, instrument panel light, dual beam map/dome light, headlamps-on reminder buzzer or chime, and rear door courtesy light switch (4-door sedans).
9. Requires 5.0 litre Engine Option.
10. Requires Full Vinyl Roof Option and FR78 Tires.
11. Requires Reclining Bucket Seat Option.
12. Not available with floor-mounted transmission shift selectors.
13. Requires another radio option. Includes remote chassis, multi-band antenna and detachable microphone incorporating all controls.
14. Requires Reclining Bucket Seat Option.
15. Requires Power Steering Option. Not available with manual transmission or Floor-Mounted Automatic Transmission Selector Option.
16. Includes front floor mats, door edge guards (Ghia excluded) and bright license plate frames.
17. Includes front and rear horizontal rub strips.
18. Includes deluxe door trim with 10 oz. carpeting on lower panel, deluxe steering wheel, and Flight Bench or reclining bucket seats in vinyl.
19. Available with Decor Group. Ghia and ESS models with bucket seats.
20. Includes LH and RH remote control mirrors, day/night inside mirror, and RH visor vanity mirror.



## 1980 MERCURY MONARCH. A STUDY IN ENGINEERING.

**Monarch Power Train.** The standard engine for the 1980 Monarch is the 4.1 litre (250 CID) 6-cylinder. An optional 5.0 litre (302 CID) V-8 engine is available. Standard transmission is the 4-speed manual overdrive. Select-Shift Automatic Transmission is optional.

**Monarch Suspension System.** Monarch features a fully-independent front coil spring suspension with front link-type

stabilizer bar. The rear suspension features Hotchkiss design semi-elliptical leaf-type springs.

**Monarch Brakes.** The standard system is dual hydraulic with front discs and rear drums. Front disc brakes are designed to be fade resistant in comparison with conventional front drum brakes. Power front disc brakes are optional.



Monarch Ghia 2-Dr. Sedan



Monarch Ghia 4-Dr. Sedan



Monarch ESS 2-Dr. Sedan



Monarch ESS 4-Dr. Sedan



Monarch 2-Dr.



Monarch 4-Dr.

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 MONARCH EXTERIOR COLOURS

#### Standard Colours Available

Black	Pastel Sand
White	Dark Blue Met.
Silver Met.	Dark Cordovan Met.
Light Med. Blue	Candy Apple Red
Light Grey	Dark Chamois Met.

#### Optional Glamour Paints

Chamois Metallic	Sand Metallic
Medium Bittersweet Metallic	Sand Metallic/Pastel Sand
Dark Cordovan Met./Medium Bittersweet Met.	Dark Chamois Metallic/Chamois Metallic,
	Black/Silver Metallic

For accurate exterior colour selection, and for interior colours and seat combinations, see your Mercury dealer.



#### Quality Replacement Parts from Ford.

Your new Mercury Monarch comes equipped with factory engineered and approved parts, including a dependable Motorcraft battery.

#### TESTED TOUGH

Motorcraft spark plugs, Motorcraft shock absorbers, ignition parts and Long Life oil filter. For continued performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

## MERCURY MONARCH

