

LINCOLN-MERCURY 1976

CONTINENTAL MARK IV • LINCOLN CONTINENTAL • MERCURY MARQUIS
MERCURY COUGAR XR-7 • MERCURY MONTEGO • MERCURY MONARCH
MERCURY COMET • MERCURY BOBCAT • CAPRI II





Mercury Grand Monarch Ghia 4-Door Sedan

1976 MERCURY GRAND MONARCH GHIA

A high commitment to comfort, design and performance make Grand Monarch Ghia a fine small luxury car! Power steering, power windows and rich appointments combine luxury and convenience with a sensible, precision size. Of course, every Monarch has a notably smooth, quiet ride designed by Mercury, the ride specialists.

Grand Monarch Ghia is one of the few American luxury models with four-wheel disc brakes and a sophisticated hydraulic power system standard. Grand Monarch Ghia—the new small luxury car.

Standard features on the Mercury Grand Monarch Ghia: 250-1V "Six" engine • 3-speed manual transmission • Power four-wheel disc brakes • Solid-state ignition • Power windows • Power steering • Dome/Dual map reading lamp • Luxury steering wheel • Contoured bucket seats with leather or velour seating surfaces • Cast aluminum spoked wheels • Fully padded Normande grain vinyl roof • High level ventilation • WSW steel-belted radial tires • Deluxe sound insulation and ride package • Dual note horn • Digital clock • Deep cut-pile carpeting • Day/night interior mirror • Deluxe color-keyed seat belts • Carpeted luggage compartment • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

From the very day of its introduction, Mercury Monarch has been noted for the way it wraps luxury in a more precisely measured small car — a size that's precisely right for its time. Inches and pounds that failed to contribute meaningfully to Monarch's strength or interior roominess were removed by design. Yet Monarch was designed with wide opening doors to allow gracious entry and exit . . . deeply padded seating contoured to provide long distance driving comfort. As for interior luxury, you will find it is elegantly understated. Precisely tailored European style seats present soft grain leather or velour seating surfaces. Digital clock and luxury steering wheel are standard appointments, as is deep pile carpeting.

The Grand Monarch Ghia bucket seat interior is shown at right in dark red velour. Leather seating surfaces are also available in your choice of dark red or two-tone saddle and white.



PENDERS AUTO'S
POLDERWEG 140 - SCHIEDAM
TEL. 010-158136
NA 18 UUR 01891-4094



Monarch Tilt Wheel



Digital Clock



Monarch Speed Control



Mercury Monarch Ghia 4-Door Sedan

MERCURY MONARCH GHIA

The idea behind Monarch is luxury in a trim, yet roomy size. Precision packaging and advanced engineering provide for Monarch's ease of handling, precise cornering and parking.

In an independent test of handling and driving comfort, a 1975 Mercury Monarch was judged by 41 out of 50 car owners superior to a 1975 Mercedes-Benz 280 in all-around handling and driving comfort, based on eight tests. Mercedes is one of the world's costliest cars, yet Mercury Monarch was judged smoother, quieter and more maneuverable in ordinary traffic and at highway speeds. And Monarch was judged to offer more comfortable seating, a more comfortable ride, and to be easier to park than Mercedes.

Standard features on Mercury Monarch Ghia: 250-1V "Six" engine • 3-speed manual transmission • Front disc brakes • Solid-state ignition • High-level ventilation • Inside hood release • Steel-belted radial tires • Wide bodyside molding • Impact resistant bumper system • Seat back map pockets • Deluxe sound insulation • Dual note horn • Day/night interior mirror • Deep cut-pile carpeting • Left-hand remote control mirror • Unique Ghia wheel covers • Deluxe color-keyed seat belts • Carpeted luggage compartment • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Individually contoured flight bench seat is standard



Mercury Monarch 2-Door Sedan



Standard Monarch Bench Seat interior in all-vinyl

MERCURY MONARCH

Advanced design gives Monarch a size small enough to afford ease and handling precision, with enough room to seat five adults in deep comfort. Yet, though Monarch is beautifully trim in overall size, it still offers a long-range 19.2-gallon fuel tank and a luggage compartment that can hold eight assorted pieces of family luggage.

Of course, precision-size Monarch has the full complement of Ford Motor Company Lifeguard Design Safety Features.

Standard features on Mercury Monarch: 200-1V "Six" engine • 3-speed manual transmission (250-1V "Six" required in California) • Front disc brakes • Solid-state ignition • High-level ventilation • Inside hood release • BSW steel-belted radial tires • Impact resistant bumper system • Full-length bodyside molding • Articulated windshield wipers • Locking glove box • Cut-pile carpeting • Cigar lighter • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Bobcat 3-Door Runabout

MERCURY BOBCAT RUNABOUT

Our littlest Mercury can carry four adults in the kind of comfort you expect from Lincoln-Mercury. With rear seat down, it's roomy like a wagon with five full feet of carpeted cargo length.

Bobcat's ride is smooth and wide-stanced. Its dual ball-joint front suspension is the same type as on our big cars. Responsive rack-and-pinion steering is standard. A 2.3 liter OHC 4-cylinder engine performs briskly yet keeps in mind your driving needs. Manual front disc brakes contribute their share too, in making Bobcat such an easy handling car on the road.

And what a budget watcher! Solid-state ignition reduces routine maintenance. Ask your dealer to show you the estimated fuel economy ratings our smallest Mercury got in the EPA highway and city tests.

Spirited, sporty styling with plenty of room — Mercury Bobcat is a small car you can be proud to call your own!



Bobcat standard interior in cloth and vinyl



Mercury Bobcat 3-Door Runabout with optional Sports Accent Group and Sports Vinyl Roof

Little Mercury Bobcat is big on comfort—a small Mercury so versatile it's almost like two cars in one! Body-contoured high-back bucket seats are available in all vinyl or cloth with vinyl upholstery. Standard plush carpeting, generous sound insulation, woodgrained vinyl instrument panel applique . . . all add to your driving enjoyment.

Stylish low-back bucket seats with adjustable head restraints are available as an option, in solid or two-tone vinyl, or in colorful plaid cloth. Other luxury choices in Bobcat's lengthy options list range from sunroof and air conditioning to power steering, AM/FM Stereo and the new AM radio with stereo tape.

Standard features on Mercury Bobcat Runabout: 2.3 liter OHC 4-cylinder engine • Four-speed manual transmission • Manual front disc brakes • BSW B78x13 tires • Hood sound blanket • Solid-state ignition • Rack-and-pinion steering • Impact-resistant bumper system • High-back bucket seats • Courtesy lights • Cigar lighter • Glove compartment • Woodtone instrument panel applique • Cut-pile carpeting • Instrument panel mini-console • Fully carpeted cargo floor • Bright window frames • Wide wheel lip moldings • Rocker panel moldings • Wheel covers • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Bobcat 3-door Runabout with simulated Woodgrain Option

MERCURY BOBCAT RUNABOUT

The Bobcat "woody" Runabout, above, features a striking new simulated Woodgrain Option —appliques of simulated cherry woodgrain on side and back panels and bright surround moldings. This Bobcat, too, goes all out on the inside for your comfort. Body-contoured bucket seats are standard. Backrests have been designed to give comfortable support as you drive. A practical, versatile little car big on comfort and style! The ride is smooth, quiet and wide-stanced. The suspension system is designed to smooth the ride in the same way as on our bigger Mercurys. A 2.3 liter OHC 4-cylinder engine performs briskly. Sound deadeners and body insulators are used extensively, full length along the floor for instance. Even the underside of the hood is blanketed with glass fiber to help hush the engine sounds. And Bobcat's handling ease is something you'll praise every mile thanks to rack-and-pinion steering and standard manual front disc brakes. Among other options to help you personalize your Bobcat are a sunroof, forged aluminum wheels and sports vinyl roof.



Bobcat all-vinyl deluxe interior trim option



Mercury Bobcat Villager Station Wagon



Plenty of room for cargo in Bobcat Villager!

MERCURY BOBCAT VILLAGER STATION WAGON

Lincoln-Mercury's stylish new entry in a most popular station wagon size is trim and practical, easy to handle, eager to haul and willing to travel! So trim, in fact, you will wonder how we designed so much comfort and durability into such a neat little wagon.

Exterior styling features full-length simulated rosewood paneling on bodysides and liftgate.

There is a lot more to Villager than just style, though. This is a real versatile wagon with 57.7 cubic feet of carpeted cargo space with the rear seat folded down.

Standard on both Bobcats: 2.3 liter, overhead cam engine with a four-speed manual transmission • Manual front disc brakes • Rack-and-pinion steering • Extensive body insulation • Impact resistant bumper system • Solid-state ignition • High-back bucket seats • Cut-pile carpeting • Fully carpeted cargo floor • Bright window frames • Wide wheel lip moldings • Wheel covers • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Capri II with Decor Group and V-6 options, shown with optional cast aluminum wheels and vinyl roof

CAPRI II

Capri II—a trim, sleek 3-door whose lines unmistakably proclaim the inspired touch of Italy's Ghia design studios. The lines are classic, the luxury quite considerable. But beyond purely visual impressions, this is a great road machine admirably suited to today's driving. You'll find Capri II's size and weight satisfyingly appropriate . . . its carrying capacity sensible . . . its performance unusually exciting. Consider also the German craftsmanship. In climatic extremes from Morocco to Finland, Capri II conquered hot and cold fuel-handling tests. In Belgium, it prevailed over punishing tests which simulated the stresses of more than two and a half million kilometers (over a million miles) of consumer driving. Lincoln-Mercury imports it and invites you to test this extraordinary road car. Capri II. The Europeans knew what they wanted.



Optional Decor Group interior



Capri II



Standard Capri II interior

Capri II is a road car. It couldn't be otherwise because the Europeans are, to say the very least, enthusiastic about their cars and their driving. Capri II is designed and built to be driven. It is not basic transportation, but much more . . . a sophisticated machine with spirit. It accelerates, handles, and brakes smoothly and predictably. Power front disc brakes, rack-and-pinion steering, four-speed manual transmission, front and rear stabilizer bars, and steel-belted radials are standard equipment. Full instrumentation monitors engine performance. A responsive 2.3 liter OHC 4-cylinder engine is basic, an impressive 2.8 liter OHV V-6 available as an option.



MERCURY COMET WITH CUSTOM OPTION

This sporty Comet has a little Cougar in it! You'll find the big cat's brand of luxury in thick, padded reclining bucket seats of soft vinyl, deep cut-pile carpeting and leather-wrapped steering wheel.

Standard features on Mercury Comet with Custom Option: All the standard Mercury Comet features shown below • WSW tires • Front and rear bumper guards • Luxury sound insulation • Tinted glass • Odense grain vinyl roof and bodyside molding • Custom wheel covers • Deep cut-pile carpeting • Deluxe color-keyed seat belts • Leather-wrapped steering wheel • Dual/dome map reading lamp

Mercury Comet 4-Door Sedan with Custom Option

• Day/night rearview mirror • Reclining front bucket seats • Dual body and hood paint stripes • Lighted glove box • Note: Other equipment shown is optional.

Standard features on Mercury Comet: 200-1V "Six" engine (250-1V "Six" required in California) • 3-speed manual transmission • Locking steering column • Deluxe sound insulation package • Dual hydraulic brake system: front disc; rear drum • Cut-pile carpeting • Lighted ashtray • Cigar lighter • Bright moldings • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown optional.

Comet Custom interior option



Mercury Comet 2-Door Sedan with optional Sports Accent Group and Sports Vinyl Roof



Comet standard interior in cloth and vinyl



Mercury Comet 4-Door Sedan



Mercury Montego MX Brougham 4-Door Pillared Hardtop

MERCURY MONTEGO MX BROUGHAM

1976 Mercury Montego MX Brougham, the beautiful way to enjoy fine appointments, contemporary styling, uncommon luxury and traditional family roominess while moving to the economy of a mid-size. Though smaller than a full-size car, Montego MX Brougham presents spacious interior comfort, luxurious appointments and the much-admired Mercury ride. In fact, for its riding comfort alone, this mid-size car offers a remarkable challenge to many full-size cars, a number of them far more expensive.

Standard features on Mercury Montego MX Brougham: 351-2V V-8 engine • Select-Shift automatic transmission • Power brakes • Power steering • Solid-state ignition • Anti-theft ignition lock • HR78x14 BSW steel-belted radial tires • Impact resistant bumper system • Front bumper guards • Dual headlamps • Dual note horn • Luxury sound insulation • Deluxe wheel covers • Locking steering column • Concealed windshield wipers • Color-keyed thick cut-pile carpeting • Deluxe color-keyed seat belts • Flight bench seat with folding center armrest • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

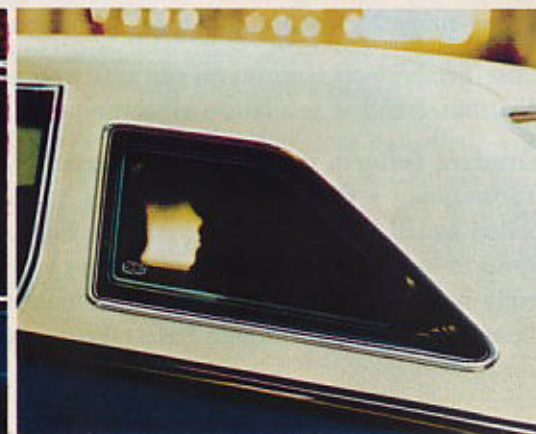
You'll recognize Montego's contemporary appeal in such standard conveniences as Select-Shift automatic transmission, power steering, power brakes . . . and in luxuries such as the optional visibility light group with visor vanity mirror for your front seat passenger.

The richly appointed interior includes a deep-padded flight bench seat with center armrest, shown at right, handsomely tailored in cloth. It is available in black, blue, green or saddle. Soft vinyl upholstery may also be selected in these same colors and also in white.

Montego MX Brougham—the great Mercury ride in a trim, yet roomy size—yours to experience firsthand. We ask you to test any car against our car out on the road where it counts! 1976 Mercury Montego MX Brougham!



Optional air conditioning



A distinctive note: Opera window



Mercury Montego MX 2-Door Hardtop

MERCURY MONTEGO MX

Our stylish, roomy mid-size Mercury, shown above with optional Landau vinyl roof and opera window. With maintenance-reducing solid-state ignition, steel-belted radial tires and a long-range 26.5-gallon fuel tank, Montego MX is a solid value and sensible choice for 1976.

Comfortable bench seats you can sink into, a high-stability suspension system and generously distributed sound insulation all combine to give Montego's ride the soft touch!

Standard features on Mercury Montego MX: 351-2V V-8 engine • Select-Shift automatic transmission • Power brakes • Power steering • Solid-state ignition • HR78x14 BSW steel-belted radial tires • Impact resistant bumper system • Front bumper guards • Anti-theft ignition lock • Deluxe sound insulation • Dual headlamps • Rocker panel molding • Upper body paint stripes • Concealed windshield wipers • Thick cut-pile carpeting • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Montego MX standard cloth and vinyl interior



Mercury Montego 4-Door Pillared Hardtop



Montego standard interior in cloth and vinyl

MERCURY MONTEGO

Our most affordable mid-size Mercury still offers the luxury, the convenience, the comfort and fine ride you expect from Mercury, the ride specialists.

Power steering, power brakes, Select-Shift automatic transmission, advanced suspension and steel-belted radial tires all contribute to Montego's solid ride and sure handling!

Standard features on Mercury Montego: 351-2V V-8 engine • Select-Shift automatic transmission • Power brakes • Power steering • Solid-state ignition • BSW steel-belted radial tires • Impact resistant bumper system • Front bumper guards • Dual headlamps • Anti-theft ignition lock • Concealed windshield wipers • Thick cut-pile carpeting • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Cougar XR-7 2-Door Hardtop

MERCURY COUGAR XR-7

Elegant, sophisticated Cougar XR-7 is a unique breed of cat—the luxurious personal-size car that puts you way out in front of the rest! Among luxurious personal-size cars, this one is as unique in its own class as the Continental Mark IV! Refined through years of continuing design and engineering improvements, Cougar XR-7 for 1976 is now an even more technically sophisticated road machine. Extensive fine tuning and other advancements have been made to improve engine efficiency. Cougar XR-7—sleek and sophisticated with its own personality.

Cougar's interior puts new emphasis on elegance and luxurious comfort. New options range from six-way power flight bench seats and electric trunk lid release to sporty lightweight cast 15-inch aluminum wheels.



Cougar XR-7 optional Twin Comfort Lounge Seats with optional leather seating surfaces.



Mercury Cougar XR-7 2-Door Hardtop



Cougar XR-7 standard Flight Bench seat

An elegant Landau vinyl roof and opera windows highlight Cougar's sweeping profile. The Cougar suspension system is fine-tuned to steel-belted radial tires, indicative of a continuing Mercury dedication to outstanding ride quality. Interior luxury, too, has the personal Cougar touch, with a deeply padded flight bench seat and thick shag carpeting. Surprisingly affordable personal-size luxury!

Standard features on Mercury Cougar XR-7: 351-2V V-8 engine • Select-Shift automatic transmission • Power brakes • Solid-state ignition • Steel-belted radial tires with tuned suspension system • Impact resistant bumper system • Landau vinyl roof • Opera window • Dual headlamps • Power steering • Performance instrumentation • Flight bench seat with folding center armrest • Deluxe steering wheel • Deep cut-pile carpeting • Locking steering column • Parking brake with warning light • Inside hood release • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Grand Marquis 4-Door Pillared Hardtop

MERCURY GRAND MARQUIS

The Mercury Marquis ride has been repeatedly tested against competitors—even a \$28,000 European luxury sedan. The results are impressive. Marquis has time and again been judged superior in riding comfort—a recognized benchmark of quality and design.

Grand Marquis for 1976 continues its heritage as one of the world's finest riding cars. Together with steel-belted radials, a ride-engineered suspension system and a solid-state ignition system that doesn't require breaker point replacement, it all adds up to convenience and welcome economy in a beautiful car with a luxurious ride. Among options you can select for your Grand Marquis are tilt steering wheel, power seats, air conditioning with automatic temperature control and four-wheel disc brakes which help improve control under maximum braking conditions.

Standard features on Mercury Grand Marquis: 400-2V V-8 engine • Select-Shift automatic transmission • Solid-state ignition • Impact resistant bumper system with front bumper guards • BSW steel-belted radial tires • Power steering • Power brakes • Power ventilation system • Power windows • Concealed headlamps • Concealed windshield wipers • Left-hand remote control mirror • Vinyl roof • Deluxe sound insulation • Fender skirts • Digital clock • Visor-mounted vanity mirror • Deep shag cut-pile carpeting • Luggage compartment carpeting • Automatic seat back release on 2-dr. models • Dome/Dual map reading lamp • Tinted glass • Bodyside molding with vinyl insert • Twin Comfort Lounge Seats • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

Interior luxury is unreserved, in soft velour or natural grain leather seating surfaces with individually adjustable Twin Comfort Lounge Seats (shown right). Simulated wood tone applique accents the instrument panel and steering wheel, while special touches that make Grand Marquis ownership a luxurious experience abound—map reading lamps, digital clock, door pull straps, armrests. Thick sound insulation helps shield against road noise, and adds considerably to your riding comfort.



Solid-state ignition is a standard feature



Wiper-mounted washer jets



Mercury Marquis Brougham 2-Door Hardtop

MERCURY MARQUIS BROUGHAM

Marquis Brougham for 1976: beautiful in styling, rich in appointments and innovative in engineering. And consider the famous Mercury ride! Marquis Brougham's sophisticated suspension is specially tuned to complement the standard steel-belted radial tires. It utilizes deep coil springs at all four wheels and isolates metal parts with tough, shock-absorbing rubber to help reduce noise and vibration and smooth your ride.

Standard features on Mercury Marquis Brougham: 400-2V V-8 engine • Select-Shift automatic transmission • Solid-state ignition • Impact resistant bumper system • BSW steel-belted radial tires • Power steering • Power brakes • Power ventilation system • Power windows • Concealed headlamps • Concealed windshield wipers • Electric clock • Vinyl roof • Automatic seat back release on 2-dr. models • Fender skirts • Brougham wheel covers • Deep cut-pile carpeting • Flight bench seat with folding center armrest • Parking brake with automatic release • Deluxe steering wheel • Locking steering column • Left-hand remote control mirror • Assist straps • Deluxe seat belts • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Marquis Brougham standard interior in cloth and vinyl



Mercury Marquis 4-Door Pillared Hardtop



Marquis standard interior

MERCURY MARQUIS

Marquis is our most affordable full-size Mercury. For 1976, engine improvements, steel-belted radials and maintenance-reducing solid-state ignition all combine with the optional Fuel Economy Reminder Light and Extended Range Fuel Tank to offer sensible economy of operation and long driving range. Yet, from standard power steering and power brakes to deluxe sound insulation and cut-pile shag carpeting, Marquis retains its traditional high level of luxury. Truly affordable luxury in a full-size car with recognized ride credentials —1976 Mercury Marquis!

Standard features on Mercury Marquis: 400-2V V-8 engine • Select-Shift automatic transmission • Solid-state ignition • BSW HR78x15 steel-belted radial tires • Power steering • Power brakes • Power ventilation system • Concealed headlamps • Concealed windshield wipers • Deep cut-pile carpeting • Deluxe wheel covers • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



The Cartier Edition Mark IV



The Cartier Edition Mark IV interior

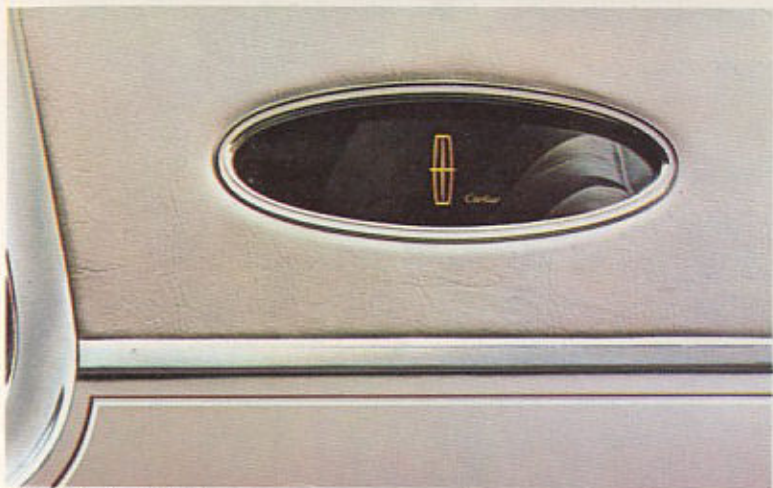
INTRODUCING THE MARK IV DESIGNER SERIES

For 1976, there's something noticeably new about America's classic personal luxury car, Continental Mark IV. Some of the most significant designers in the world have coordinated the colors and put their names on limited editions of the Mark IV . . . each a distinctive concept of creative design.

The Mark IV Designer Series could be the most dramatic concept of the personal luxury car in years. Yet, there is considerably more than fashion and luxury to recommend Continental ownership in 1976.

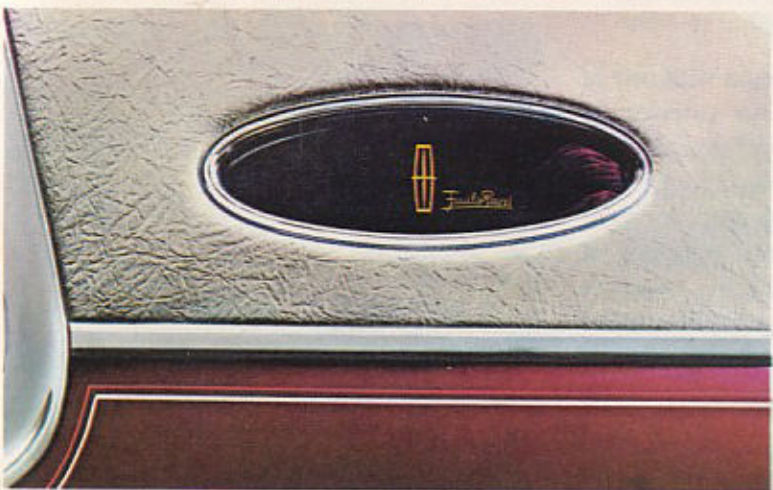
For example, beneath the sophisticated styling of the Cartier Edition Mark IV —and every other 1976 Mark—are power disc brakes at all four wheels. Advanced technology contributes measurably to the status suggested by the high styling of this year's Marks.

In 1976, there are many significant reasons for judging any luxury car by our car. And for making your mark with the prestigious Cartier Designer Series Edition or any other Continental Mark IV.



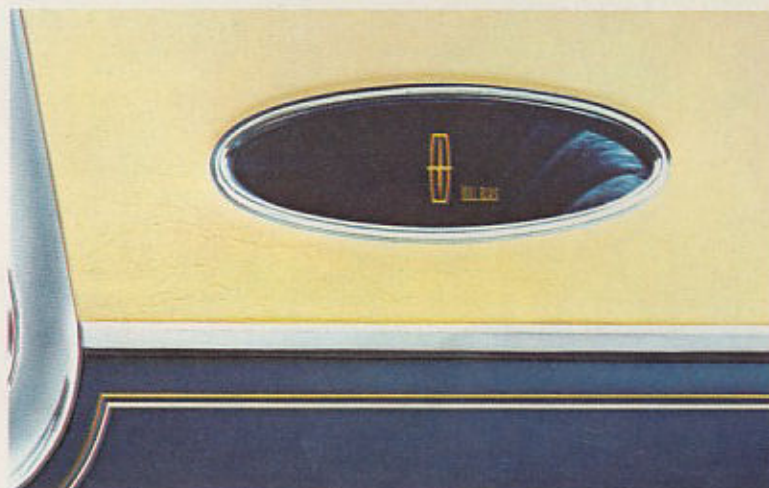
The Cartier Edition Mark IV

The Cartier Edition Mark IV is the color of freshwater pearls, its interior grey velour or leather-and-vinyl. The opera window bears the golden Cartier signature, as does an instrument panel plaque. As in all the Designer Series Editions, the instrument panel signature plaque is 22-karat gold-plated, engraved with your name.



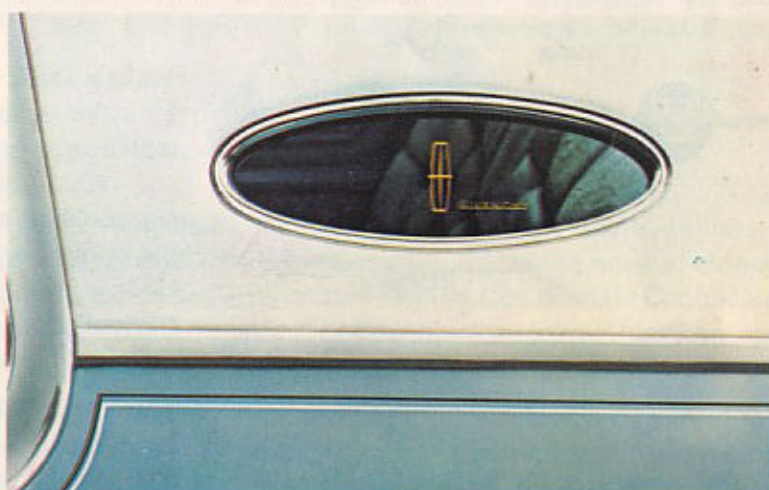
Pucci Edition Mark IV

Emilio Pucci has made his mark the world over in luxurious fabrics. The 1976 Pucci Edition Mark IV is just such a statement in luxury. A deep, vintage burgundy with silver and red pinstripes and a Landau roof in gleaming silver vinyl. Inside, velvety burgundy velour with a loose-pillow look.



The Bill Blass Edition Mark IV

This Mark IV has the dash of a Bill Blass blazer—superbly cut and crafted with elegance. Deep blue, pinstriped in cream and gold, with a cream-colored Landau roof. Navy velour upholstery. Or dark blue and cream leather-and-vinyl. The Blass signature on the opera window and instrument panel plate.



The Givenchy Edition Mark IV

Hubert de Givenchy has made his mark as a premier designer. This edition of Mark IV is the turquoise of the Mediterranean. Matching velour upholstery. Simulated Woodgrain instrument panel. Forged aluminum wheels. Color-keyed luggage compartment carpeting. Black and white pinstripes. The look of Givenchy everywhere.



Continental Mark IV with optional Gold/Cream Luxury Group, forged aluminum wheels, premium bodyside molding, Landau vinyl roof



Make a Mark for yourself. Begin with one of 15 color schemes. Design an exterior to match or coordinate with the interior tones . . . varying color of paint, vinyl roof, bodyside molding, even pinstriping. And, consider the options beyond mixing and matching of color. Forged aluminum wheels. A power sunroof or exotic moonroof. AM/FM/MPX radio with quadrasonic stereo tape.

The Luxury Group has become a Mark IV tradition. This year, three of the seven available should be familiar to the Continental connoisseur: Blue Diamond, Saddle/White, Lipstick/White. Four are new creations. Red/Rosé represents the red color family. Two others are in the deep-hued richness of Jade: Jade/White, and Dark Jade/Light Jade. In contrast, (shown) is the Gold/Cream Group.



Mark IV Gold/Cream luxury group interior



Lincoln Continental Town Coupé in White shown with optional custom paint stripes, premium bodyside molding, luxury wheel covers, wide-band white sidewalls and appearance protection group



LINCOLN CONTINENTAL

In keeping with the spirit of personalization, the formal Town Coupé above displays a distinctive touch with the standard Landau roof trimmed across the bow in brushed chrome molding, an option also available on Lincoln Continental Coupé models. Certain Continental virtues are never optional: quiet luxury, superb riding comfort, excellent handling and performance.

Care has been taken to make each 1976 Lincoln Continental undeniably elegant. And this year, you have more ways to build your Continental to suit your personal preferences. Formal or informal. Bright or subdued. The choice is your own. For all the traditional reasons, and many that are new, we urge you to judge any luxury car by our car.

Town Coupé leather-with-vinyl interior



Lincoln Continental Town Car with optional Coach roof, custom paint stripes, forged aluminum wheels, wide-band white sidewalls, appearance protection group, premium bodyside molding

LINCOLN CONTINENTAL

For more than half a century, the graceful styling and precision engineering associated with the Lincoln name have helped to place it among the finest of the world's luxury cars.

Some with a less competitive spirit, might willingly rest upon such a reputation. The Lincoln Continentals, however, have for four years now matched their riding performance and other features directly against Cadillac models in independent televised tests of ride and handling —and, in each of them, won the preference of the majority of the participating Cadillac owners. And last year, on the basis of 28 comparative tests, 44 of 50 professional men rated a Continental model superior overall to a Cadillac.

This year, the Lincoln Continentals are designed to justify your high expectations of riding comfort, style and luxury —and to continue their winning ways with much that is new for 1976.



Town Car optional Twin Comfort Lounge Seats



Lincoln Continental Coupé in Medium Blue Diamond Fire shown with optional premium bodyside molding, dual upper-body paint stripes and passenger side remote-control mirror



Lincoln Continental standard cloth interior

The degree to which you can personalize your 1976 Lincoln Continental is also new. Many more option choices are available for individualizing the model you choose to your own taste and needs. Especially with smart new colors: eight exterior colors are new for 1976.

Your choice of options includes a contemporary version of the gracious elegance of an earlier automotive era: the distinguished coach roof, available only on the Town Car and Town Coupé. The new padded vinyl half roof is trimmed in brushed chrome molding with a matching vinyl insert. Around the backlight, and around the quarter windows of the Town Coupé, the vinyl is frenched, a special seamless turned-under treatment unique to the coach roof. Even at rest, the Town Car is graceful, majestic. And on the road, you perceive other assets: the silence in which you ride, the confident response of hydraulic power-assisted braking and steering. In sum, near-effortless motoring.

For 1976 Continental owners, this is a year of fine performance—and a year of individualization, in which the luxury car becomes even more personal.



Mercury Marquis Colony Park Station Wagon

MERCURY MARQUIS COLONY PARK

Marquis Colony Park (shown) and Marquis are Mercury's roomiest station wagons. Colony Park, our most distinguished and luxurious, beautifully enhances the Mercury ride heritage with its smooth quiet way of going and its handling ease.

Marquis is a full-size wagon, yet offers its own generous blend of luxury with convenience.

Standard features on Mercury Marquis Station Wagon: 400-2V V-8 engine • Select-Shift automatic transmission • Solid-state ignition • Impact resistant bumper system with bumper guards • BSW steel-belted radial tires • 3-way tailgate • Power rear window • Power steering • Power front disc brakes • Power ventilation system • Concealed windshield wipers • Deluxe wheel covers • Spare tire extractor • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

Standard features on Mercury Marquis Colony Park over Marquis: Electric clock • Deluxe steering wheel • Flight bench seat with center armrest • Left-hand remote control mirror • Simulated rosewood vinyl paneling on bodysides and tailgate • Full-length fender peak molding • Deep shag cut-pile carpeting • Door pull and seat back assist straps • Brougham wheel covers • Deluxe color-keyed seat and shoulder belts.



Marquis Colony Park Twin Comfort lounge seats



Mercury Montego MX Villager Station Wagon



Montego MX Villager standard interior

MERCURY MONTEGO MX VILLAGER

You'll love the smooth, quiet ride of our Montego station wagons—MX Villager (shown) with the look of cherry woodtone in its bodyside and back paneling, and MX with a high level of wagon comfort at low cost! They combine the high degree of luxury and convenience you expect from a Mercury with all the practicality and handling ease of a trim mid-size wagon.

Standard features on Mercury Montego MX Station Wagon: 351-2V V-8 engine • Select-Shift automatic transmission • Solid-state ignition • Power front disc brakes • Power steering • 3-way tailgate • Dual headlamps • BSW steel-belted radial tires • Deluxe sound insulation • Impact resistant bumper system with bumper guards • Cut-pile carpeting • Inside hood release • Upper body paint stripes • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

Standard features on Mercury Montego MX Villager over Mercury Montego MX: Power tailgate window • Dual note horn • Deluxe steering wheel • Simulated cherry woodtone paneling on bodysides and tailgate • Flight bench seat with folding center armrest • Deluxe color-keyed seat and shoulder belts • Deluxe wheel covers.

Ford Motor Company Lifeguard Design Safety Features for 1976.

Operating Safety

- Safety rim wheels and load-rated tires
- Dual hydraulic brake system with warning light
- Corrosion-resistant brake lines
- Turn indicators with lane-changing signal feature
- Hazard warning flasher
- Back-up lights
- Side marker lights
- Parking lights coupled with headlamps
- Two-speed or variable speed windshield wipers
- Windshield washers
- Outside rearview mirror, driver's side
- Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars
- Uniform transmission shift quadrant (on all cars equipped with automatic transmission)
- Illuminated controls (wiper/washer, defrost/defog, climate control)
- Continuously variable control illumination intensity
- Safety hood latch system
- Impact resistant bumper system

Occupant Protection

- Safety-designed front end structure
- Safety-designed roof structure
- Steel guard rails in side doors
- Double-yoke safety door latches and safety hinges
- Integral lap and shoulder belts with individual lap and shoulder belt re-

- tractors for front outboard occupants
- Positive reminder warning light and buzzer for driver
- Lap belts with mini buckles for center front and all rear seating positions with retractors for rear outboard occupants
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety designed door handles
- Energy-absorbing instrument panel with padding for right and center front passenger
- Padded sun visors
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on two-door vehicles
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons (on all cars equipped with radio)
- Head restraints or high back seats for front outboard occupants
- Safety glove-box latch
- Inside yield-away rearview mirror
- Impact-absorbing laminated safety glass windshield
- Flame resistant interior materials

Anti-Theft

- Locking steering column with warning buzzer
- Non-reversing odometer
- Visible vehicle identification number

1976 LINCOLN-MERCURY MAJOR SPECIFICATIONS

Model	Wheel-base	Overall Length	Standard Engine	Standard Transmission	Optional Engines	Luggage/Cargo Capacity
Continental Mark IV	120.4"	228.1"	460-4V V-8	Select-Shift Automatic	N.A.	14.9 cu. ft.
Lincoln Continental	127.2"	232.9"	460-4V V-8	Select-Shift Automatic	N.A.	20.2 cu. ft.
Grand Marquis Marquis Brougham Marquis	124.0"	229.0"	400-2V V-8	Select-Shift Automatic	460-4V V-8	22.7 cu. ft.
Mercury Station Wagons (2-seat models)	121.0"	228.3"	400-2V V-8	Select-Shift Automatic	460-4V V-8	103.7 cu. ft.
Cougar XR-7	114.0"	215.7"	351-2V V-8	Select-Shift Automatic	400-2V V-8 460-4V V-8	16.5 cu. ft.
Montego MX Brougham Montego MX Montego	114.0"	215.7"	351-2V V-8	Select-Shift Automatic	400-2V V-8# 460-4V V-8	16.5 cu. ft.
Montego Station Wagons (2-seat models)	118.0"	223.2"	351-2V V-8	Select-Shift Automatic	400-2V V-8# 460-4V V-8	93.0 cu. ft.
Grand Monarch Ghia Monarch Ghia Monarch	109.9"	197.7"	250-1V "Six" 200-1V "Six"†	3-Speed Manual	250-1V "Six" 302-2V V-8♦ 351-2V V-8▲	13.8 cu. ft. 4-Door 14.4 cu. ft. 2-Door
Comet (2-door models)	103.0"●	189.5"‡	200-1V "Six"†	3-Speed Manual	250-1V "Six" 302-2V V-8♦	12.8 cu. ft. 4-Door 11.3 cu. ft. 2-Door
Bobcat 3-dr. Runabout	94.5"	169.0"	2.3 Liter OHC "4"	4-Speed Manual	2.8 Liter OHV V-6	29.0 cu. ft.*
Bobcat Villager Station Wagon	94.8"	178.8"	2.3 Liter OHC "4"	4-Speed Manual	2.8 Liter OHV V-6	57.7 cu. ft.*
Capri II Capri II Ghia	100.9"	174.8"	2.3 Liter OHC "4"	4-Speed Manual	2.8 Liter OHV V-6	7.4 cu. ft. 22.6 cu. ft. with 2nd seat down

*2-Door Hardtop; 118.0" 4-Door Pillared Hardtop

●2-Door Hardtop; 219.0" 4-Door Pillared Hardtop

‡Not available in California

●2-Door; Wheelbase 109.9" 4-Door

#Not available with Trailer Towing Package II or III

♦Automatic transmission required in California

‡2-Door; 196.5" 4-Door

★Rear seat down

▲Automatic transmission required

Motorcraft

QUALITY REPLACEMENT PARTS FROM FORD

Your new Lincoln-Mercury car 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 and Autolite Spark Plugs whenever replacement is necessary.

LINCOLN-MERCURY DIVISION



Form No. 76-207

Printed in U.S.A.



Lincoln-Mercury Division 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.