



Mercury

1978 PRODUCT FACTS BOOK



Mercury

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PROPERTY OF _____

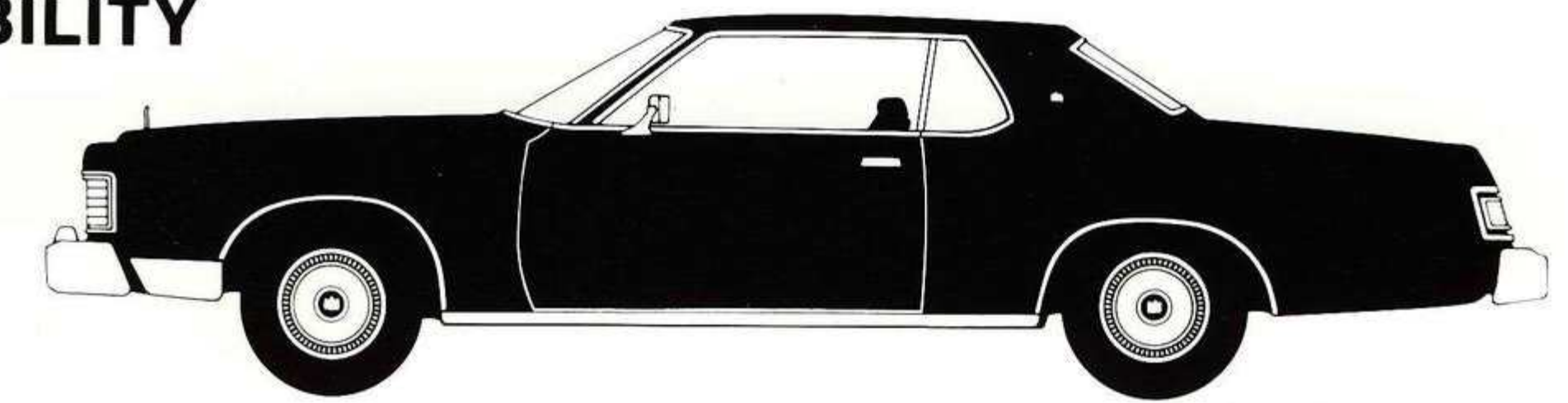
DEALERSHIP _____

MARQUIS

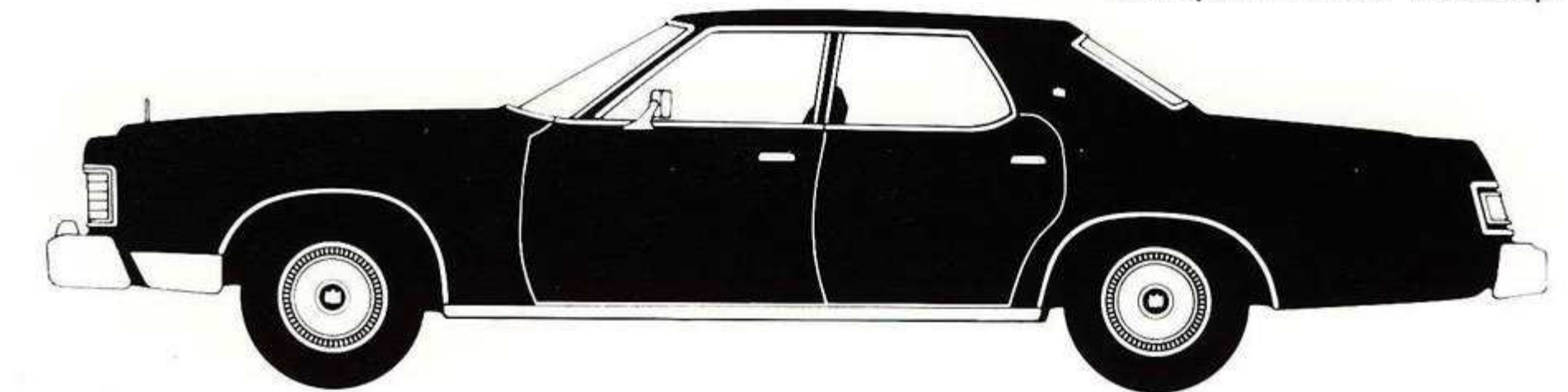
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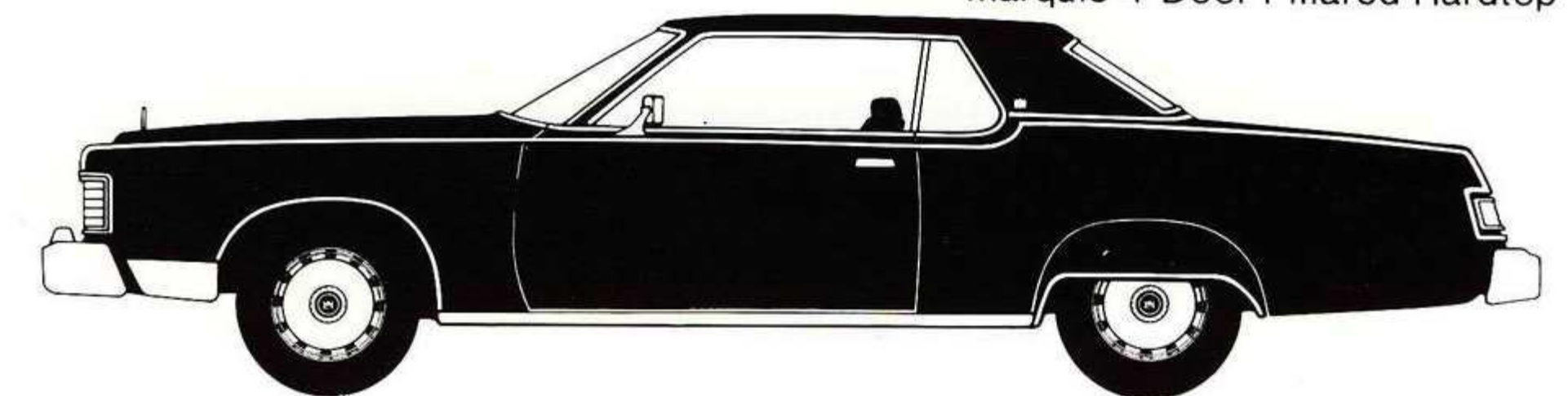
MARQUIS MODEL AVAILABILITY



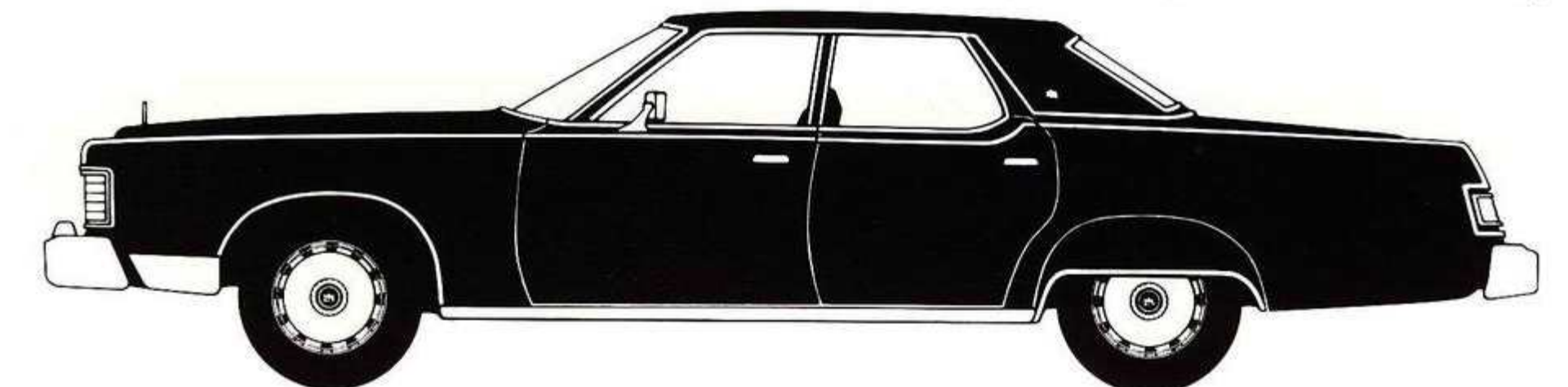
Marquis 2-Door Hardtop



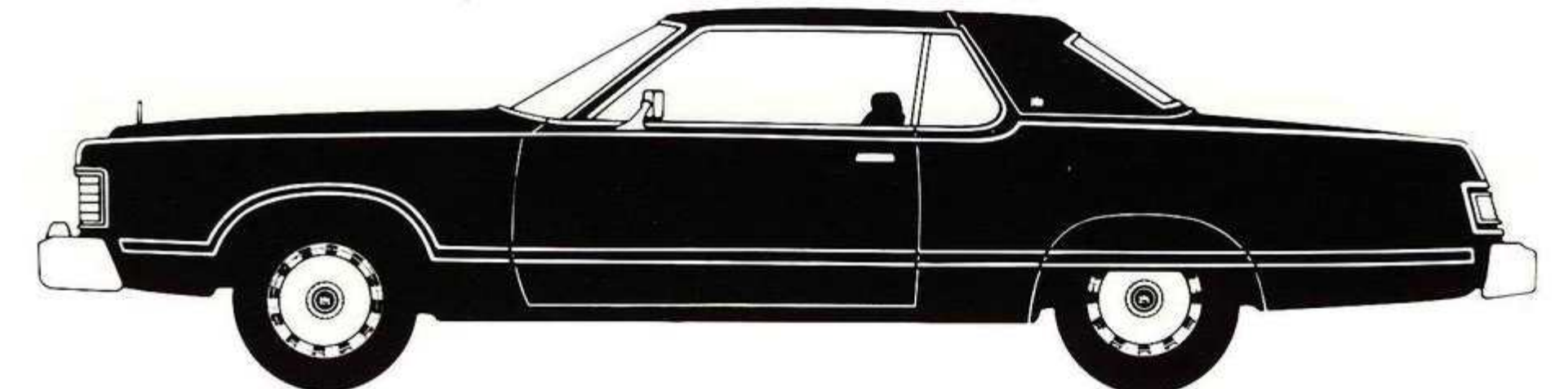
Marquis 4-Door Pillared Hardtop



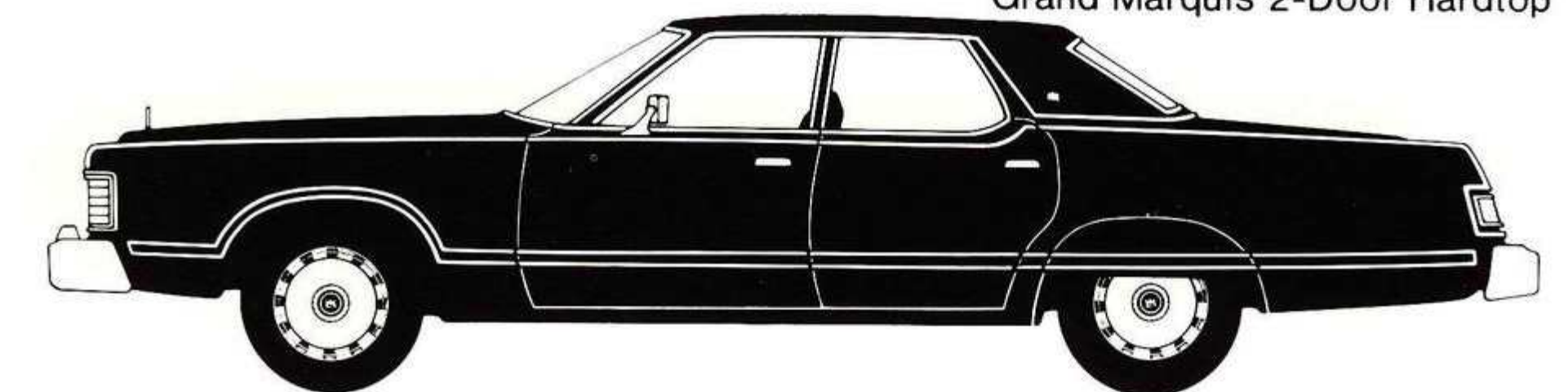
Marquis Brougham 2-Door Hardtop



Marquis Brougham 4-Door Pillared Hardtop



Grand Marquis 2-Door Hardtop



Grand Marquis 4-Door Pillared Hardtop

Marquis Station Wagon

Station Wagon Model is covered separately under the Tab labeled "Station Wagons."

MARQUIS



Marquis 4-Door Pillared Hardtop

MARQUIS STANDARD EQUIPMENT

EXTERIOR

Front:

- Bright vertical box-textured center grille
- Concealed dual headlamps with body color textured pad and Marquis crest
- Integral parking/turn signal/side marker light
- Bright stand-up hood ornament
- Concealed windshield wipers
- Front vertical bumper guards with black inserts

Side:

- Deluxe wheel covers
- Marquis plaque on rear pillar
- Bright features include:
 - Rocker panel molding with front extension
 - Full wheelip moldings
 - Roof drip rail molding
 - Left-hand outside mirror
 - Door belt molding
 - Recessed door handle

Rear:

- Wraparound horizontal ribbed taillamp assembly
- Textured color-keyed rear center applique with integral backup lamps
- Bright deck lid and quarter molding
- Rear side marker light integral with taillamp

Finish:

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

INTERIOR

- Front bench seats with fold-down center armrest
- Cloth and vinyl seat trim
- Bright front seat side shields
- Full-width woodtone instrument panel cluster applique
- Color-keyed instrument panel

- 2-spoke color-keyed steering wheel with padded insert
- Day/night rearview mirror
- Color-keyed cut-pile carpeting
- Door trim panel with light burl woodtone applique and full armrest

- Ashtray in front portion of front passenger door armrest
- Cigar lighter in instrument panel
- Instrument panel ashtray light
- Large lockable glove box with light
- Luggage compartment fiber mat

FUNCTIONAL

- 5.8 Litre (351 CID) 2V V-8 engine (6.6 Litre (400 CID) 2V V-8 in California)
- SelectShift 3-speed automatic transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- Electric windshield wipers
- Wiper-mounted windshield washer spray jets
- Steel-belted radial ply BSW tires
- 45-amp.-hr. battery
- 40-amp. alternator

- Single exhaust system
- Deluxe sound insulation
- Inside hood latch release
- Automatic parking brake release
- Power ventilation
- Separate body/frame construction
- Front bumper guards with black vertical protection strips
- Coolant recovery system
- Cushion-link front and coil-link rear suspension (coil springs)

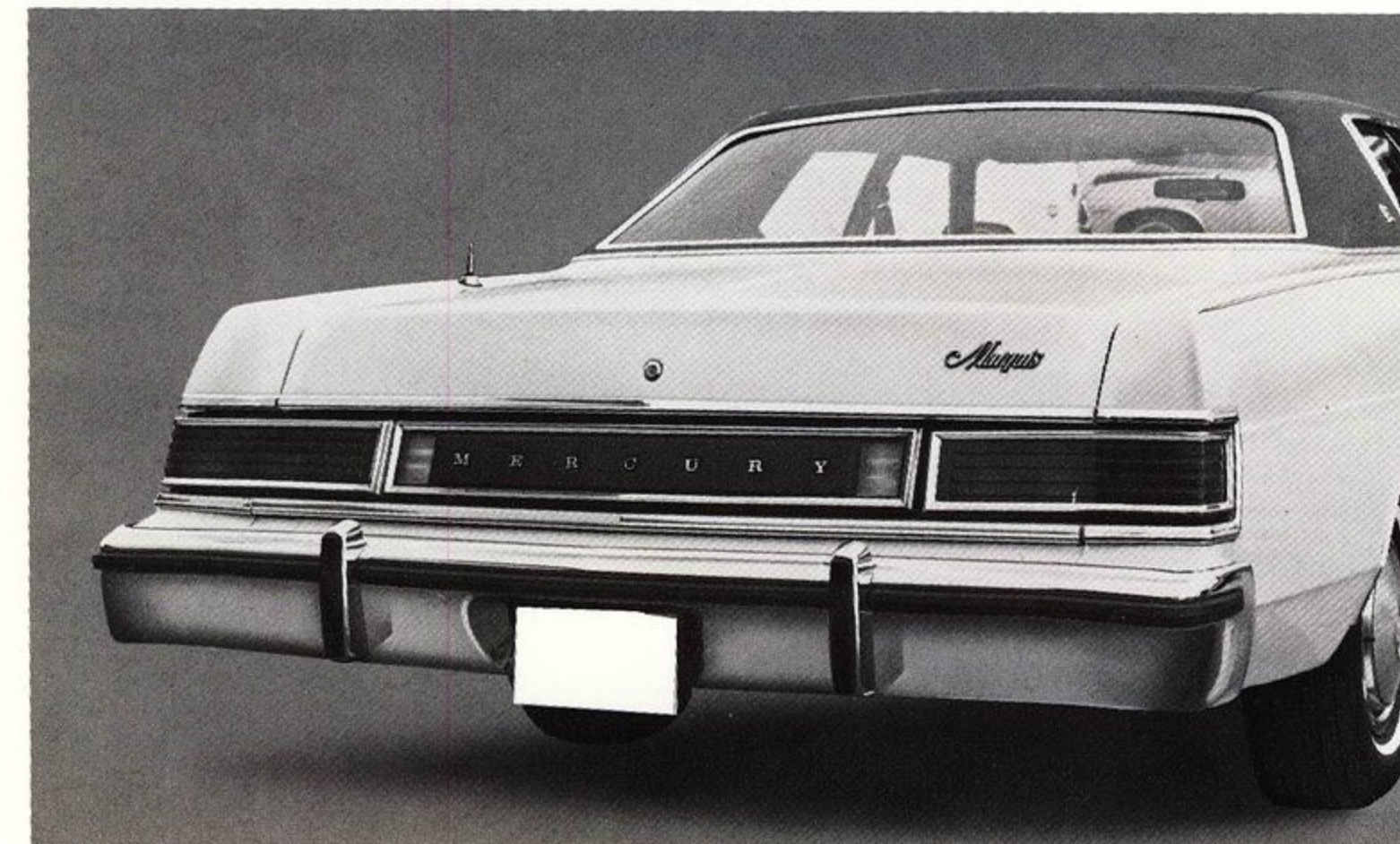
DIMENSIONS & CAPACITIES

	2-Door/4-Door
Wheelbase	124.0"
Overall Length	229.0"
Track	
Front	64.1"
Rear	64.3"
Luggage Capacity (cu. ft.)	22.7"
Fuel Tank Capacity (gals.)	24.2

STANDARD FEATURES

MARQUIS — A LUXURIOUS FULL-SIZE CAR

Marquis' impressively well-balanced exterior features a distinctive bright vertical box-textured grille. Integral parking/turn signal/side marker lights and front bumper guards add distinction to the front end styling. Wrap-around taillamps surrounding a textured rear-center applique highlight the refined rear end contours.

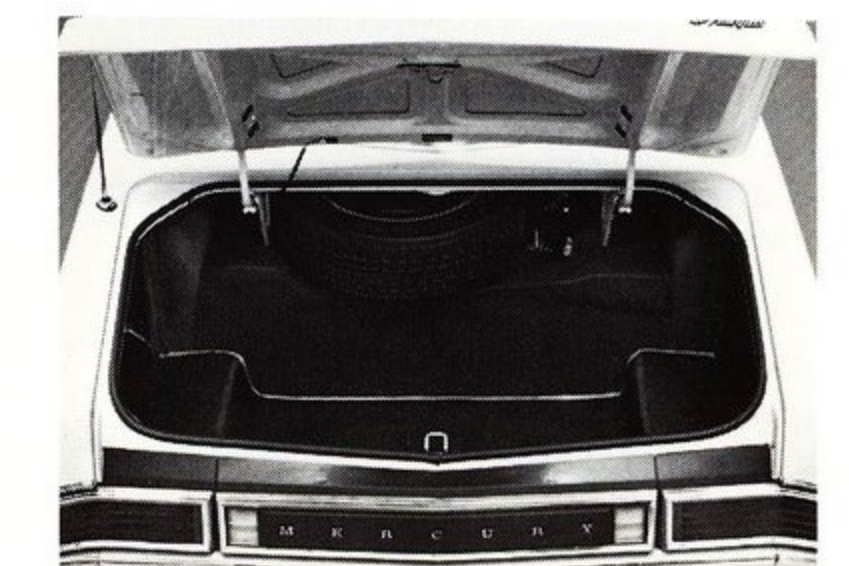


BUILT-IN INTEGRITY AND VALUE

The Marquis' sophisticated suspension — specially tuned to complement the standard steel-belted radial ply tires — combines with standard power steering and power brakes to help provide ease of handling and positive road control.

FULL SIX-PASSENGER COMFORT

The roomy Marquis seats six adults in full-size comfort. The styled front bench seat with a folding center armrest for added comfort and convenience is complemented by a door trim panel with woodtone applique and a molded armrest. The unusually large Marquis luggage compartment — the largest in the industry — features a deep well design that permits suitcases to be stored upright for greater convenience and easier removal.



MARQUIS — TRADITIONAL VALUE IN A FULL-SIZE CAR

MARQUIS BROUGHAM



Marquis Brougham 2-Door Hardtop

MARQUIS BROUGHAM STANDARD EQUIPMENT OVER MARQUIS

EXTERIOR

Side:

- Full vinyl roof (4-door) or Landau vinyl roof (2-door) with bright surround molding (Full-vinyl roof available as a no-extra-cost option on 2-door models)
- Distinctive Brougham wheel covers
- Fender skirt with bright molding
- Full-length upper body peak molding
- Bright left-hand remote-control mirror

Rear:

- Deck lid lock cover with Lincoln-Mercury crest

INTERIOR

- Flight bench seat with folding center armrest
- Luxury door trim panel with pull straps
- Electric clock
- Deluxe color-keyed 2-spoke steering wheel
- Deluxe color-keyed lap and shoulder belts
- Cigar lighter in rear door ashtrays (4-door)
- Luggage compartment wheelhouse covers
- Luggage compartment light
- Rear door courtesy lamp switches (4-door models)
- Under instrument panel light
- Thick color-keyed cut-pile carpeting

FUNCTIONAL

- Power windows
- Automatic seat back release (2-door)

DIMENSIONS & CAPACITIES

	2-Door/4-Door
Wheelbase	124.0"
Overall Length	229.0"
Track	
Front	64.1"
Rear	64.3"
Luggage Capacity (cu. ft)	22.7
Fuel Tank Capacity (gals.)	24.2

STANDARD FEATURES

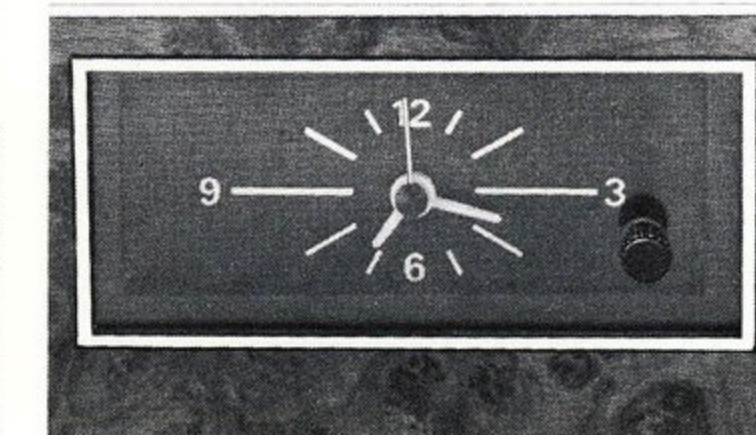
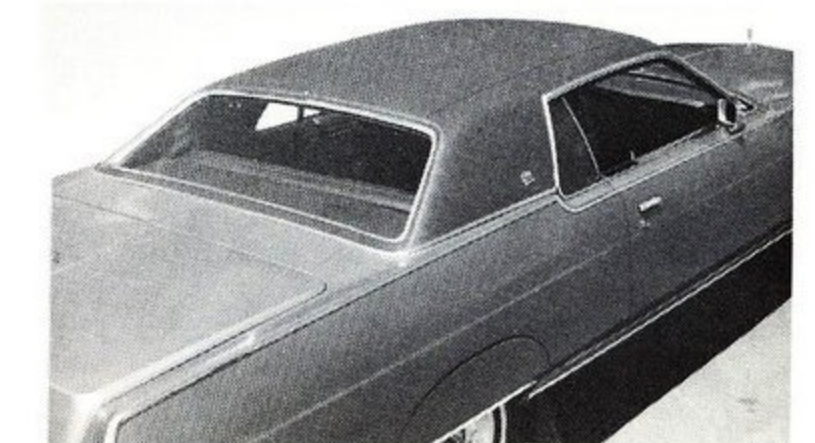
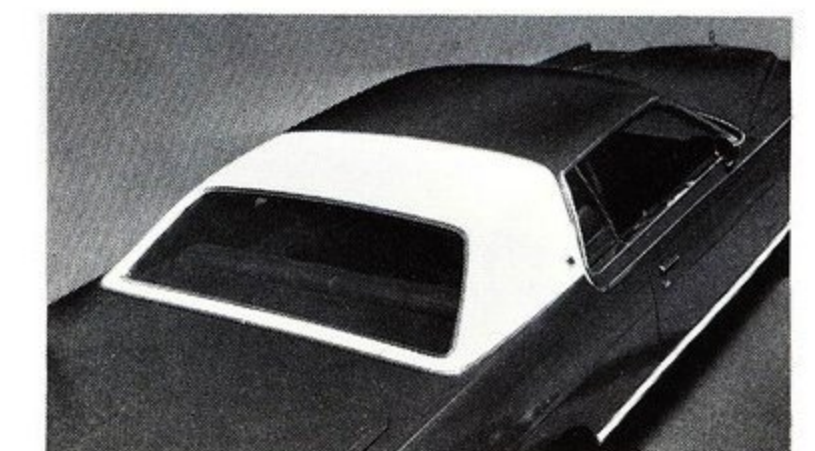
MARQUIS BROUGHAM — LUXURIOUS INTERIOR APPOINTMENTS

Inside the Brougham model, deluxe door trim panels with convenient pull straps surround the comfortable flight bench seat, which has an automatic seat back release (2-door model) for convenient entry and exit. The centrally located electric clock is readily visible to driver and passenger for an added mark of convenience and luxury.



BEAUTIFUL EXTERIOR STYLING

The exterior beauty of the Marquis Brougham is enhanced with either a full or Landau vinyl roof with bright surround molding. The Landau vinyl roof is standard on the 2-door model; the full vinyl roof is standard on the 4-door or optional at no extra cost on the 2-door.



MARQUIS BROUGHAM — FOR THOSE WHO WANT THE CONVENIENCE, COMFORT AND STYLING OF A TRADITIONAL FULL-SIZE CAR

GRAND MARQUIS



Grand Marquis 4-Door Pillared Hardtop

GRAND MARQUIS STANDARD EQUIPMENT OVER MARQUIS BROUGHAM

EXTERIOR

Front:

- Hood paint stripes
- Gold Marquis crest on headlamp cover

Side:

- Full-length wide bodyside molding with color-keyed vinyl insert (rocker panel, extension and wheelip moldings are deleted)
- Gold Marquis crest on rear pillar

Rear:

- Deck lid paint stripes
- Grand Marquis script on deck lid

INTERIOR

- Twin Comfort Lounge seats with dual center folding armrests
- Distinctive seat trim with leather seating surfaces
- Luxury steering wheel with bright Lincoln-Mercury crest

- Digital clock
- Dual beam dome/map light
- Visor-mounted vanity mirror

- Luggage compartment trim, spare tire cover and integral wheelhouse and side lining covers
- Rear pillar courtesy light

FUNCTIONAL

- Tinted glass

DIMENSIONS & CAPACITIES

	2-Door/4-Door
Wheelbase	124.0"
Overall Length	229.0"
Track	
Front	64.1"
Rear	64.3"
Luggage Capacity (cu. ft.)	22.7
Fuel Tank Capacity (gals)	24.2

STANDARD FEATURES

GRAND MARQUIS — FULLY EQUIPPED LUXURY

From the smooth sweep of its hood and sculptured deck lid to its contoured roofline, the Grand Marquis' design is impressive. Full-length bodyside moldings with color-keyed inserts add a new dimension of elegance.

INTERIOR REFINEMENTS



Interior luxury is unreserved, highlighted by Twin Comfort Lounge seats in natural grain leather and vinyl with dual center folding armrests. Other luxury touches include a visor-mounted vanity mirror, dome/dual beam map lamp and centrally located digital clock.



GRAND MARQUIS — FOR A FULL MEASURE OF LUXURY

MARQUIS POWER TEAMS

ENGINES AND TRANSMISSIONS		AXLE RATIOS				
		STANDARD	OPTIONAL		TRACTION-LOK	
49 STATES			Standard Brakes	4-Wheel Disc Brakes	Standard Brakes	4-Wheel Disc Brakes
5.8 LITRE (351 CID) 2V V-8	STD	2.47	NA	NA	2.50	NA
	SelectShift Automatic					
6.6 LITRE (400 CID) 2V V-8	OPT	2.47 (a)	2.75 (b)	2.75	2.75	2.75 (b)
	SelectShift Automatic					
7.5 LITRE (460 CID) 4V V-8	OPT	2.50	2.75	2.75	2.75	2.75
	SelectShift Automatic					
CALIFORNIA						
6.6 LITRE (400 CID) 2V V-8	REQ	2.75	NA	2.75	2.75	2.75
	OPT					
SelectShift Automatic	STD					

(a) 2.50 alternate ratio for production flexibility.
 (b) 3.00 with optional trailer towing package.

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

MARQUIS DIMENSIONS AND CAPACITIES*

	MARQUIS		MARQUIS BROUGHAM		GRAND MARQUIS	
	2-Dr.	4-Dr.	2-Dr.	4-Dr.	2-Dr.	4-Dr.
Wheelbase	124.0	124.0	124.0	124.0	124.0	124.0
Overall Length	229.0	229.0	229.0	229.0	229.0	229.0
Overall Height	53.7	54.7	53.8	54.8	53.8	54.8
Overall Width	79.6	79.6	79.6	79.6	79.6	79.6
Tread, Front	64.1	64.1	64.1	64.1	64.1	64.1
Rear	64.3	64.3	64.3	64.3	64.3	64.3
FRONT, Head Room	37.3	37.8	37.3	38.4	36.9	38.0
Shoulder Room	61.3	61.3	61.0	61.0	61.0	61.0
Hip Room	59.6	57.8	59.6	59.7	59.6	58.5
Leg Room	41.8	41.9	41.8	41.8	41.8	41.8
REAR, Head Room	35.8	36.9	35.8	36.9	35.8	36.9
Shoulder Room	60.8	61.4	60.0	60.8	60.0	60.8
Hip Room	61.2	58.0	61.0	58.0	61.0	58.0
Leg Room	35.2	39.4	35.2	39.4	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7	22.7	22.7	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2	24.2	24.2	24.2	24.2
Curb Weight (Pounds)	4483	4516	4540	4598	4603	4659

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

MARQUIS COLOR AND UPHOLSTERY

1978 MARQUIS COLOR AND TRIM CHART				DOVE GREY	DARK RED	MEDIUM BLUE	DARK JADE	CAMEL	SADDLE	LT. CAMEL & CAMEL	LT. JADE	DARK JADE
MARQUIS	CLOTH	BENCH	LS	LD	LB	LR	LY	LZ				
	VINYL	BENCH	HS	HD	HB	HR	HY	HZ				
MARQUIS BROUGHAM	CLOTH	FLIGHT BENCH	RS	RD	RB	RR	RY	RZ				
	CLOTH	TWIN COMFORT	MS	MD	MB	MR	MY	MZ				
GRAND MARQUIS	VINYL	TWIN COMFORT	VS	VD	VB			VZ	VY	VR		
	CLOTH	TWIN COMFORT	JS	JD	JB	JR	JY	JZ				
STATION WAGONS	LEATHER	TWIN COMFORT	FS	FD	FB			FZ	FY	FR		
	MARQUIS	VINYL	BENCH	HD	HB	HR	HY	HZ				
	COLONY PARK OPTION	VINYL	FLIGHT BENCH	SD	SB	SR	SY	SZ				
	COLONY PARK DECOR	VINYL	TWIN COMFORT	VD	VB			VZ	VY	VR		
	LEATHER	TWIN COMFORT	FD	FB				FZ	FY	FR		

PAINT COLORS	PAINT CODE	VINYL ROOF COMBINATIONS								
		1C	A/P/E	A/D	W/B	W/R	W/V	W/T	W/V	W/R
BLACK	1C									
WHITE	9D	A/W	W/D	W/B	W/R	W/V	W/T	W/V	W/R	
DARK RED	2M	A/D/E	A/W/D/P							
SILVER MET.	1G	A/P	D/P	B/P						
DOVE GREY	1N	A/E	D/E	B/E						
DARK MIDNIGHT BLUE	3A	E/S	D/S	S/V						
LIGHT BLUE	3U			W/B						
DARK JADE MET.	46				W/R				W/R	
ANTIQUÉ CREAM	62					W/V	V/T	W/V		
DARK BROWN MET.	5Q						W/T			
CHAMPAGNE MET.	8Y						T			

GLAMOUR COLORS	
BRIGHT BLUE MET.	3V
MEDIUM JADE MET.	7L
MEDIUM TAN MET.	8J

VINYL ROOF STYLE AND COLOR CODES

FULL AND HALF ROOF—MILANO GRAIN

A — BLACK
 B — MEDIUM BLUE
 D — MEDIUM RED
 E — DOVE GREY
 P — SILVER
 R — DARK JADE
 S — MIDNIGHT BLUE
 T — DARK BROWN
 V — ANTIQUE CREAM
 W — WHITE

MOONROOF

OPTIONAL

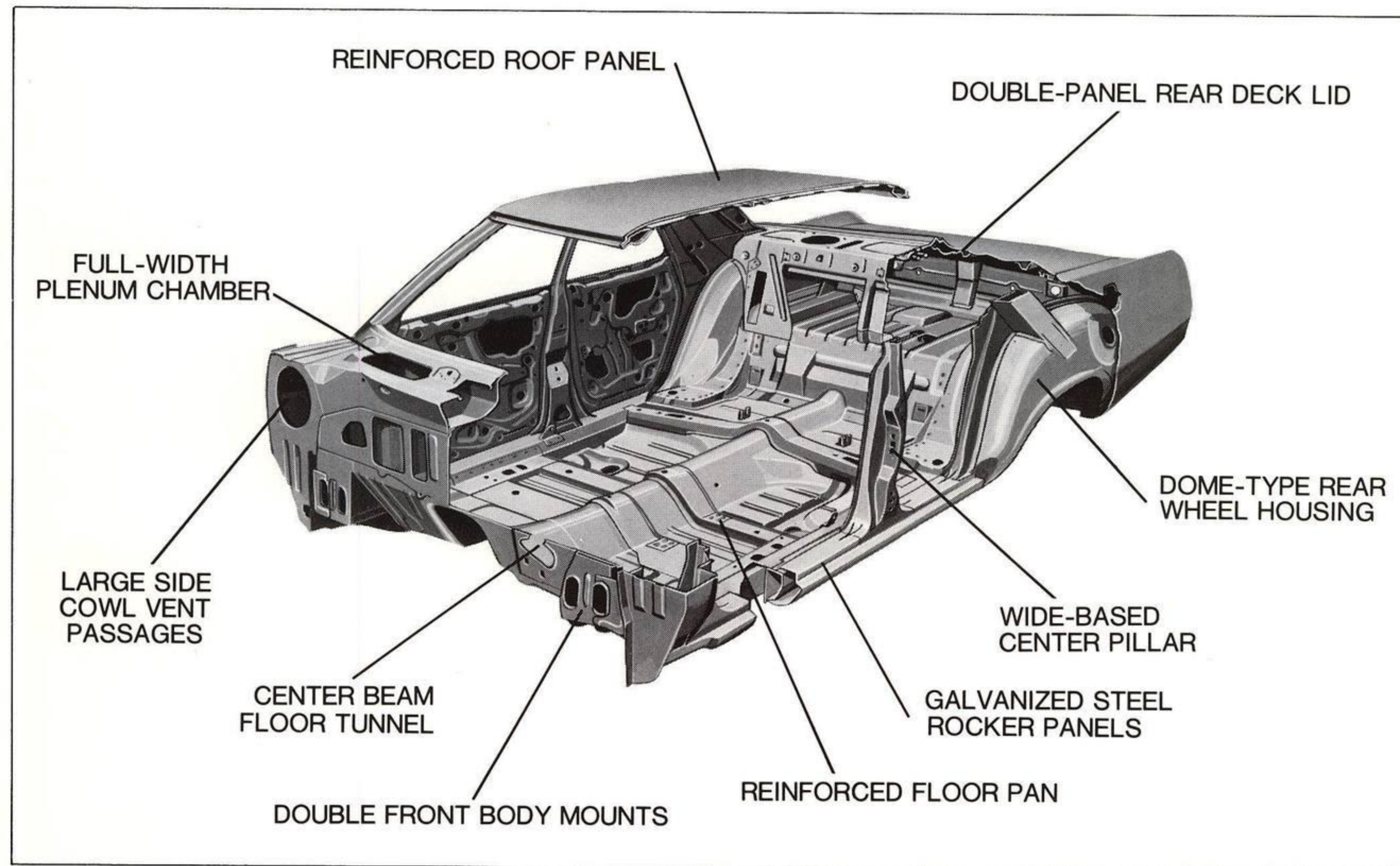
SILVER
 GOLD
 BROWN
 JADE
 ROSE

8/ TU-TONE PAINT OPTION

— MARQUIS BROUGHAM 2 DOOR AND GRAND MARQUIS 2 DOOR
 — NOT AVAILABLE WITH VINYL ROOF
 — EXTERIOR: MEDIUM JADE METALLIC (7L) BODY & DARK JADE METALLIC (46) HOOD, FRONT OF ROOF & LOWER BODYSIDE.
 INTERIOR: VR OR FR
 — EXTERIOR: ANTIQUE CREAM (62) BODY & MEDIUM TAN METALLIC (8J) HOOD, FRONT OF ROOF & LOWER BODYSIDE.
 INTERIOR: VY OR FY
 — EXTERIOR: SILVER METALLIC (1G) BODY & MEDIUM GREY METALLIC (1P) HOOD, FRONT OF ROOF & LOWER BODYSIDE.
 INTERIOR: VS OR FS

IMPORTANT MARQUIS ENGINEERING FEATURES

BODY CONSTRUCTION

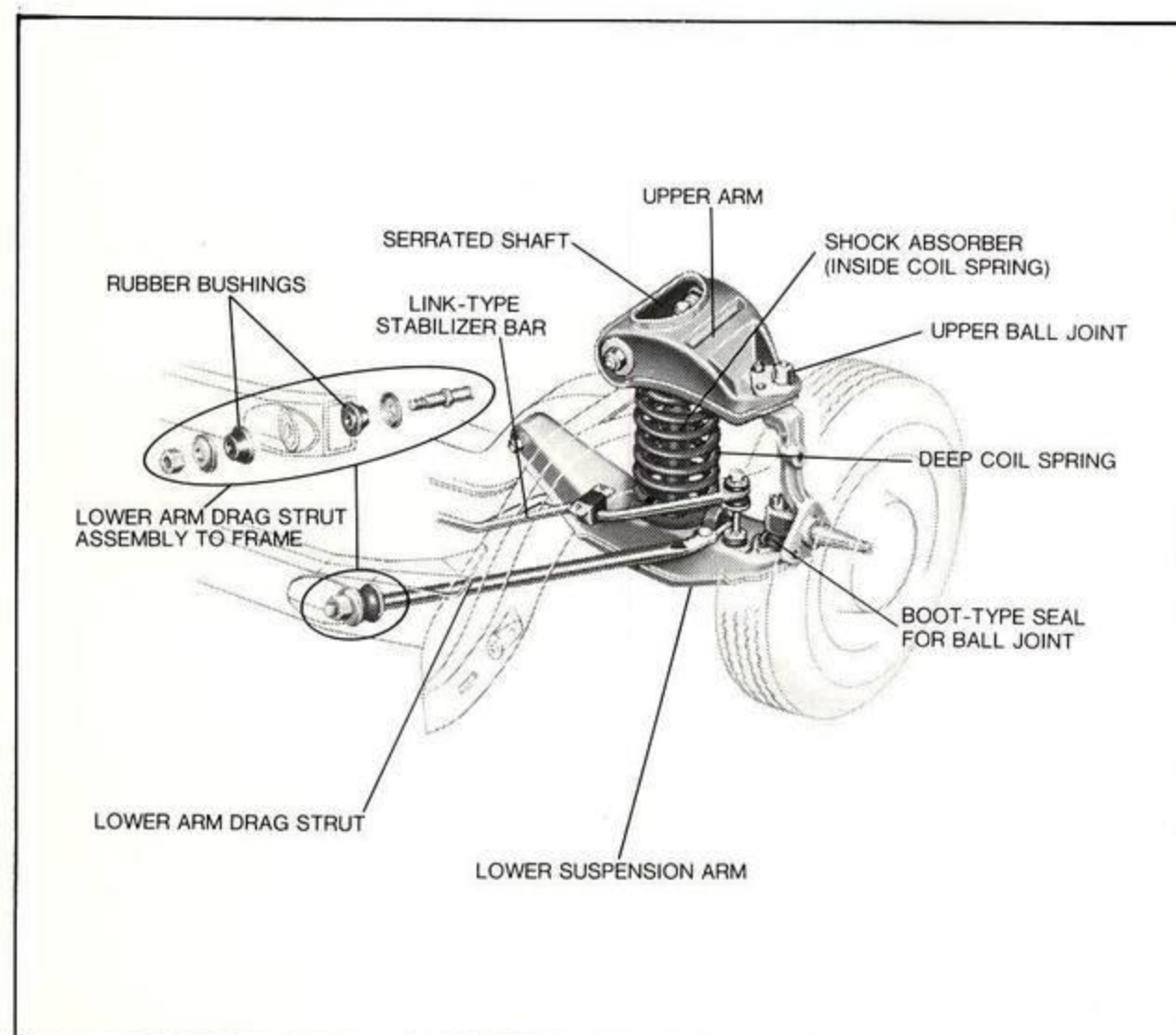


Body Construction

Marquis features separate body/frame construction. A rigid body working with a torque box frame helps reduce road shock, noise and vibration. The floor pan is reinforced with five heavy sheet metal crossmembers that tie

rocker panels to the driveline tunnel. Box section rocker panels provide additional strength at the side. As illustrated above, the remainder of the body is heavy-duty reinforced and entirely welded together to form a rigid unit.

FRONT SUSPENSION



Front Suspension

The Marquis car line features an independent coil spring front suspension. Suspension components are attached to the frame at rubber insulated mounting points, eliminating metal-to-metal contact. This helps minimize the transfer of road noise and vibration to the passenger compartment.

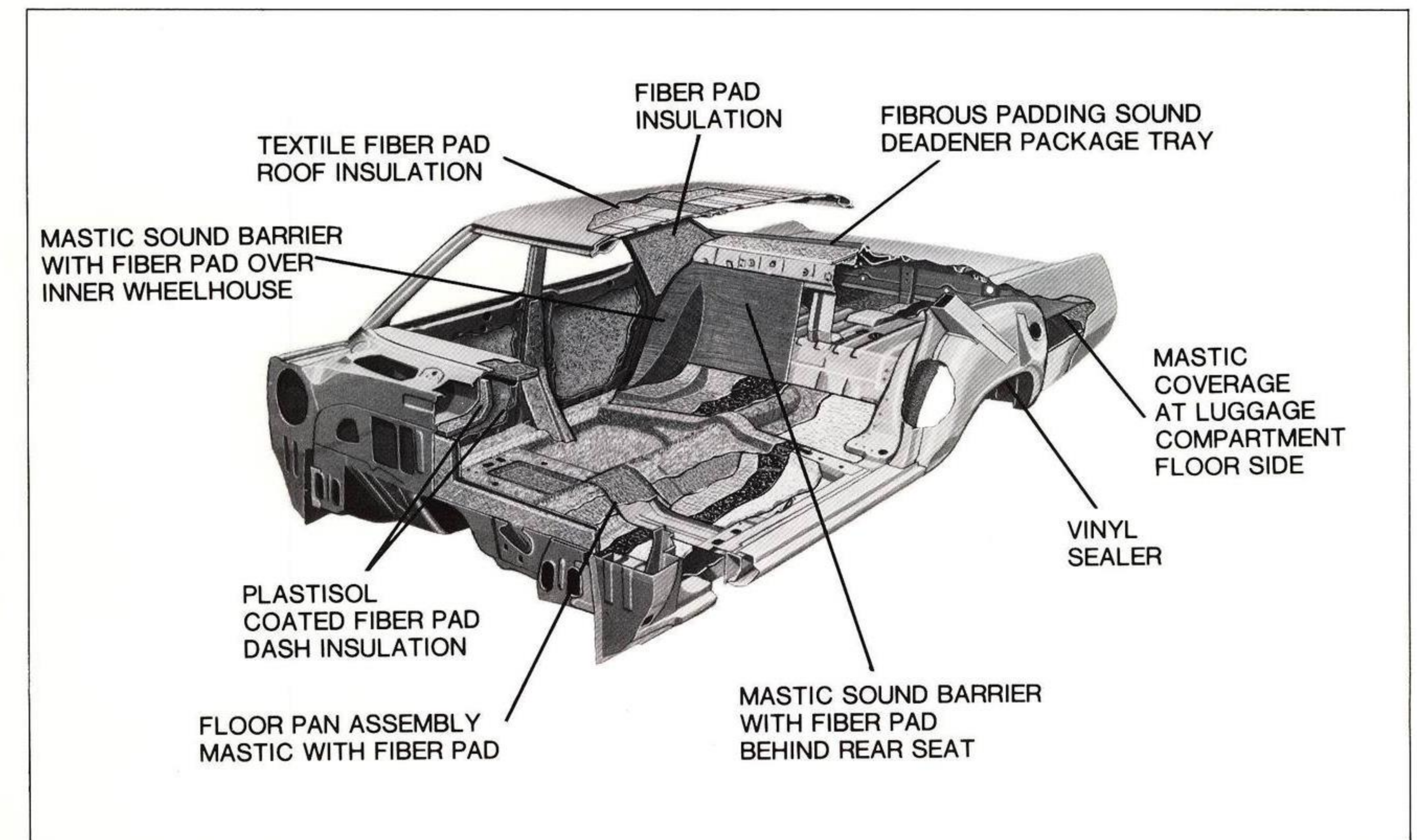
The lower arm drag struts are anchored through resilient rubber insulators (thick doughnut-shaped washers) which act as cushions to absorb road shocks such as those caused by tar strips.

The stabilizer bar contributes to positive steering control. Also, it is designed to control the roll of the car body when cornering. Roll is caused by centrifugal force when rounding a turn. The resistance to twisting in the bar is designed to counteract this force and stabilize the car body when cornering.

Shock absorbers are mounted through the center of the coil springs for easy replacement, contributing to the overall practicality of the system.

IMPORTANT MARQUIS ENGINEERING FEATURES

BODY INSULATION

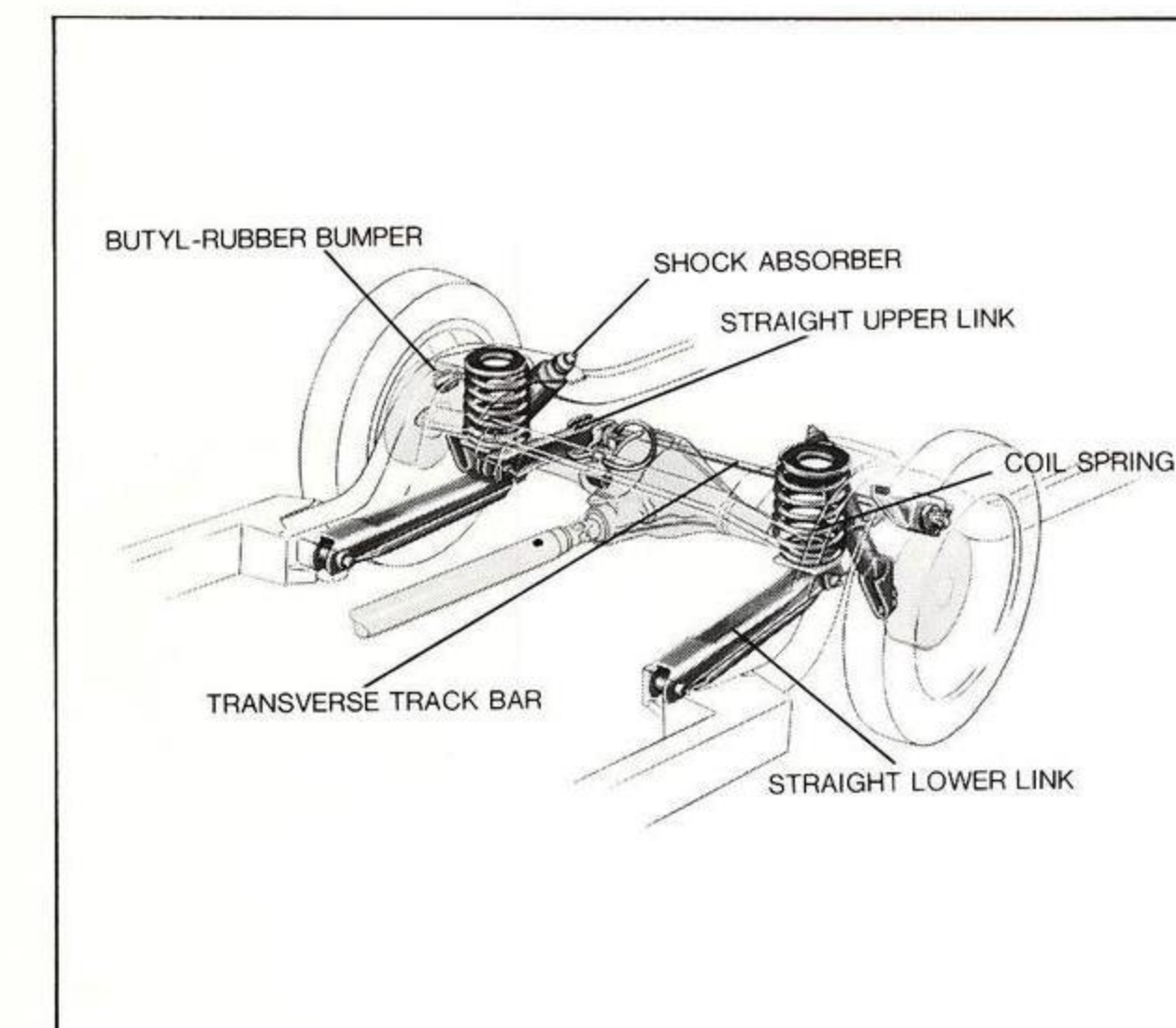


Body Insulation

Marquis' quiet ride is the product of an extensive insulation and soundproofing scheme. The above illustration shows how completely the body is insulated. A combination of acoustical pads, sound-insulators and spray-on deadeners provide great flexibility in the application

of insulation and soundproofing materials. These materials conform to the complex shapes of the Marquis body structure to help reduce the transmission of engine and road noise to the passenger compartment.

REAR SUSPENSION



Rear Suspension

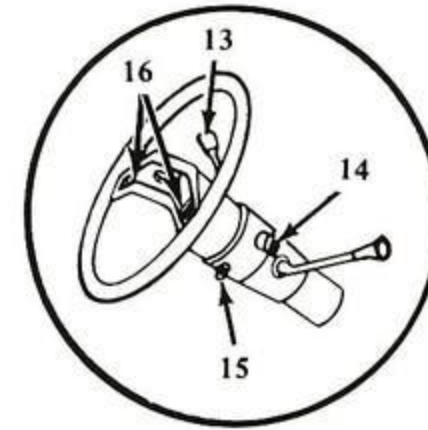
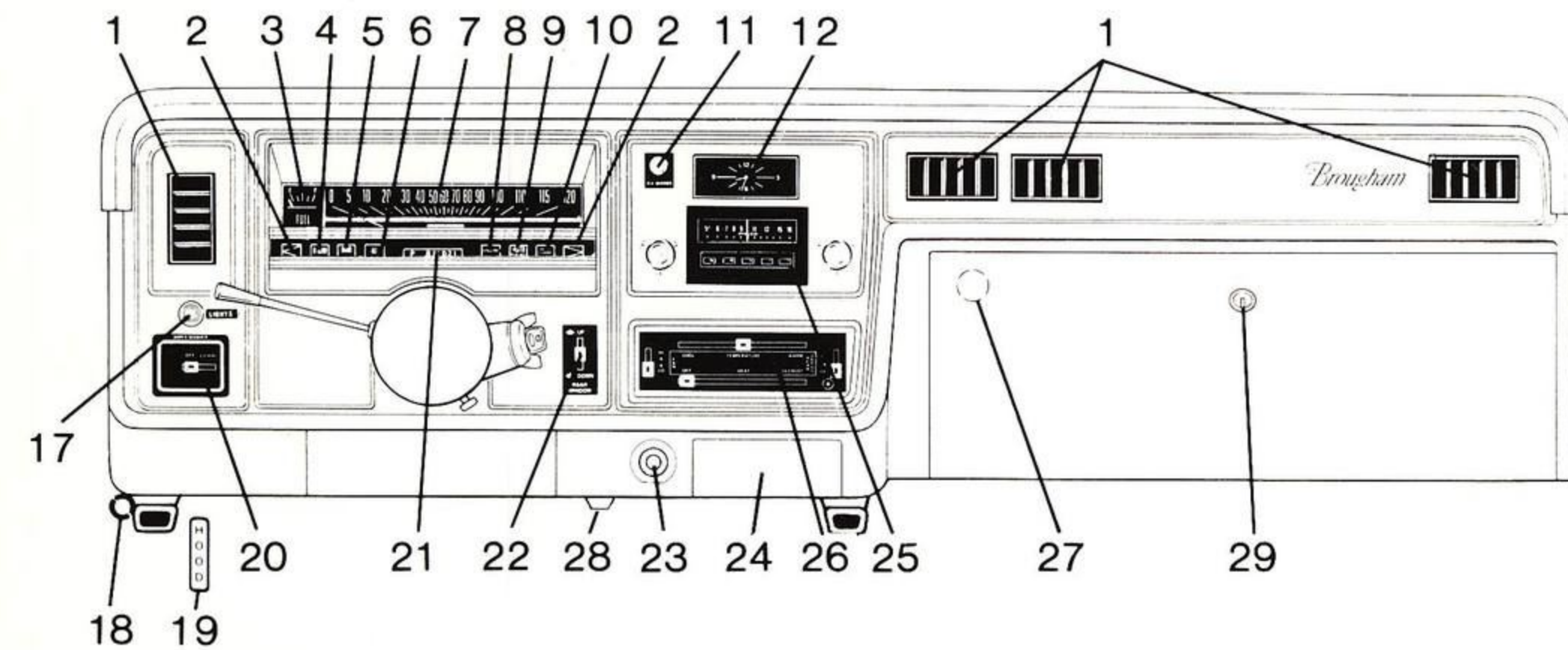
The Marquis car line features a coil spring rear suspension. The coil springs are computer selected to match the requirements of the body type for a comfortable, controlled ride regardless of model, series or equipment.

Coil springs are inherently friction free making them capable of delivering a smooth ride, which can be readily controlled by the wide spaced shock absorbers.

Upper and lower control arms, attached between the rear axle and the frame, prevent forward or backward movement of the axle and permit the smooth, quiet transmission of power when accelerating or braking forces are being applied.

At the same time, the control arms permit upward and downward movement of the axle with respect to the frame. Control arm attaching points are rubber insulated, as are the mounting pockets for the springs, to help minimize the transfer of road noise to the passenger compartment.

MARQUIS INSTRUMENT PANEL



- | | | |
|---|--|---|
| 1. Air Conditioner and Vent Registers | 12. Clock | 23. Light |
| 2. Turn Indicator Lights | 13. Turn Signal Indicator | 24. Ashtray |
| 3. Fuel Gauge | 14. Ignition Switch | 25. Radio (optional) |
| 4. High-Beam Indicator Light | 15. Hazard Warning Flasher System | 26. Heater and Air Conditioner Systems (optional Air Conditioner) |
| 5. Brake System Warning Light | 16. Speed Control Switch (optional) | 27. Concealed Remote Trunk Release (optional) |
| 6. Alternator Warning Light | 17. Headlamp Switch | 28. Rear Speaker Fader Control (optional with AM Radio) |
| 7. Speedometer and Odometer | 18. Air Vent Controls | 29. Lockable Glove Box |
| 8. Oil Pressure Warning Light | 19. Hood Release | |
| 9. Fasten Seat Belts Warning Light | 20. Windshield Wiper/Washer Control | |
| 10. Engine Temperature Warning Light | 21. SelectShift Transmission Quadrant | |
| 11. Right-hand Rearview Mirror Control (optional) | 22. Station Wagon Rear Window Control or Power Antenna Switch (optional) | |

MARQUIS STEERING WHEELS



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



Deluxe 2-Spoke Color-Keyed Steering Wheel, Standard on Marquis Brougham



Luxury 2-Spoke Color-Keyed Steering Wheel, Standard on Grand Marquis

MARQUIS WHEEL COVERS



Deluxe Wheel Cover, Standard on Marquis Models



Brougham Wheel Covers, Standard on Marquis Brougham, and Grand Marquis.



Luxury Wheel Cover, Optional on All Models



Wire Wheel Cover, Optional on All Models



Forged Aluminum Wheel (4), Optional on All Models

MARQUIS OPTIONS

ENGINES

- **6.6 Litre (400 CID) 2V V-8**—Optional in 49 States. Required on all models in California or high altitude areas.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- **7.5 Litre (460 CID) 4V V-8** — Includes 68-amp. battery. Not available in California, or high altitude areas.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

REGULAR PRODUCTION OPTIONS

- **Air Conditioning, Automatic Temperature Control** — Tinted glass recommended. Includes 60-amp. alternator. Manual blower control.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

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

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- **Appearance Protection Group** — Includes front and rear color-keyed carpet floor mats, door edge guards and bright license plate frames.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- **Axle, Higher Ratio** — Included in Trailer Towing Package. See Axle Ratios Chart for restrictions.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- **Axle, Traction-Lok Differential** — See Axle Ratios Chart for restrictions.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- **Battery, Heavy-duty** — 77-amp. included in Trailer Towing Package.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- **Bracket, Front License Plate** — Required in states requiring front license plates.

Marquis nec	Marquis Brougham nec	Grand Marquis nec
----------------	-------------------------	----------------------

- **Brakes, Four-Wheel Power Disc** — Requires Traction-Lok axle in high altitude areas.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

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

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- **California Emissions System** — Required in California, optional in 49 states. Requires 6.6 Litre (400 CID) 2V V-8 engine. Not available with High Altitude Emissions Equipment.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- **Clock, Digital**

Marquis	Marquis Brougham	Grand Marquis
•	•	std

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

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- **Fender Skirts** — Not available with wire wheel covers.

Marquis	Marquis Brougham	Grand Marquis
•	std	std

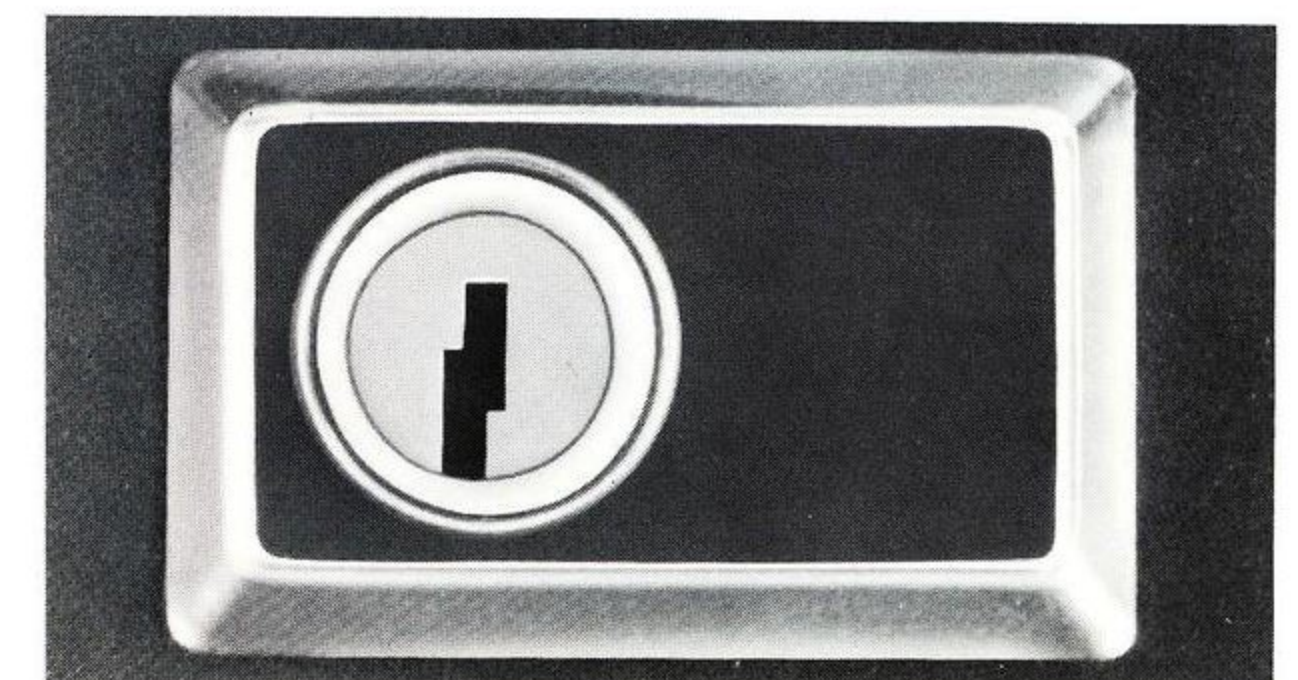
- **Glass, Tinted** — Complete. Recommended with air conditioning.

Marquis	Marquis Brougham	Grand Marquis
•	•	std

- **High Altitude Emissions Equipment** — This option is required for previously notified dealers located in counties above 4000 feet. Requires 6.6 Litre (400 CID) 2V V-8 engine. Not available elsewhere. Not available with California Emissions System.

Marquis	Marquis Brougham	Grand Marquis
•	•	•

- **Illuminated Entry System** — Includes ring of light around key hole for key insertion and activation of interior lights by outside door handle.



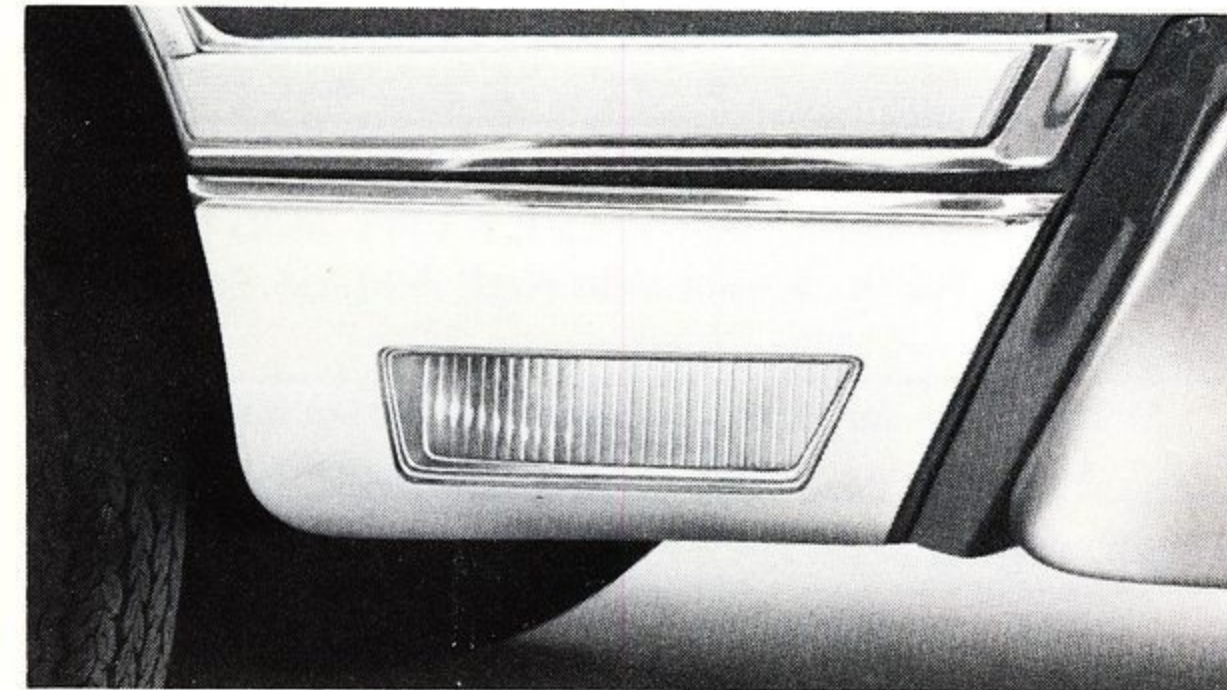
Marquis	Marquis Brougham	Grand Marquis
•	•	•

LEGEND: • = Available at Extra Cost
std = Standard
na = Not Available
nec = Available at No Extra Cost

- Leather Delete — Includes all media velour seats and headrests with vinyl welts and media velour door trim in place of leather and vinyl seat trim.

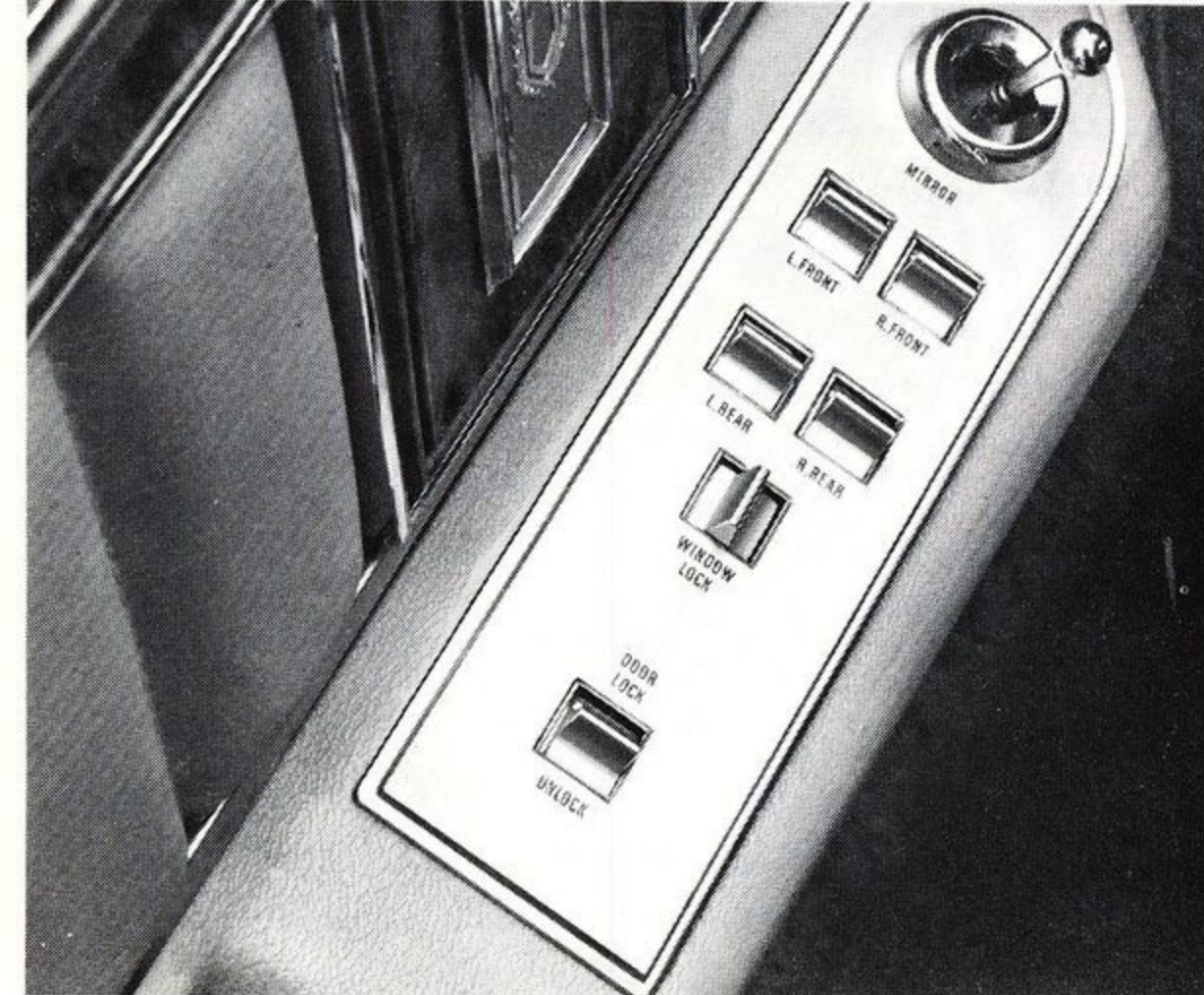
Marquis na	Marquis Brougham na	Grand Marquis ●
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- Lamps, Cornering



Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Lock Convenience Group — Includes power door locks and remote-control trunk lid release. Left-hand remote-control mirror included on Marquis.



Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Lower Bodyside Protection — Lower body vinyl coating for increased red abrasion protection. Requires rocker panel molding.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Mirror, Illuminated Visor Vanity

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Mirror, Left-Hand Remote-Control — Included in Lock Convenience Group and Visibility Light Group. Required with Power Windows.

Marquis ●	Marquis Brougham std	Grand Marquis std
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- Molding, Narrow Protective Bodyside — Black insert. Included with wire wheel covers on Marquis Brougham and Grand Marquis.

Marquis ●	Marquis Brougham ●	Grand Marquis na
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- Molding, Rocker Panel

Marquis std	Marquis Brougham std	Grand Marquis ●
----------------	-------------------------	--------------------

- Moonroof, Power — Requires vinyl roof or Tu-Tone option.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Paint, — Glamour Metallic.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- Paint Stripes — Upper bodyside paint stripes. Not available with Landau vinyl roof on 2-door models.

Marquis ●	Marquis Brougham na	Grand Marquis na
--------------	------------------------	---------------------

- Power Antenna — Available on 2-door hardtops and 4-door pillared hardtops only, but not in combination with AM radio. Antenna located on driver's side quarter panel. Required with all FM radios.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- Radio, AM — Includes separate fader control when combined with dual rear seat speaker option.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- Radio, AM/FM Stereo — Includes two 5 1/2" diameter door-mounted speakers and two 6" x 9" speakers mounted in package tray. Power antenna option required.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- Radio, AM/FM Stereo with Stereo Tape — Includes four speaker system as with AM/FM Stereo. Power Antenna option required.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- Radio, AM/FM Stereo "Search" — Four speaker system included. Power antenna option required.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Radio, AM/FM Stereo with Quad-8 Tape — Includes four speaker system. Power antenna option required.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- Roof, Vinyl, Full — Standard on Marquis Brougham and Grand Marquis 4-door models. Available at no extra cost on Marquis Brougham and Grand Marquis 2-door models. Not available with Tu-Tone Group.

Marquis ●	Marquis Brougham nec	Grand Marquis nec
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- Roof, Vinyl, Landau — Not available on 4-door models or with Tu-Tone Group. Includes upper body peak molding. Not available with optional upper bodyside paint stripes.

Marquis ●	Marquis Brougham std	Grand Marquis std
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- Seat Belts, Deluxe

Marquis ●	Marquis Brougham std	Grand Marquis std
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- Seat, Power Bench — 6-Way.

Marquis ●	Marquis Brougham ●	Grand Marquis na
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- Seats, Power Twin Comfort — 6-Way driver's side only, with reclining passenger seat.



Marquis na	Marquis Brougham ●	Grand Marquis ●
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- Seats, Power Twin Comfort — 6-Way driver's side only, with non-reclining passenger seat.

Marquis na	Marquis Brougham ●	Grand Marquis ●
---------------	-----------------------	--------------------

- Seats, Power Twin Comfort — 6-Way/6-Way with reclining passenger seat.

Marquis na	Marquis Brougham ●	Grand Marquis ●
---------------	-----------------------	--------------------

- Seats, Power Twin Comfort — 6-Way/6-Way with non-reclining passenger seat.

Marquis na	Marquis Brougham ●	Grand Marquis ●
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- Seats, Twin Comfort Lounge — with reclining passenger seat.

Marquis na	Marquis Brougham ●	Grand Marquis ●
---------------	-----------------------	--------------------

- Seats, Twin Comfort Lounge — with non-reclining passenger seat.

Marquis na	Marquis Brougham ●	Grand Marquis std
---------------	-----------------------	----------------------

- Seat, Vinyl Bench

Marquis ●	Marquis Brougham na	Grand Marquis na
--------------	------------------------	---------------------

- Speakers, Dual Rear Seat — Optional with AM radio. Includes two 6" x 9" speakers mounted in rear package tray.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Speed Control — Controls mounted in luxury two-spoke steering wheel.



Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Steering Wheel, Tilt

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Trailer Towing Package, Class III — Refer to Trailer Towing Section.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Tu-Tone Group — Not available with full or half-vinyl roof. Option includes Tu-Tone interior, Twin Comfort Lounge Seats (available in all-vinyl in the Marquis Brougham and with leather trim in the Grand Marquis.)

Exterior treatment is common to both models utilizing upper peak molding and parallel tape stripes to break colors on bodyside upper and roof. Marquis Brougham has tape treatment on lower bodyside. Paint treatment is dark tone paint on hood and front of roof, light tone paint on rear of roof, deck lid, and bodyside between peak moldings and lower body contour line.

Vinyl roof, quarter panel peak molding, fender skirts and rocker panel and extension moldings are deleted when option is ordered on Marquis Brougham. Vinyl roof and quarter panel peak molding are deleted when option is ordered on Grand Marquis.

Marquis na	Marquis Brougham ●	Grand Marquis ●
---------------	-----------------------	--------------------

- Visibility Light Group— Includes the following:

	Marquis	Marquis Brougham	Grand Marquis
-Dome/dual beam map light	x	x	std
-Under hood light	x	x	x
-Right-hand remote-control mirror	x	x	x
-Headlamp-on buzzer	x	x	x
-Rear pillar lights	x	x	std
-Left-hand remote-control mirror	x	std	std
-Under instrument panel lights	x	std	std
-Trunk light	x	std	std
-Rear door courtesy light switch	x	std	std

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- Wheel Covers, Luxury

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- Wheel Covers, Wire—When ordered with Marquis Brougham or Grand Marquis the standard fender skirts (both models) and wide bodyside molding (Grand Marquis only) are deleted and replaced with the Marquis lower bodyside treatment and the optional narrow protective bodyside molding.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- Wheels, Forged Aluminum— Four wheels per set.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Windows, Power Side— Requires left-hand remote-control mirror.

Marquis ●	Marquis Brougham std	Grand Marquis std
--------------	-------------------------	----------------------

- Windshield Wipers, Interval

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

LIMITED PRODUCTION OPTIONS

- Cross-Country Ride Package— Included in Trailer Towing Package (Class III).

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Engine Block Heater

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

- Heavy-Duty Alternator— 90-amp.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
--------------	-----------------------	--------------------

Legend: ● = Available at extra cost
std = Standard
na = Not Available
nec = Available at no extra cost

TIRES*

49 STATES & CALIFORNIA	HR78 x 15		JR78 x 15			LR78 x 15	
	BSW	WSW	BSW	WSW	WWSW	BSW	WSW
2-Door Models							
5.8 LITRE (351 CID) 2V V-8 (a) without A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
with A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
6.6 LITRE (400 CID) 2V V-8 without A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
with A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
7.5 LITRE (460 CID) 4V V-8 without A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
with A/C	STD	OPT	OPT (b) (c)	OPT	OPT	OPT	OPT
4-Door Models							
5.8 LITRE (351 CID) 2V V-8 (a) without A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
with A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
6.6 LITRE (400 CID) 2V V-8 without A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
with A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
7.5 LITRE (460 CID) 4V V-8 without A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
with A/C	STD	OPT	OPT (c)	OPT	OPT	OPT	OPT

*All tire applications are load range "B."

(a) Not available in California.

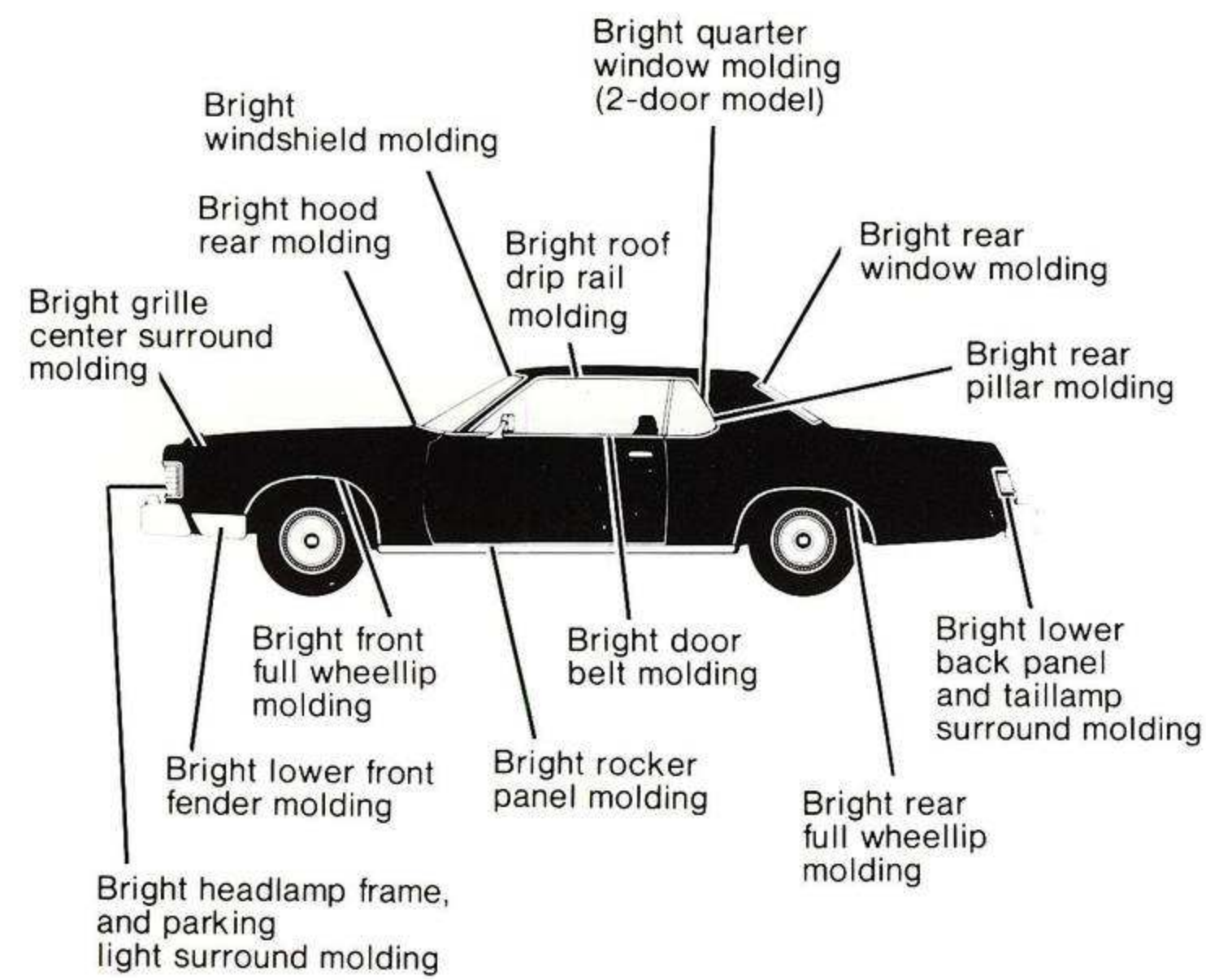
(b) Marquis Brougham 2-door with 7.5L engine and air conditioning requires JR78 tires minimum when ordered with moonroof option.

(c) JR78 tires are standard on Grand Marquis with 7.5L engine and air conditioning.

LEGEND: BSW = Black Sidewall
WSW = White Sidewall
WWSW = Wide Band White Sidewall
STD = Standard
OPT = Optional
NA = Not Available

MARQUIS EXTERIOR MOLDINGS

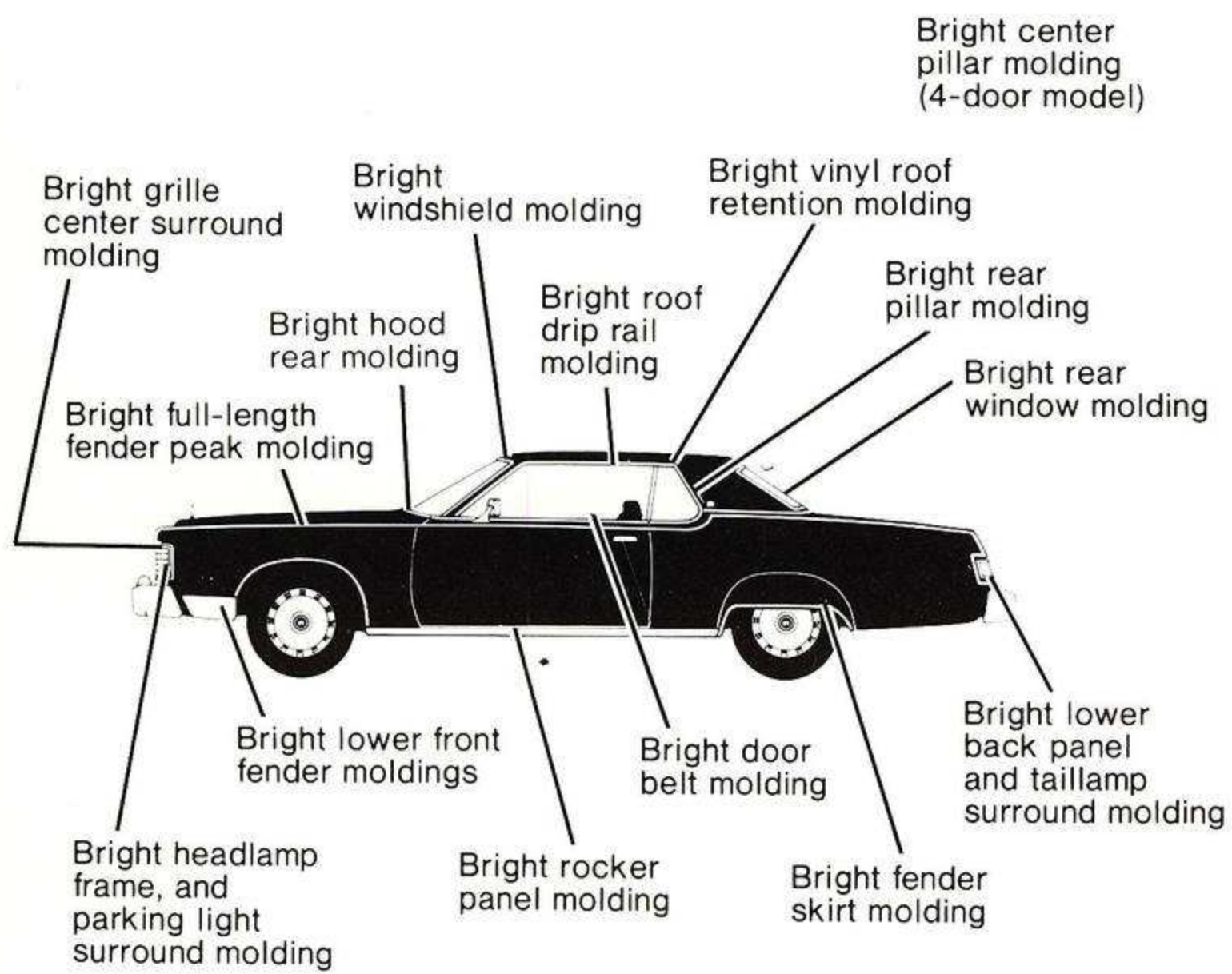
MARQUIS Standard



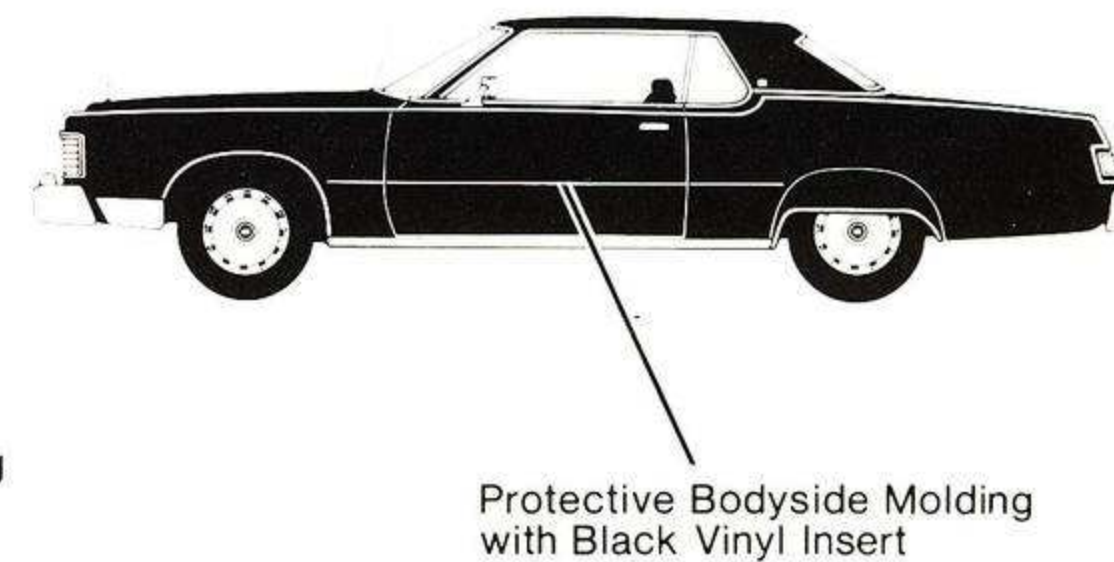
Optional



MARQUIS BROUGHAM Standard



Optional

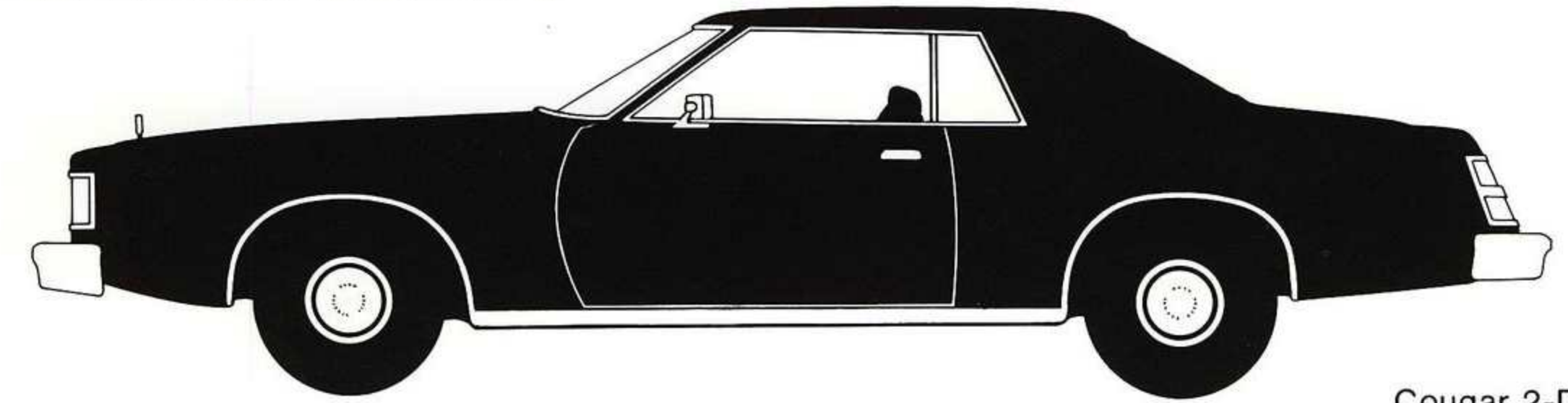


COUGAR

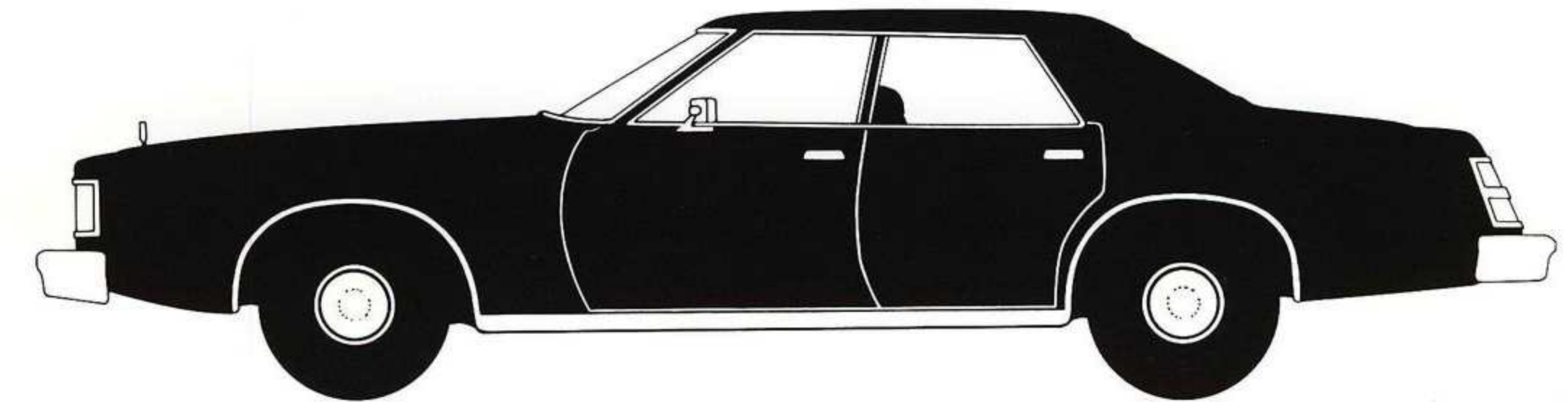
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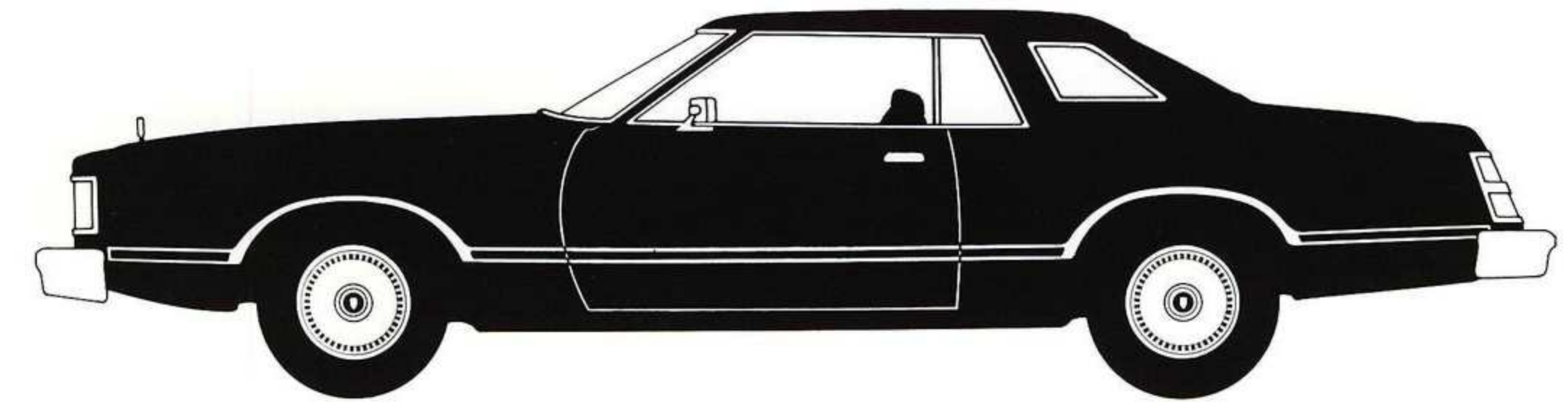
COUGAR MODEL AVAILABILITY



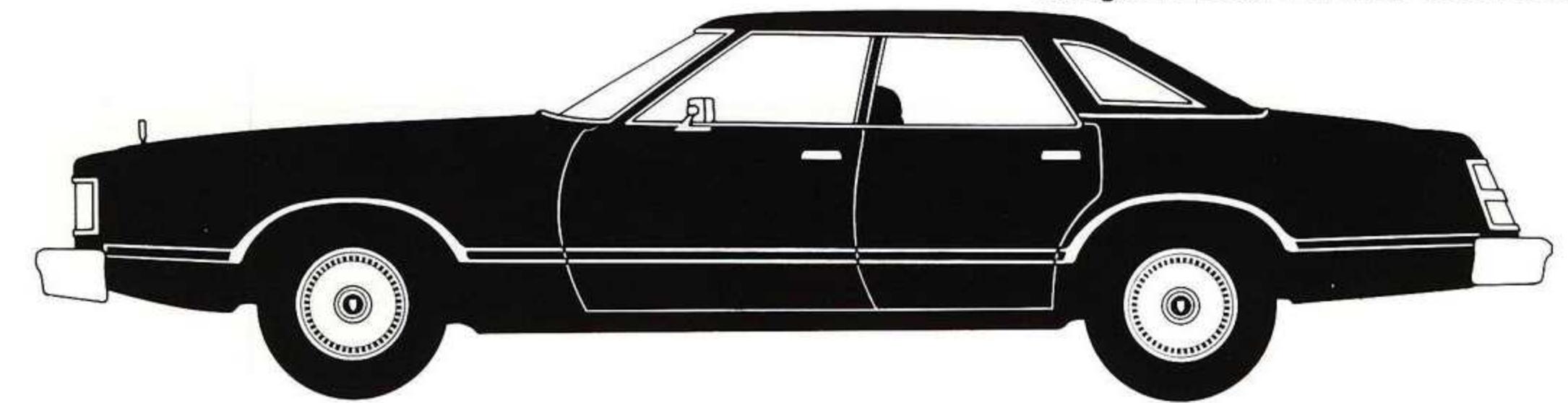
Cougar 2-Door Hardtop



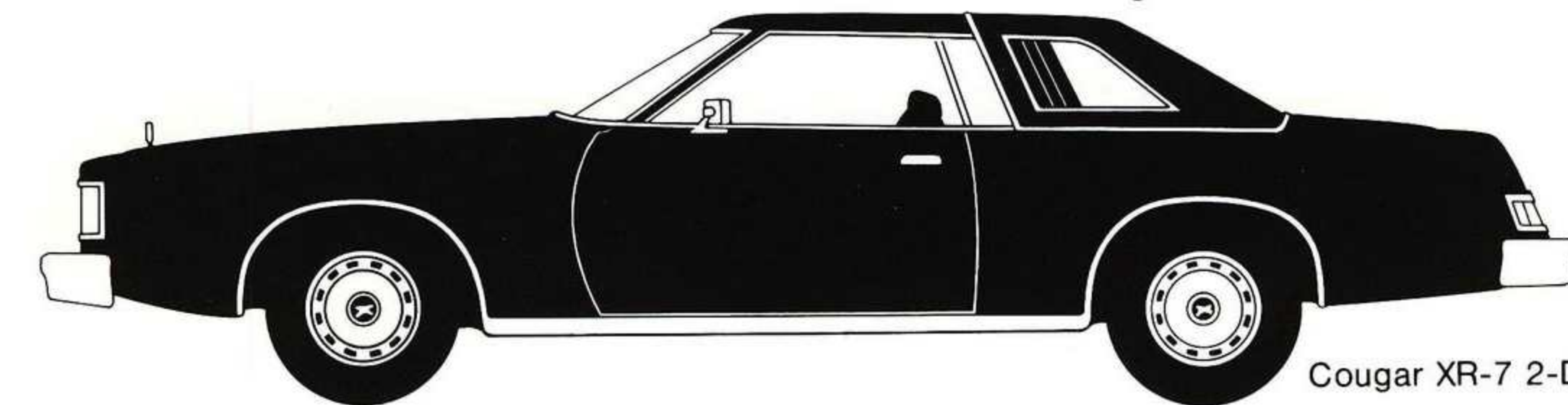
Cougar 4-Door Sedan



Cougar 2-Door Hardtop with Brougham Option

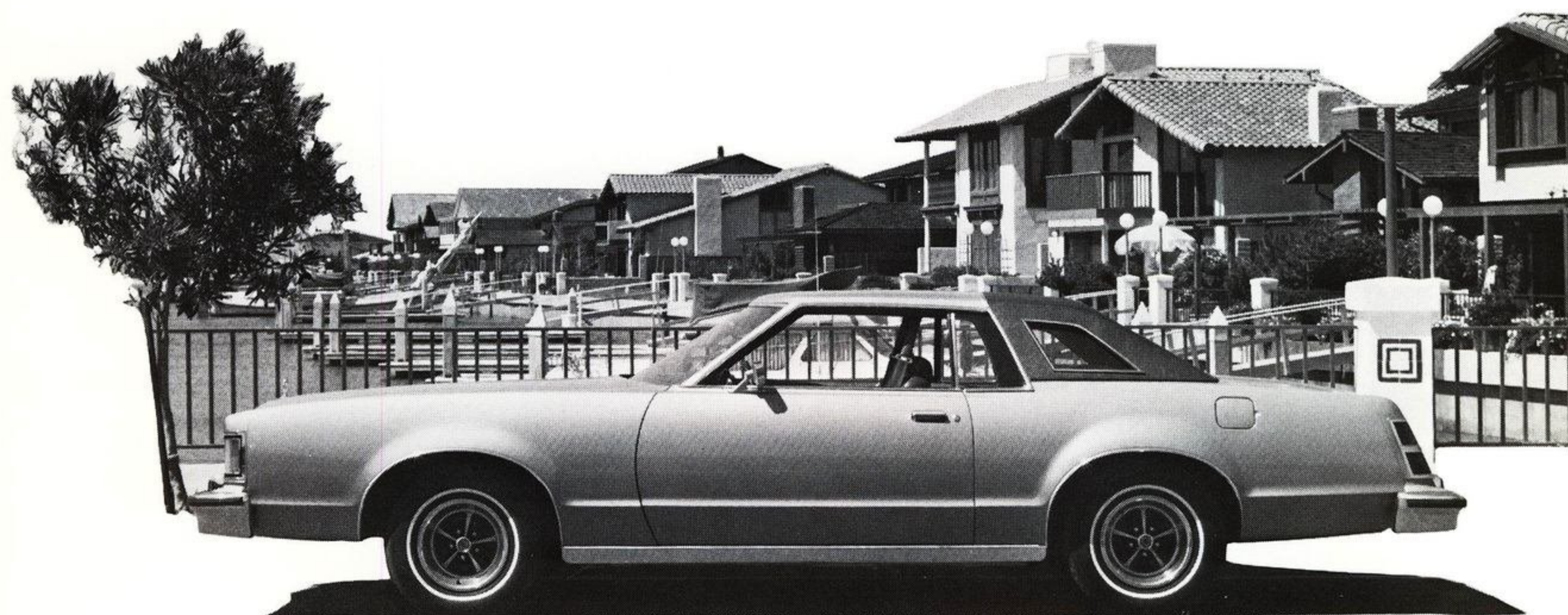


Cougar 4-Door Sedan with Brougham Option



Cougar XR-7 2-Door Hardtop

COUGAR



Cougar 2-Door Hardtop

COUGAR STANDARD EQUIPMENT

EXTERIOR

Front:

- Distinctive Continental-type swing-away grille with surround molding
- Dual rectangular headlamps
- Bright new stand-up Cougar hood ornament

Side:

- Bright features include:
 - Rocker panel molding
 - Full wheelip moldings
 - Roof drip rail molding
 - Window frame moldings
 - Door belt moldings
 - Rear quarter window molding (2-door)
 - Hub caps

Rear:

- 2-pod vertical taillamp assembly with integral side marker lights
- Red reflective rear center applique in lower back panel with bright surround molding

Finish:

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

INTERIOR

- Bench seat
- Cloth and vinyl seat trim
- Door trim panel with padded armrests and emblem
- Color-keyed cut-pile carpeting

- 2-spoke color-keyed steering wheel
- Full-width instrument panel Rosewood applique

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

FUNCTIONAL

- 5.0 litre (302 CID) 2V V-8 engine
- DuraSpark ignition
- SelectShift 3-speed automatic transmission
- Power steering
- Power front disc/rear drum brakes
- Steel-belted radial ply BSW tires
- 14" wheels
- Concealed 2-speed windshield wipers
- Wiper-mounted windshield washer spray jets

- Coolant recovery system
- Inside hood latch release
- Body/frame construction
- 36-amp.-hr. battery
- 40-amp. alternator
- Dual catalyst

DIMENSIONS & CAPACITIES

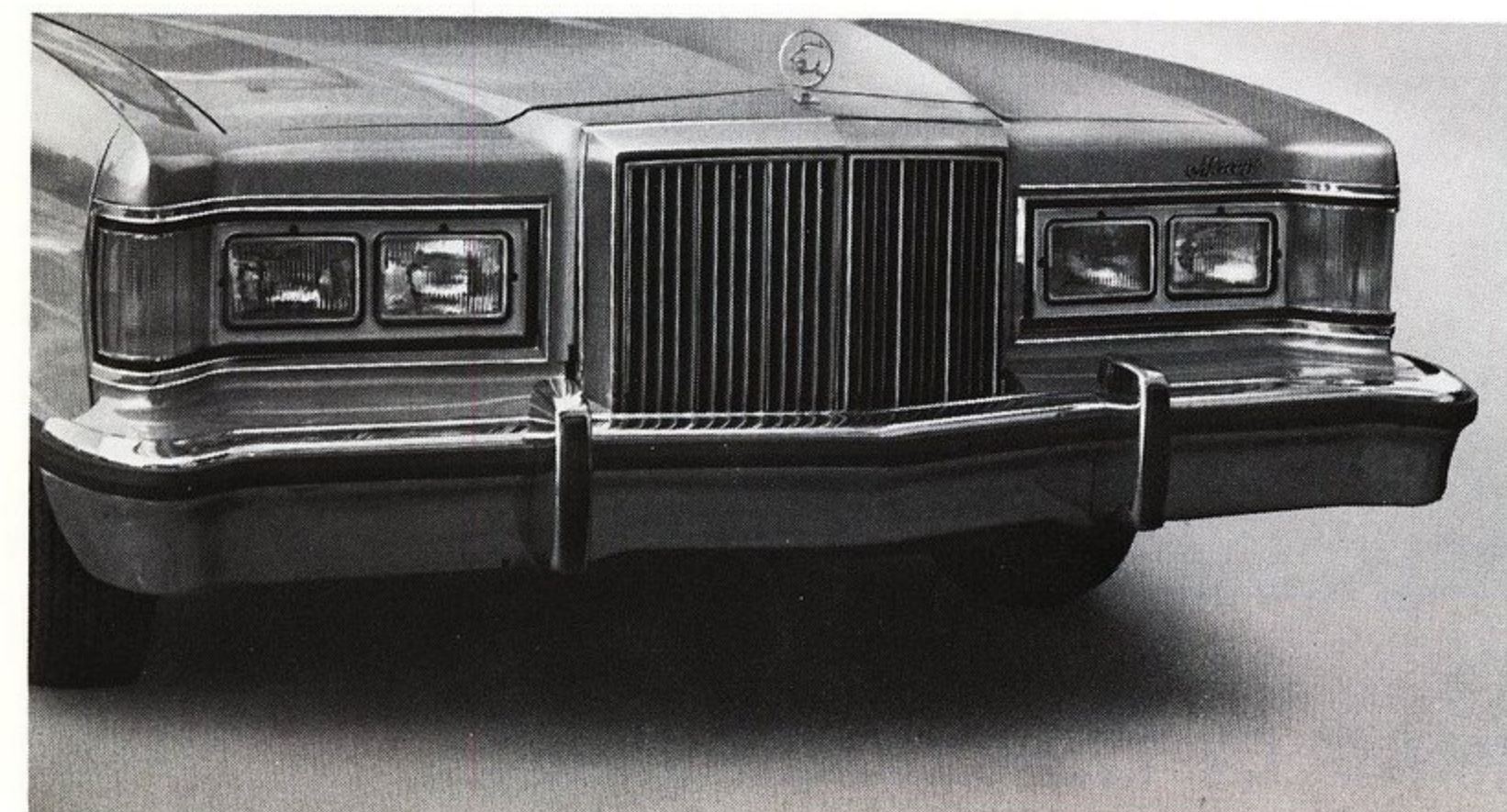
	2-Door	4-Door
Wheelbase	114.0"	118.0"
Overall Length	215.5"	219.5"
Track		
Front	63.6"	63.6"
Rear	63.5"	63.5"
Luggage Capacity (cu. ft.)	15.9(a)	15.9(a)
Fuel Tank Capacity (gals.)	21.0	21.0

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

STANDARD FEATURES

COUGAR — STYLING WITH A SPORTY FLAIR

Luxuriously refined with a clean blend of sportiness, the Cougar's exterior appearance is highlighted by a bold vertical front grille, stylish dual rectangular headlamps, and a distinctive hood ornament. Combination parking, turn signal and side marker lamps in the fender extensions emphasize the wide stance and clean look.



HIGHLY EQUIPPED WITH BUILT-IN VALUE

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

CRISP INTERIOR STYLING

The Cougar is smart and sophisticated on the inside. The comfortably styled bench seat is trimmed in cloth and vinyl.



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

COUGAR WITH BROUGHAM OPTION



Cougar 4-Door Sedan with Brougham Option

COUGAR WITH BROUGHAM OPTION EQUIPMENT OVER COUGAR

EXTERIOR

Side:

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

INTERIOR

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

FUNCTIONAL

- Deluxe sound package

DIMENSIONS & CAPACITIES

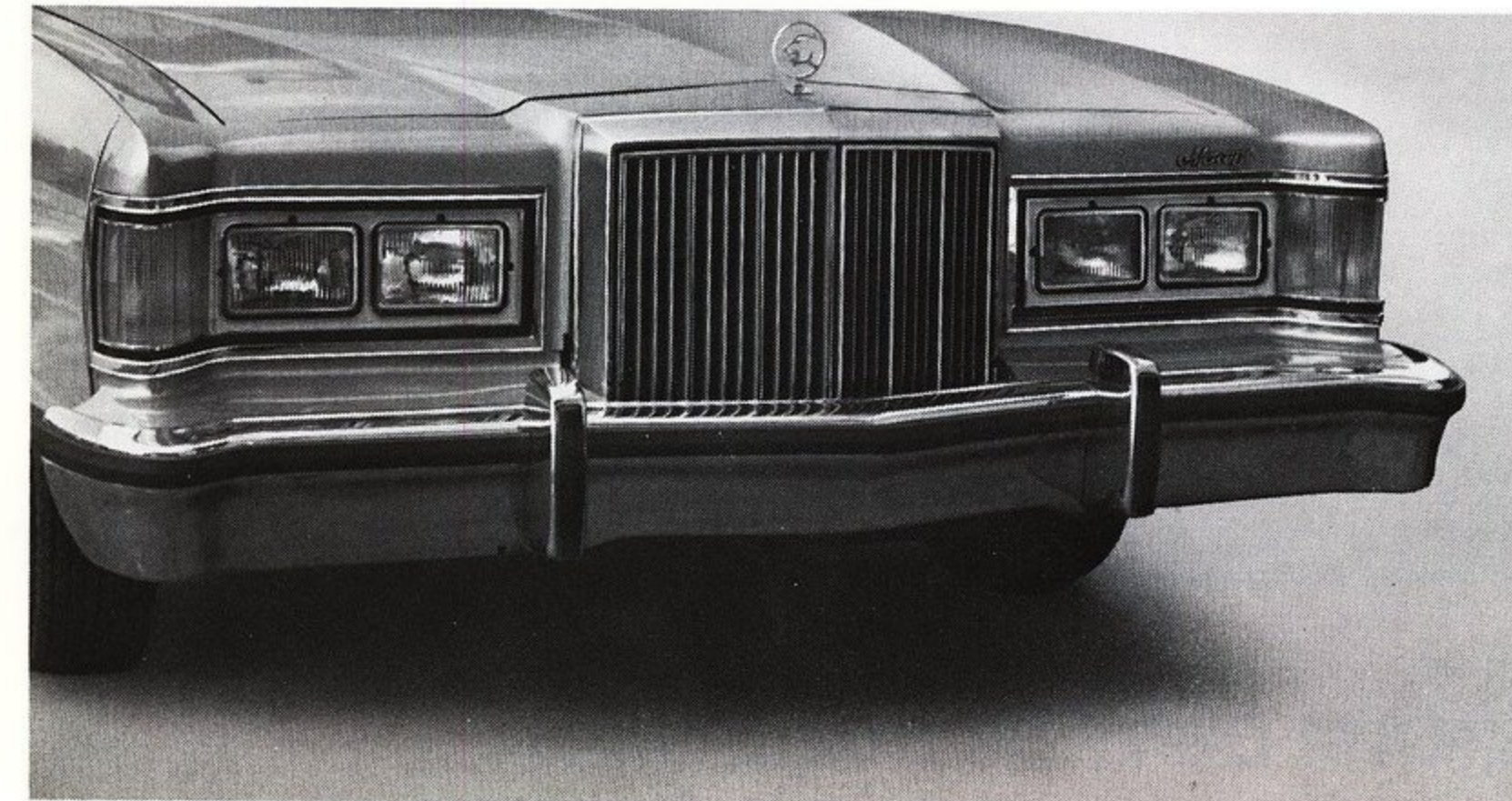
	2-Door	4-Door
Wheelbase.....	114.0"	118.0"
Overall Length.....	215.5"	219.5"
Track		
Front.....	63.6"	63.6"
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Luggage Capacity (cu. ft.).....	15.9(a)	15.9(a)
Fuel Tank Capacity (gals.).....	21.0	21.0

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

STANDARD FEATURES

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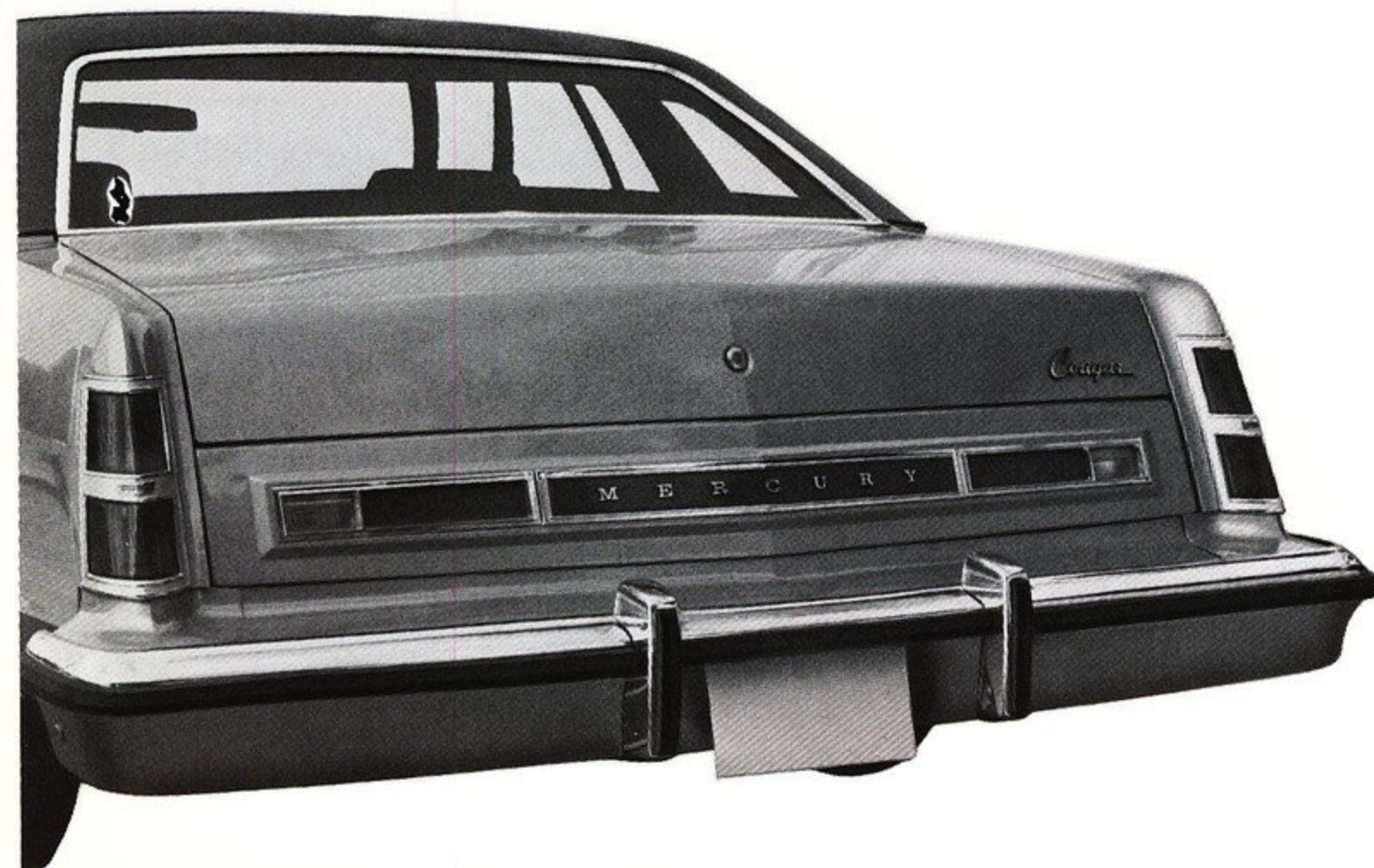


CRISP STYLING AND SUPERB RIDING PERFORMANCE PUT COUGAR AHEAD OF THE COMPETITION

IMPORTANT FEATURES

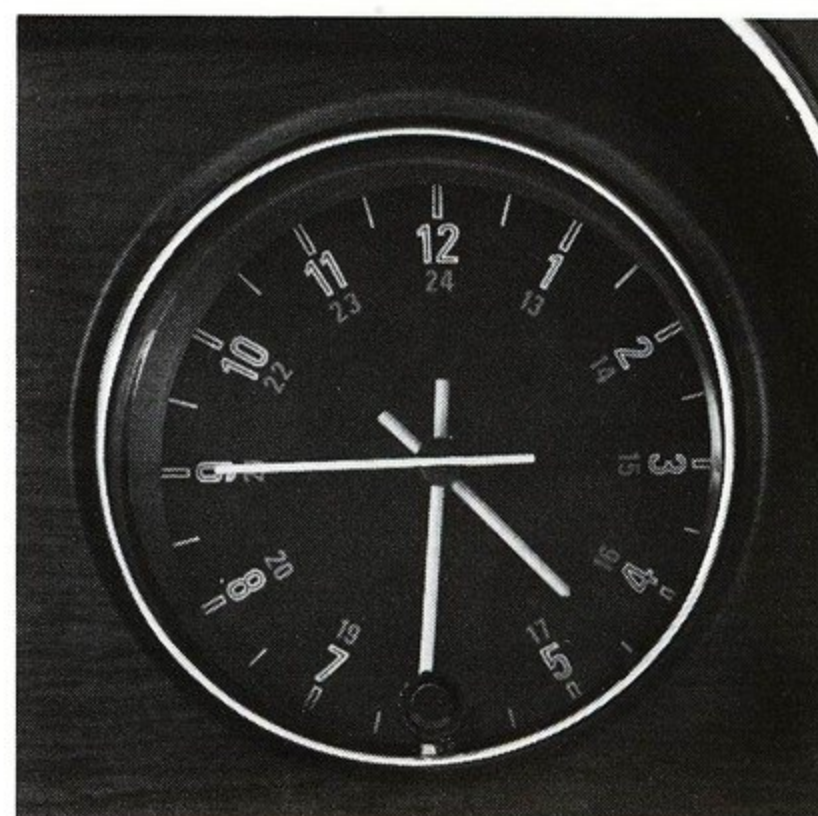
COUGAR WITH BROUGHAM OPTION — SCULPTURED IN THE DISTINCTIVE COUGAR XR-7 TRADITION

Bold front-end styling is graciously accented by bright wheelip and full bodyside moldings. Cougar with Brougham Option also features an elegant opera window with Brougham script imbedded in glass. The vinyl roof adds styling flair accented by the sleek styled rear-end treatment.



LUXURIOUS INTERIOR TRIM

The attractive flight bench seat with folding center armrest is coordinated with deluxe door trim panels, including padded armrest and color-keyed carpeting. The convenience of an electric clock and the beauty of the deluxe steering wheel provide an extra measure of convenience and luxury.



**COUGAR WITH BROUGHAM OPTION BLENDS THE
CONTEMPORARY AND CLASSIC... FOR UNCOMPROMISING
GOOD TASTE IN A MID-SIZE FAMILY CAR.**

COUGAR 7

COUGAR XR-7



Cougar XR-7

COUGAR XR-7 STANDARD EQUIPMENT OVER COUGAR WITH BROUGHAM OPTION

EXTERIOR

Front:

- Grille extension below bumper
- Hood rear edge molding

Side:

- Sport-styled roof line with opera window and louvers
- Fully padded Landau vinyl roof

- Full wheelip and rocker panel moldings (replace full-length bright bodyside molding with integral wheelip moldings)
- XR-7 full wheel covers with unique Cougar center insert
- Cougar ornament on center pillar

Rear:

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

INTERIOR

- Flight bench seat in new sew style with decorative accent stripes
- Rossano cloth or Mateao vinyl seat trim

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

- Walnut woodtone applique on instrument panel (replaces rosewood)
- Luggage compartment side lining covers

FUNCTIONAL

- Upgraded sound package
- Rear stabilizer bar
- 15" wheels
- Dual note horn

DIMENSIONS & CAPACITIES

	2-Door
Wheelbase.....	114.0"
Overall Length.....	215.5"
Track	
Front.....	63.2"
Rear.....	63.1"
Luggage Capacity (cu. ft.).....	15.7(a)
Fuel Tank Capacity (gals.).....	21.0

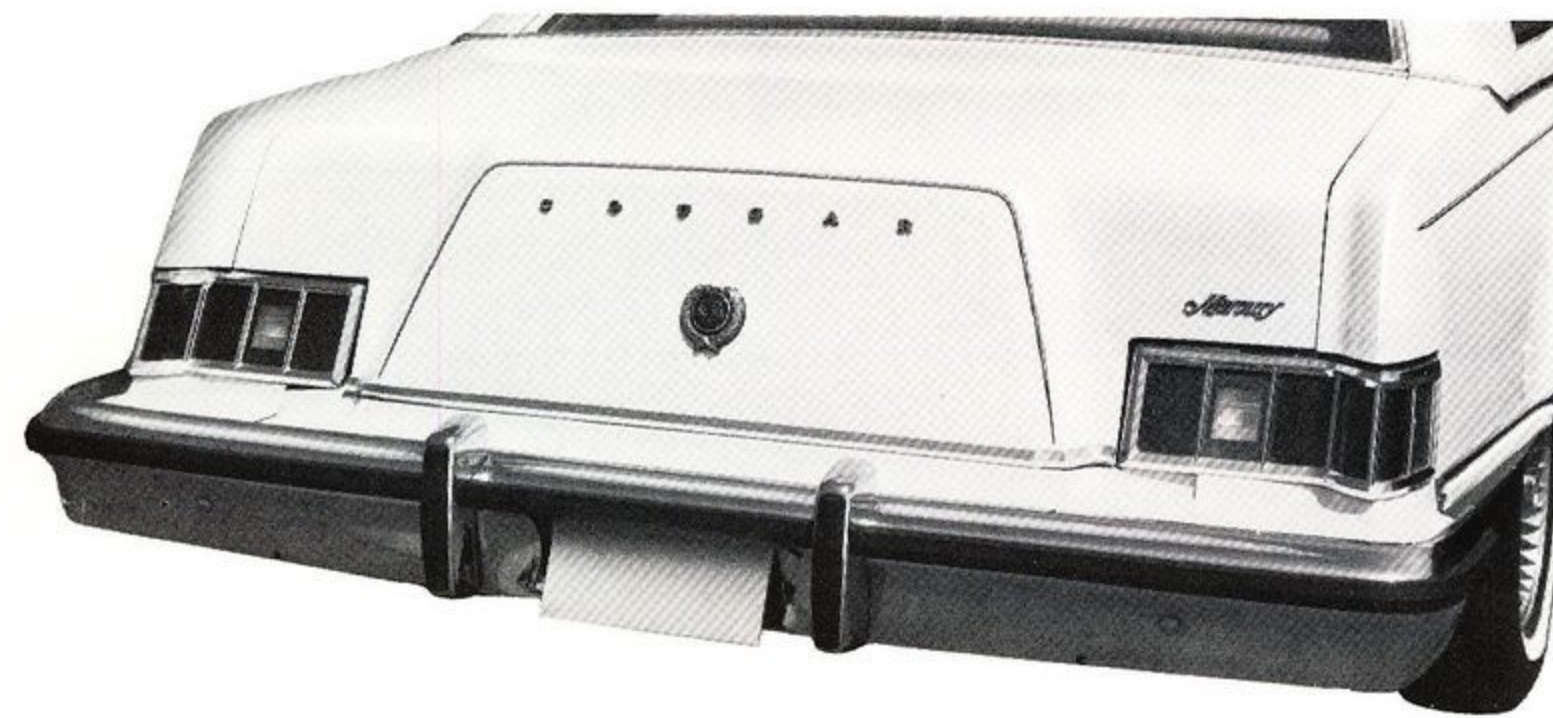
(a) Luggage capacity with inflatable spare tire estimated at 16.9 cu. ft.

COUGAR 8

STANDARD FEATURES

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

Sporty flair, interior elegance and good ride elevate Cougar XR-7 to a motor-ing class by itself. The clean uncluttered body is styled in a sweeping profile accentuated by its sculptured rear deck lid with accent stripes. The dis-tinguished opera window with louvers and fully padded Landau vinyl roof add further styling distinction.



PERSONALLY LUXURIOUS INTERIOR APPOINTMENTS

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



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

A TRULY OUTSTANDING ROAD CAR

Cougar XR-7's sporty ride and han-dling characteristics have been achieved through the use of an inde-pendent coil spring front suspension, a rear stabilizer bar, and 15" wheels and tires. Upgraded sound insulation helps create Cougar XR-7's excep-tionally quiet ride.



COUGAR POWER TEAMS

ENGINES AND TRANSMISSIONS		AXLE RATIOS		
49 STATES		STANDARD	OPTIONAL	TRACTION-LOK
5.0 LITRE (302 CID) 2V V-8	STD	2.75	NA	NA
	SelectShift Automatic			
5.8 LITRE (351 CID) 2V V-8	OPT	2.50	NA	2.50
	SelectShift Automatic			
6.6 LITRE (400 CID) 2V V-8 (a)	OPT	2.50(a)	2.75/3.00(a)	2.75/3.00 (a)
	SelectShift Automatic			
CALIFORNIA				
5.8 LITRE (351 CID) 2V V-8	REQ OPT	2.50	NA	2.50
	SelectShift Automatic			
6.6 LITRE (400 CID) 2V V-8	OPT	2.75(a)	NA	2.75 (a)
	SelectShift Automatic			

(a) Available with optional Heavy-Duty Trailer Towing Package.

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

COUGAR DIMENSIONS AND CAPACITIES*

	COUGAR		COUGAR XR-7
	2-Door	4-Door	2-Door
Wheelbase	114.0	118.0	114.0
Overall Length	215.5	219.5	215.5
Overall Height	52.6	53.3	52.9
Overall Width	78.6	78.6	78.6
Tread, Front	63.6	63.6	63.2
Rear	63.5	63.5	63.1
FRONT, Head room	37.3	37.8	37.3
Shoulder room	58.6	58.6	58.6
Hip room	59.2	58.8	55.6
Leg room	42.3	42.3	42.1
REAR, Head room	36.3	37.0	36.1
Shoulder room	56.9	58.2	56.9
Hip room	57.0	57.0	57.0
Leg room	32.8	36.2	32.7
Luggage Capacity (Cu. Ft.)	14.7	14.7	14.4
(with inflatable spare tire)	16.1	16.1	16.1
Fuel Capacity (Gallons)	21.0	21.0	21.0
Curb Weight (Pounds)	4162	4251	4270

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

COUGAR COLOR AND UPHOLSTERY

1978 COUGAR COLOR AND TRIM CHART			DOVE GREY	RUSSET	MEDIUM BLUE	DARK JADE	CHAMOIS	SADDLE
COUGAR	CLOTH & VINYL	BENCH	RS	RE	RB	RR	RT	RZ
	VINYL	BENCH	SS	SE	SB	SR	ST	SZ
	VINYL	FLIGHT BENCH	HS	HE	HB	HR	HT	HZ
OPTIONAL BROUGHAM PACKAGE	VINYL	BUCKET 1/	YS	YE	YB	YR	YT	YZ
	CLOTH & VINYL	FLIGHT BENCH	TS	TE	TB	TR	TT	TZ
	VINYL	BUCKET 1/	US	UE	UB	UR	UT	UZ
DECOR OPTION TWIN COMFORT	CLOTH & VINYL	DECOR OPTION TWIN COMFORT	VS	VE	VB	VR	VT	VZ
	VINYL	BUCKET 1/	WS	WE	WB	WR	WT	WZ
	VINYL	BUCKET 1/	ZS	ZE	ZB	ZR	ZT	ZZ

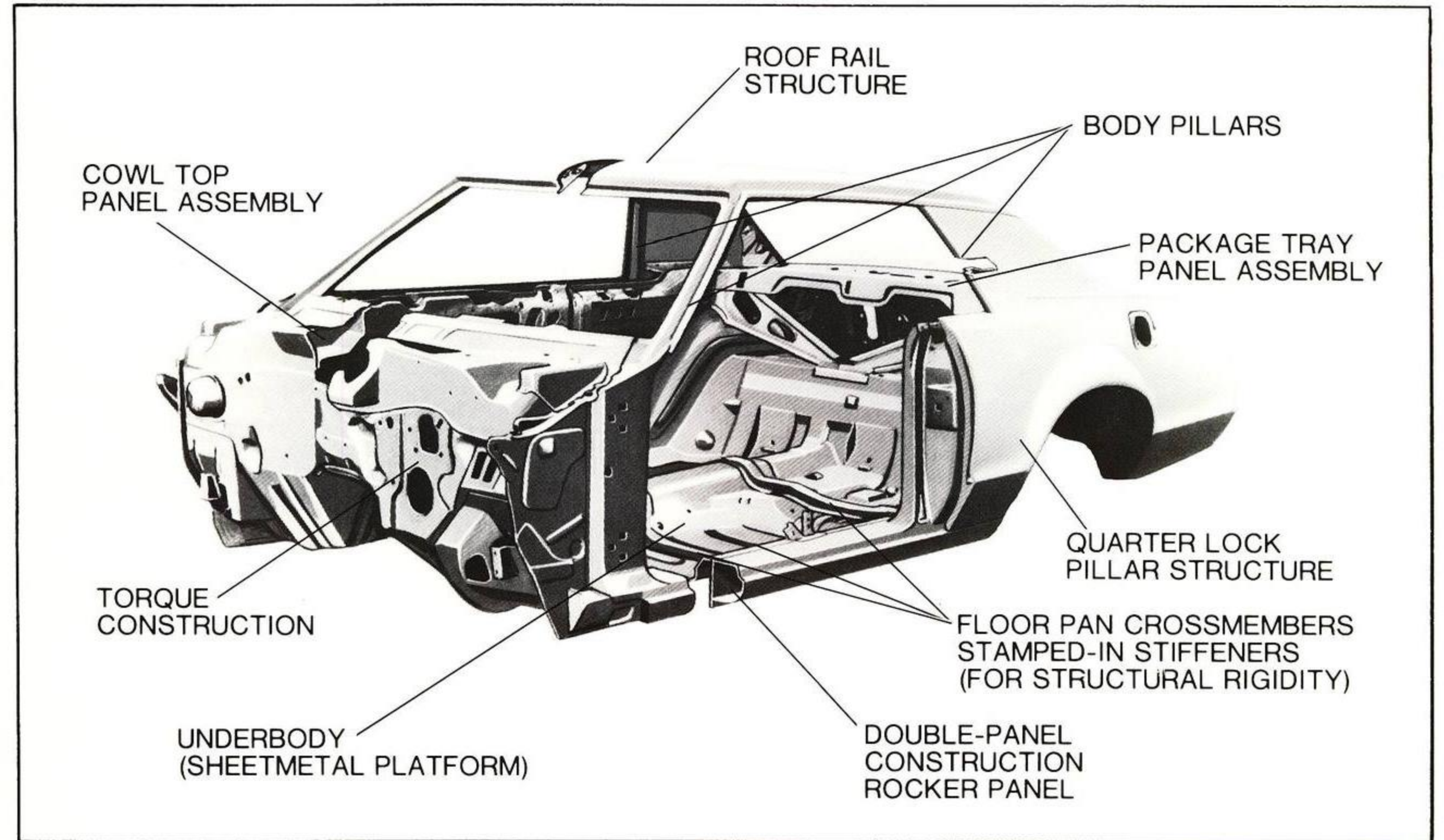
PAINT COLORS		PAINT CODE	VINYL ROOF COMBINATIONS						
BLACK		1C	A/P/E	A/D	A/U	A/W	A/U	W/T	
WHITE		9D	AW/WE	W/D	W/B	W/R	W/U	W/T	
RUSSET MET.		81		W/D					
SILVER MET.		1G	A/P	D/P	B/P				
DOVE GREY		1N	A/E	D/E	B/E				
DARK MIDNIGHT BLUE		3A	E/S		W/S		U/S		
LIGHT BLUE		3U			W/B				
DARK JADE MET.		46				W/R			
CREAM		6P						W/T	
DARK BROWN MET.		5Q					U/T	W/T	
LT. CHAMOIS		83					AW/U	U/T	
CHAMPAGNE MET.		8Y						T	

1978 COUGAR XR-7 COLOR AND TRIM CHART			DOVE GREY	RUSSET	MEDIUM BLUE	DARK JADE	CHAMOIS	SADDLE	WHITE/RUSSET	WHITE/BLUE	WHITE/JADE	WHITE/CHAMOIS	WHITE/SADDLE	WHITE/DOVE GREY
COUGAR XR-7	CLOTH & VINYL	FLIGHT BENCH	AS	AE	AB	AR	AT	AZ						
	VINYL	BENCH	BS	BE	BB	BR	BT	BZ	B7	BQ	B5	B2	B9	
COUGAR XR-7 OR XR-7 DECOR OPTION	CLOTH & VINYL	TWIN COMFORT	CS	CE	CB	CR	CT	CZ						
	VINYL	COMFORT	DS	DE	DB	DR	DT	DZ	D7	DQ	D5	D2	D9	
	LEATHER	BUCKET	ES	EE	EB	ER	ET	EZ	E7	EQ	E5	E2	E9	OT
	CLOTH & VINYL	BUCKET	GS	GE	GB	GR	GT	GZ						
	VINYL	BUCKET	FS	FE	FB	FR	FT	FZ	F7	FQ	F5	F2	F9	

PAINT COLORS		PAINT CODE	VINYL ROOF COMBINATIONS						
BLACK		1C	A/P/E	A/D	A/U	A/W	A/U	W/T	
WHITE		9D	AW/WE	W/D	W/B	W/R	W/U	W/T	
RUSSET MET.		81		W/D					
SILVER MET.		1G	A/P	D/P	B/P				
DOVE GREY		1N	A/E	D/E	B/E				
DARK MIDNIGHT BLUE		3A	E/S		W/S		S/U	W/S	
LIGHT BLUE		3U			W/B			W/B	
DARK JADE MET.		46				W/R		W/R	
MEDIUM JADE		7W				W/R		W/R	
CREAM		6P					W/T/V	W/T/V	
DARK BROWN MET.		5Q					U/T	W/T	
LT. CHAMOIS		83					AW/U	U/T	
CHAMPAGNE MET.		8Y					T	T	

IMPORTANT COUGAR ENGINEERING FEATURES

BODY CONSTRUCTION



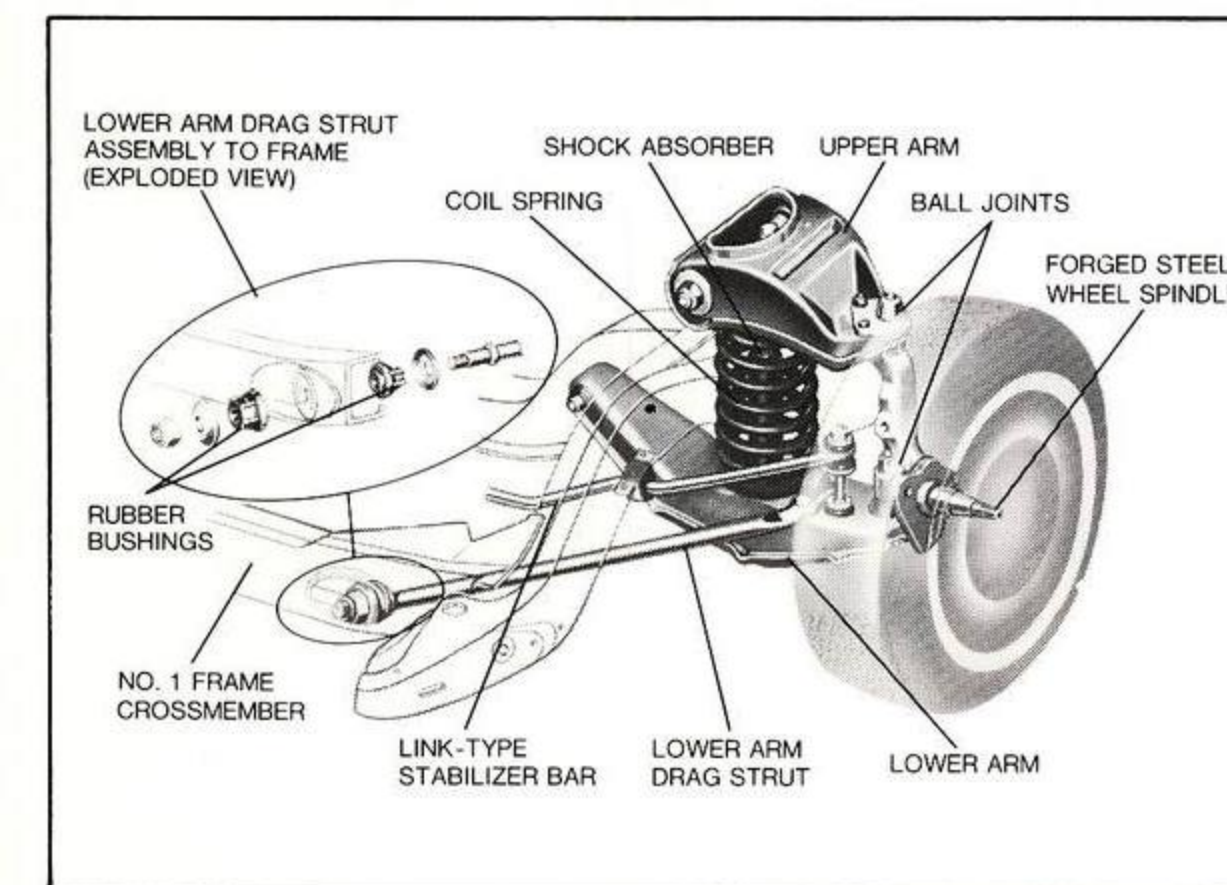
Body Construction

Cougar features separate body/frame construction. A rigid body working with torque box frame helps reduce road shock, noise, and vibration. The floor pan is reinforced with heavy sheet metal crossmembers that tie the rocker panels to the driveline tunnel. Box section

rocker panels provide additional strength at the side. As illustrated above, remainder of the body is heavy-duty reinforced and entirely welded together, forming a rigid unit.

FRONT SUSPENSION

The Cougar features an independent coil spring front suspension. Suspension components are attached to the



frame at rubber insulated mounting points, eliminating metal-to-metal contact. This helps minimize the transfer of road noise and vibration to the passenger compartment.

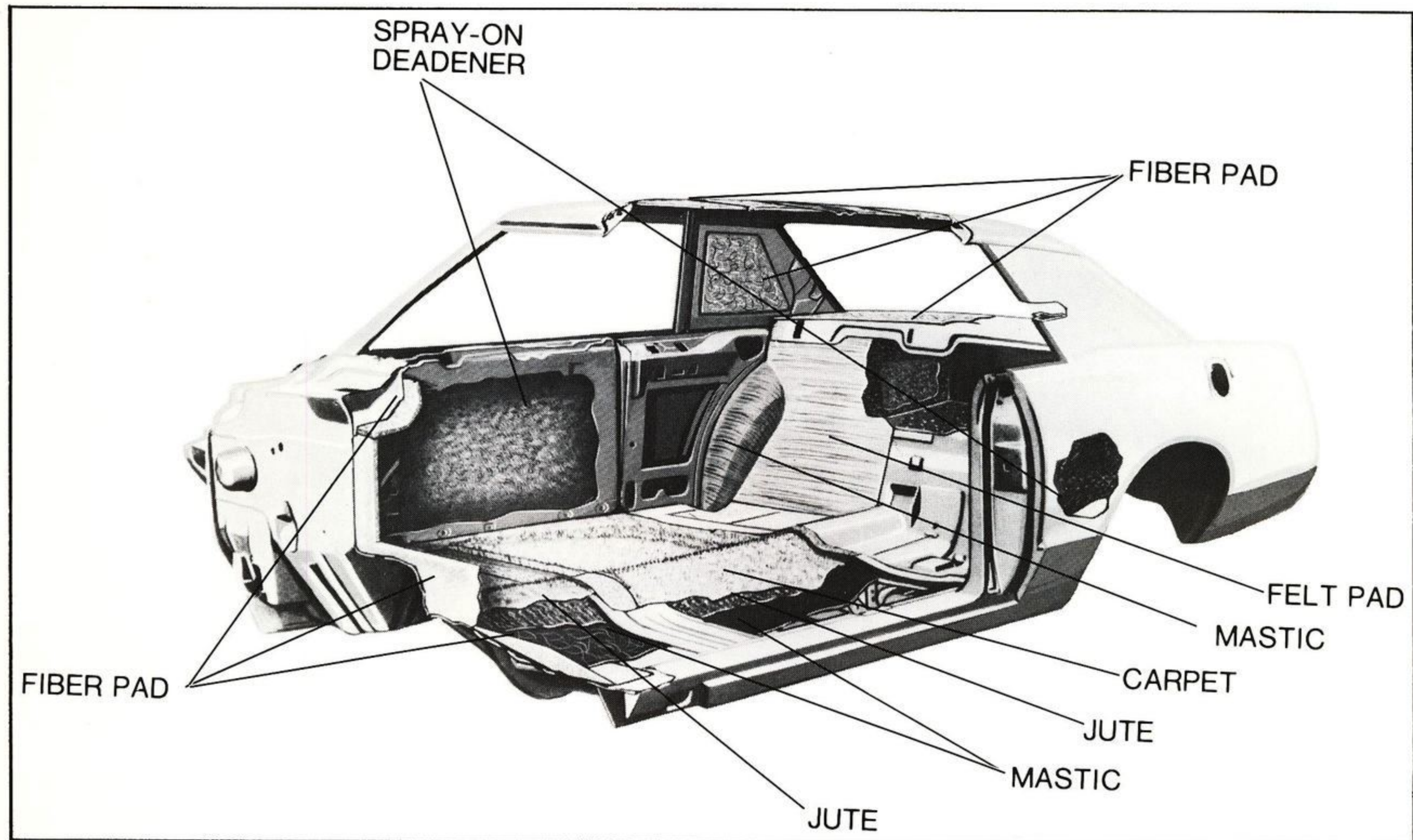
The lower arm drag struts are anchored through resilient rubber insulators (thick doughnut-shaped washers) which act as cushions to absorb road shocks such as those caused by tar strips.

The stabilizer bar contributes to positive steering control. Also, it is designed to control the roll of the car body when cornering. Roll is caused by centrifugal force when rounding a turn. The resistance to twisting in the bar is designed to counteract this force and stabilize the car body when cornering.

Shock absorbers are mounted through the center of the coil springs for easy replacement, contributing to the overall practicality of the system.

IMPORTANT COUGAR ENGINEERING FEATURES

BODY INSULATION



Body Insulation

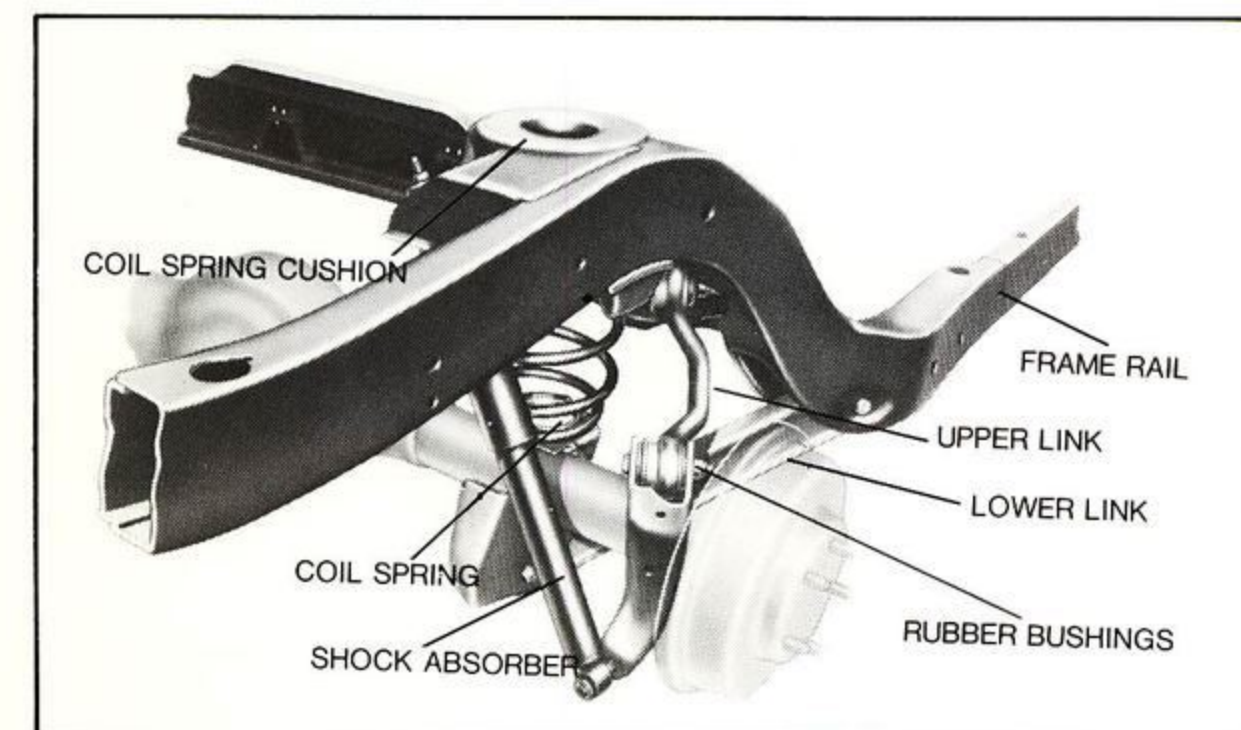
Cougar's quiet ride is the product of an extensive insulation and soundproofing system. The above illustration shows how completely and effectively the body is insulated. A combination of acoustical pads, sound-insulators, and spray-on deadeners provide great flexibility in the application of insulation and soundproofing materials. These materials conform to the complex shapes of the Cougar body structure to reduce the transmission of engine and road noise to the passenger compartment.

Body Insulation Unique to Cougar with Brougham Option and Cougar XR-7

In addition to the high level of insulation and soundproofing standard on the base Cougar, Cougar with Brougham Option features deluxe sound insulation, and Cougar XR-7 offers upgraded sound insulation as standard. These additional levels of insulation and soundproofing result in an even more outstanding and quiet ride.

REAR SUSPENSION

The Cougar car line features a coil spring rear suspension. The coil springs are computer selected to match the



requirements of the body type for a comfortable, controlled ride regardless of model, series or equipment.

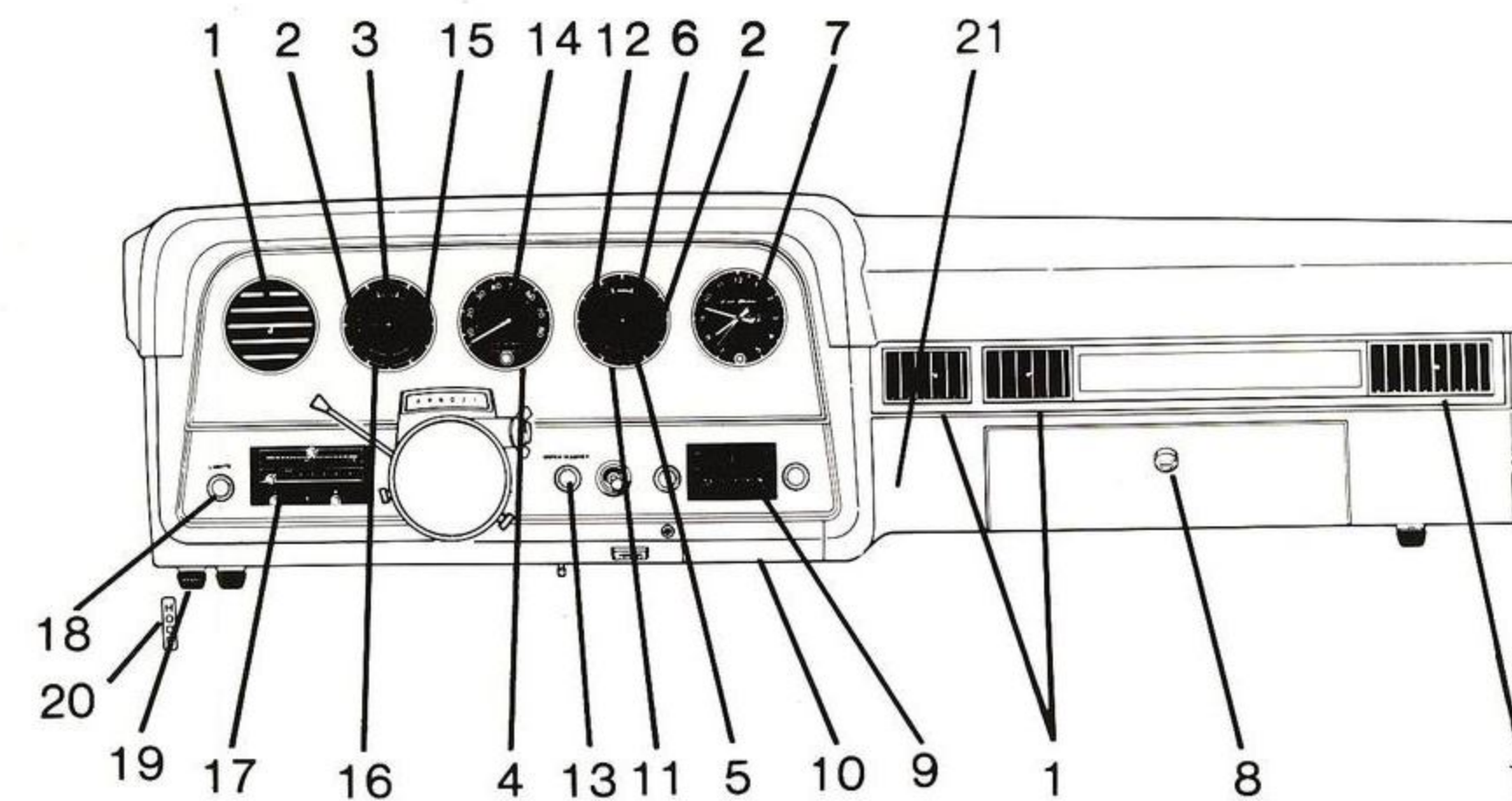
Coil springs are inherently friction free making them capable of delivering a smooth ride, which can be readily controlled by the wide spaced shock absorbers.

Upper and lower control arms, attached between the rear axle and the frame, prevent forward or backward movement of the axle and permit the smooth, quiet transmission of power when accelerating or braking forces are being applied.

At the same time, the control arms permit upward and downward movement of the axle with respect to the frame. Control arm attaching points are rubber insulated, as are the mounting pockets for the springs, to help minimize the transfer of road noise to the passenger compartment.

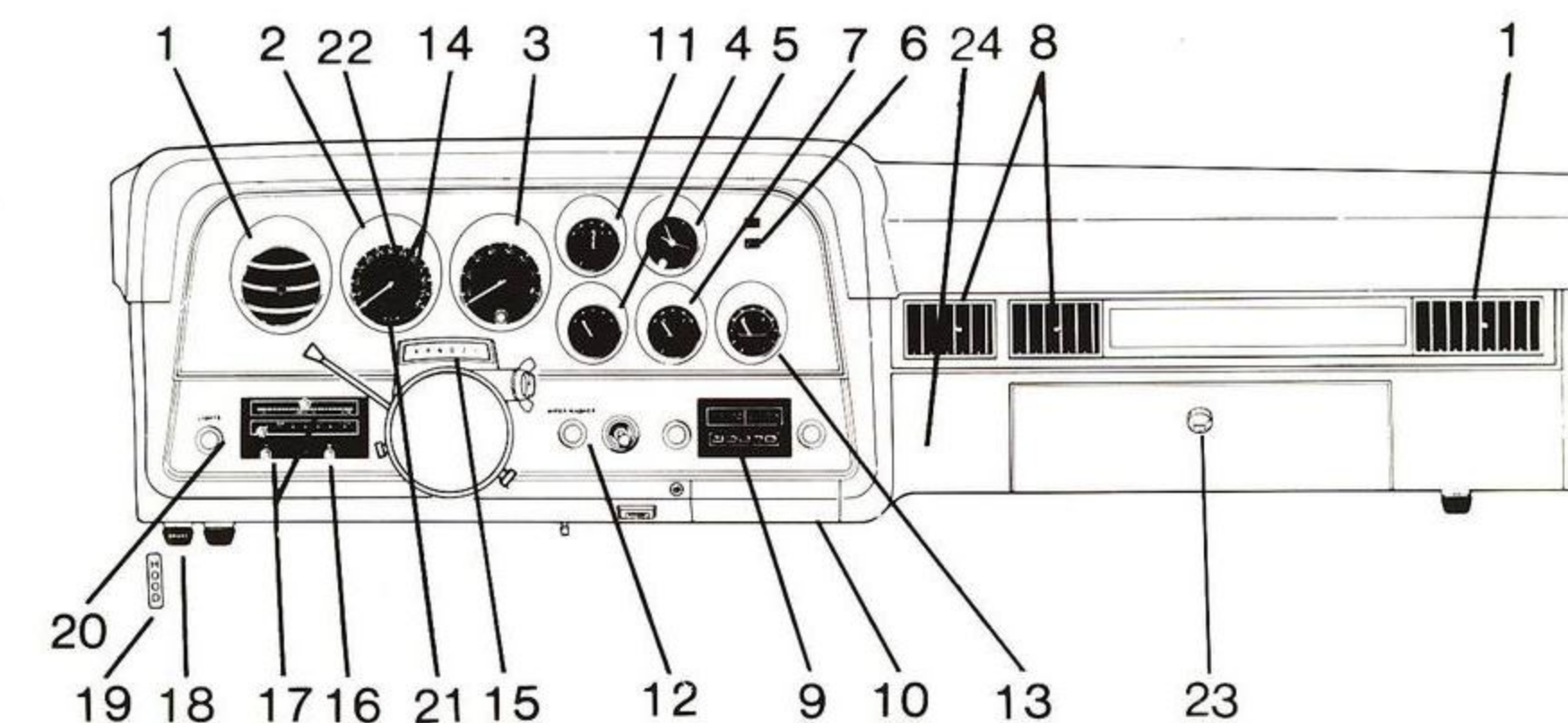
COUGAR INSTRUMENT PANELS

Standard Instrument Panel



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

Sports Instrumentation Group



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

COUGAR STEERING WHEELS



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



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



Luxury 2-Spoke Color-Keyed Steering Wheel, Available as part of Cougar with Brougham Option or Cougar XR-7 Decor Groups



Leather-Wrapped Sports Steering Wheel, Not Available with Speed Control

COUGAR WHEEL COVERS



Bright Hub Cap, Standard on Cougar



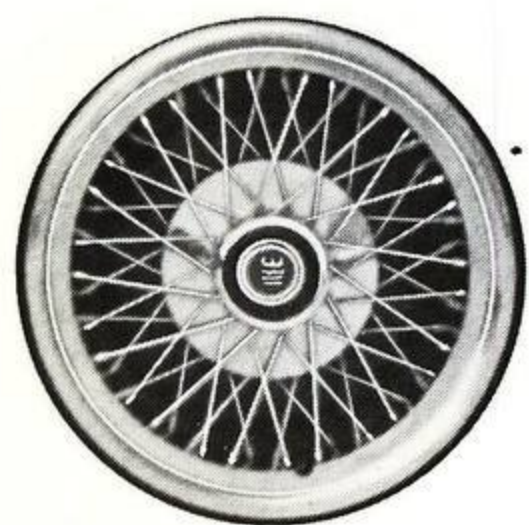
Deluxe Wheel Cover, Standard on Cougar with Brougham Option, Optional on Cougar, Not available on Cougar XR-7



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



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



Wire Wheel Cover, Optional on all Models



Cast Aluminum Wheel (4), Optional on all Models



Styled Steel Wheel with Trim Ring (4), Not Available on Cougar XR-7, Optional on all other Models



Styled Road Wheel (4), Available only on Cougar XR-7, also included in Cougar XR-7 Decor Group

COUGAR OPTIONS

ENGINES

- **5.8 litre (351 CID) 2V V-8** — Required option in California and high altitude areas unless 6.6 litre (400 CID) 2V V-8 engine is ordered. Includes 45-amp.-hr. battery.

Cougar XR-7	Cougar
•	•

- **6.6 litre (400 CID) 2V V-8** — Available only in California and high altitude areas or with optional Trailer Towing Package. Includes 54-amp.-hr. battery.

Cougar	Cougar XR-7
•	•

REGULAR PRODUCTION OPTIONS

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

Cougar	Cougar XR-7
•	•

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

Cougar	Cougar XR-7
•	•

- **Alternator, Heavy-Duty** — 90-amp.

Cougar	Cougar XR-7
•	•

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

Cougar na	Cougar XR-7
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- **Battery, Heavy-Duty** — 77-amp.-hr.

Cougar	Cougar XR-7
•	•

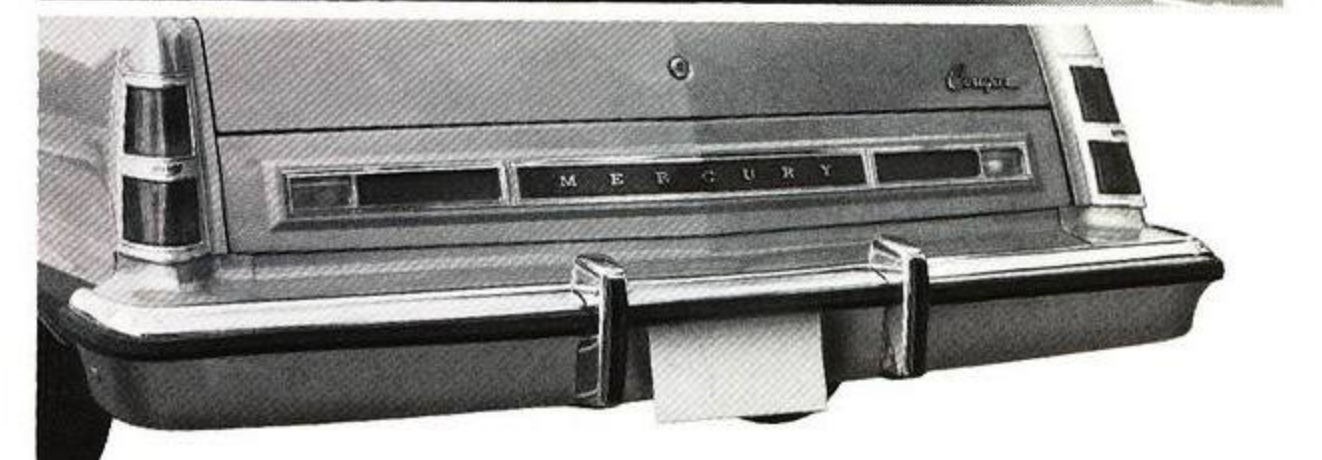
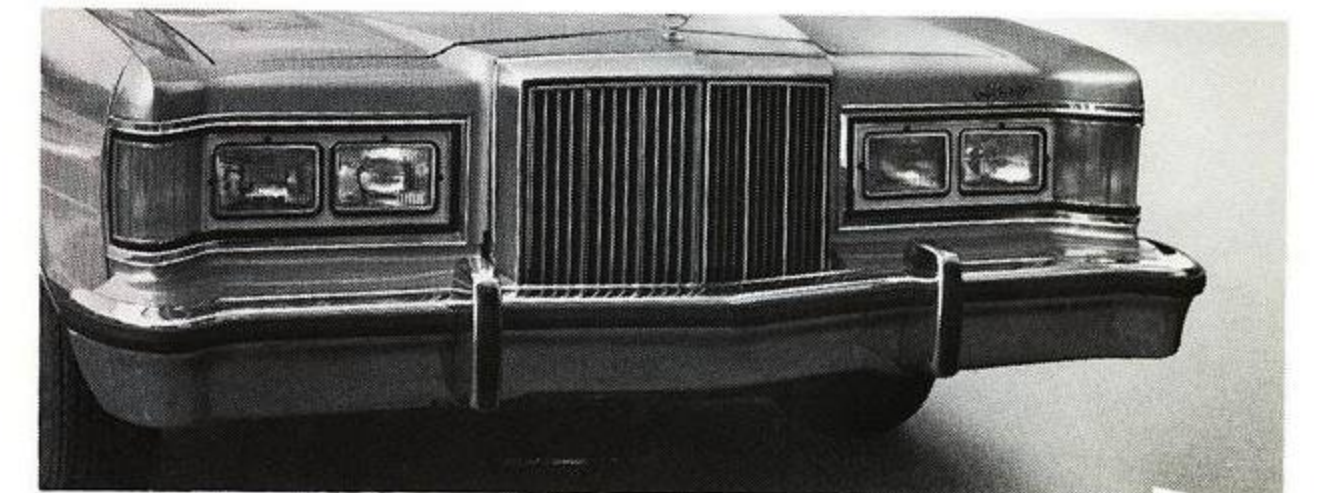
- **Belts, Deluxe Color-Keyed** — Included in Decor Groups.

Cougar	Cougar XR-7
•	•

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

Cougar	Cougar XR-7
•	na

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

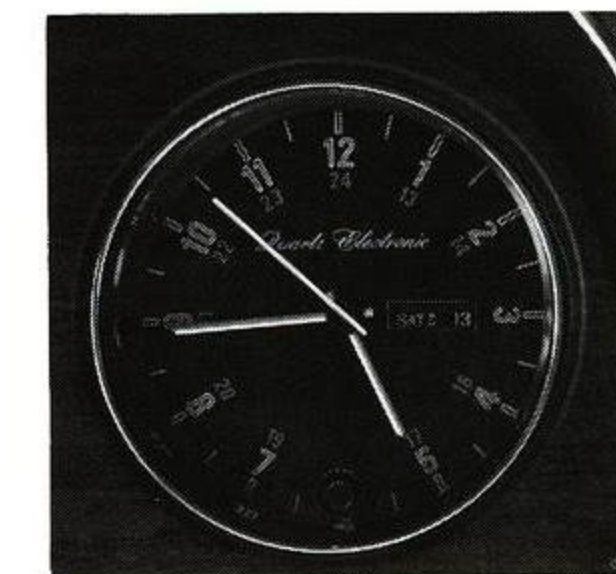


Cougar	Cougar XR-7
•	•

- **California Emissions System** — Required in California, optional in 49 States. Not available with 5.0 litre (302 CID) 2V V-8 engine or with High Altitude Emission System.

Cougar	Cougar XR-7
•	•

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



Cougar	Cougar XR-7
•	•

Legend: • = available at extra cost
std = standard
nec = available at no extra cost
na = not available

- Convenience Group — Includes:

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

Cougar	Cougar XR-7
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- Cornering Lamps

Cougar	Cougar XR-7
--------	-------------

- Decor Group, Cougar with Brougham Option — Includes:

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

Requires Brougham Option.

Cougar	Cougar XR-7 na
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- Decor Group, Cougar XR-7 — Includes:

- choice of Twin Comfort Lounge seats with passenger recliner or bucket seats with console
- luxury steering wheel
- unique door trim
- full-length bodyside moldings with color-keyed vinyl inserts
- deluxe seat belts
- quarter armrest pads
- thick Tiffany cut-pile carpeting
- Styled road wheels (4)
- dual color-keyed mirrors
- hood paint stripes



Cougar na	Cougar XR-7
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- Defroster, Rear Window Electric — Required in New York State. 90-amp. alternator included with air conditioning, 70-amp. alternator otherwise

Cougar	Cougar XR-7
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- High Altitude Emission System — Required in counties with altitudes over 4000 ft. Not available elsewhere. Not available with 5.0 litre (302 CID) 2V V-8 engine.

Cougar	Cougar XR-7
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- Higher Ratio Axle — Not available in California. Not available with 5.0 litre (302 CID) 2V V-8 engine.

Cougar	Cougar XR-7
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- Illuminated Entry System — Includes ring of light around keyhole for key insertion and activation of interior lights by outside door handles.

Cougar	Cougar XR-7
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- License Plate Bracket, Front — No extra cost option. Required in states requiring front license plates.

Cougar nec	Cougar XR-7 nec
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- Light Group — Includes:

- engine compartment light
- instrument panel courtesy lights
- door ajar light
- glove box light
- ashtray light
- trunk light
- headlamps-on warning buzzer
- dome/map light
- rear door jamb switches (4-door models)

Cougar	Cougar XR-7
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- Lower Bodyside Protection — Lower bodyside vinyl coating for increased abrasion protection.

Cougar	Cougar XR-7
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- Midnight Chamois Decor Group — Includes:

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

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



Cougar na	Cougar XR-7
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- Mirror, Left-Hand Remote-Control (Bright) — Included in Convenience Group. Required with Power Windows or Power Lock Group on XR-7.

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

Cougar	Cougar XR-7
--------	-------------

- Mirror, Visor Vanity, Illuminated

Cougar	Cougar XR-7
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- Molding, Protective Bodyside — Bright when ordered with Brougham Option Decor Group or Tu-Tone paint. Black vinyl insert on all other applications. Not available with **XR-7 Decor Group** or **Midnight Chamois Decor Group**.

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

Cougar std	Cougar XR-7 std
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- Molding, Wide Bodyside, Color-Keyed Vinyl Insert — Included in Brougham Option Decor Group and XR-7 Decor Group. Not available with Tu-tone. **Rocker panel and wheelip moldings deleted.**

Cougar na	Cougar XR-7
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- Moonroof, Power — 2-door models only.

Cougar	Cougar XR-7
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- Paint Stripes, Bodyside — Included with Brougham Option.

Cougar	Cougar XR-7 std
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- Power Lock Group — Includes door locks, power deck lid release.

Cougar	Cougar XR-7
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- Protection Group — Includes:

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



Cougar	Cougar XR-7
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- Radio, AM — Includes one instrument panel speaker.

Cougar	Cougar XR-7
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- Radio, AM/FM Monaural — Includes one instrument panel speaker.

Cougar	Cougar XR-7
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- Radio, AM/FM Stereo — Includes front and rear speakers.

Cougar	Cougar XR-7
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- Radio, AM/FM Stereo with Quad-8 Tape Player — Includes front and rear speakers.

Cougar	Cougar XR-7
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- Radio, AM/FM Stereo with Tape Player — Includes front and rear speakers.

Cougar	Cougar XR-7
--------	-------------

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

Cougar	Cougar XR-7
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- Radio, Citizens Band, 40-Channel — Features remote-mounted chassis and instrument-panel-mounted microphone with full-function integral controls. A tri-band antenna (which receives AM, FM and CB signals) replaces the conventional antenna, and is available as manual or with power feature. Available only in conjunction with another radio option. FCC license required.

Cougar	Cougar XR-7
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- Ride Package, Cross Country — On Cougar and Cougar with Brougham Option, models includes:

- heavy-duty rear springs
- rear stabilizer bar
- heavy-duty rear shock absorbers
- heavy-duty front stabilizer bar

On Cougar XR-7, includes heavy-duty front and rear shocks and heavy-duty rear springs.

Cougar	Cougar XR-7
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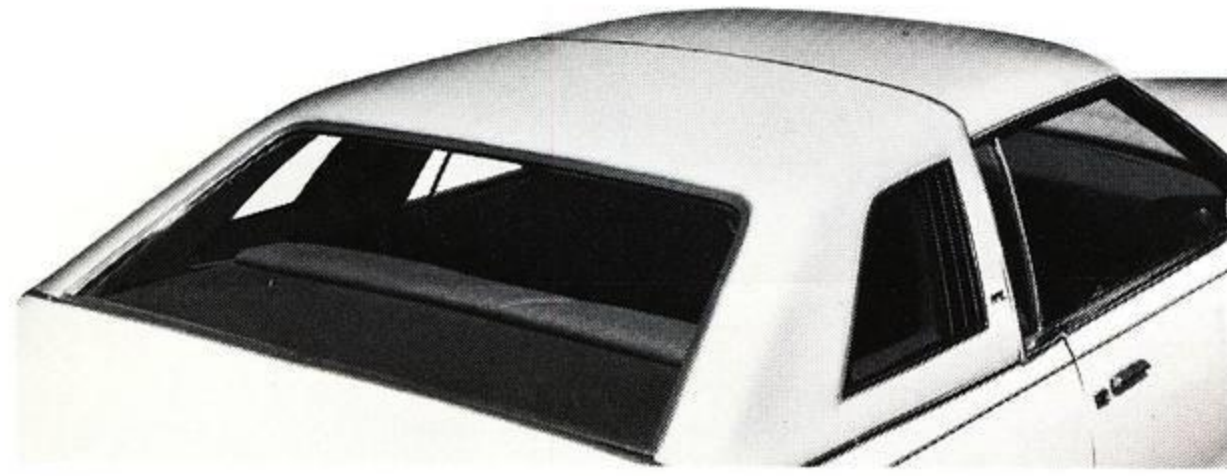
- Roof, Vinyl Forward Half — Available on 2-door models only.

Cougar	Cougar XR-7 na
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- Roof, Vinyl Full — Includes opera window on 4-door models. Standard on Cougar 4-door models with Brougham Option.

Cougar	Cougar XR-7 na
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- **Roof, Vinyl Landau** — Available on 2-door models only.



Cougar ●	Cougar XR-7 std
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- **Seat, Flight Bench**

Cougar ●	Cougar XR-7 std
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- **Seat, Power, Bucket, Six-Way** — Driver's side only. Requires bucket seat option or Decor Group with bucket seats.

Cougar na	Cougar XR-7 ●
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- **Seat, Power, Flight Bench, Six-Way** — Requires Brougham Option.

Cougar ●	Cougar XR-7 ●
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- **Seat, Power, Twin Comfort Lounge** — Six-Way, driver's side only. Available only with Twin Comfort Lounge Seats.

Cougar na	Cougar XR-7 ●
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- **Seat, Twin Comfort Lounge with Passenger Recliner** — Includes upgraded door trim. Included with Brougham Option Decor Group and XR-7 Decor Group.

Cougar ●	Cougar XR-7 ●
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- **Seat, Vinyl Bench**

Cougar ●	Cougar XR-7 na
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- **Seat, Vinyl, Bucket** — 2-door models only. Includes console and floor shift. Floor shift deleted when tilt column is ordered or when high altitude option is ordered. Automatic parking brake release not available.

Cougar ●	Cougar XR-7 ●
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- **Sound Package — Upgraded** — Standard with XR-7 Midnight/Chamois Decor Group.

Cougar ●	Cougar XR-7 ●
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- **Speakers, Dual Rear** — Standard with AM/FM Stereo radios. Requires a radio option.

Cougar ●	Cougar XR-7 ●
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- **Speed Control** — Includes luxury steering wheel. Not available with leather-wrapped sports steering wheel.

Cougar ●	Cougar XR-7 ●
-------------	------------------

- **Sports Instrumentation Group** — Includes:

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

Cougar ●	Cougar XR-7 ●
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- **Steering Column, Tilt** — Column-mounted shift.

Cougar ●	Cougar XR-7 ●
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- **Super Sound Package** — Includes deadener for front floor, side sill and under front seat, steering column Y-brace absorber, stuffers in front hinge pillar and over wheelhouses, and improved package tray. Standard with Midnight Chamois Decor Group.

Cougar na	Cougar XR-7 ●
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- **Tinted Glass, Complete** — Recommended on all models with optional air conditioning.

Cougar ●	Cougar XR-7 ●
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- **Trailer Towing Package, Heavy-Duty** — Refer to Trailer Towing Section.

Cougar ●	Cougar XR-7 ●
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- **Traction-Lok Axle** — Not available with 5.0 litre (302 CID) 2V V-8.

Cougar ●	Cougar XR-7 ●
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- **Trim, Luggage Compartment** — Includes:

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

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

Cougar na	Cougar XR-7 ●
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- **Tu-Tone Paint Option** — Includes bright, wide bodyside molding. Not available with Midnight Chamois Decor Group.

Cougar ●	Cougar XR-7 ●
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- **Wheels, Cast Aluminum Turbine Styled** — Requires larger tires (HR78 x 15) and WSW option. 4 wheels per car.

Cougar ●	Cougar XR-7 ●
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- **Wheel Covers, Deluxe** — Included in Brougham Option.

Cougar ●	Cougar XR-7 na
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- **Wheel Covers, Luxury**

Cougar ●	Cougar XR-7 na
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- **Wheel Covers, Wire**

Cougar ●	Cougar XR-7 ●
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- **Wheels, Cast Aluminum** — Require HR78 x 15 WSW tires on Cougar and Cougar Brougham.

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

Cougar na	Cougar XR-7 ●
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- **Wheels, Styled Steel with Trim Rings** — 4 wheels per car.

Cougar ●	Cougar XR-7 na
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TIRES*

COUGAR

49 STATES & CALIFORNIA	HR78 x 14 (a)		HR78 x 15 (b)(c)(d)
	BSW	WSW	WSW
Cougar with or without air conditioning			
5.0 LITRE (302 CID) 2V V-8	STD	OPT	OPT
5.8 LITRE (351 CID) 2V V-8	STD	OPT	OPT
6.6 LITRE (400 CID) 2V V-8 (e)	STD	OPT	OPT

*All tire applications are load range "B."
 (a) Optional inflatable spare tire H78 x 14 replaces standard spare tire
 (b) Optional Space-Saver Spare tire H78 x 15 replaces standard spare tire
 (c) Required with Cast Aluminum Wheel Option.
 (d) Not available with Styled Road Wheels
 (e) Available only in California and high altitude areas or with optional Trailer Towing Package.

COUGAR XR-7

Cougar XR-7 with or without air conditioning	49 STATES				CALIFORNIA	
	GR78x15		HR78x15		HR78x15	
	BSW	WSW	BSW	WSW	BSW	WSW
5.0 LITRE (302 CID) 2V V-8	STD	OPT	OPT	OPT	STD	OPT
5.8 LITRE (351 CID) 2V V-8	STD	OPT	OPT	OPT	STD	OPT
6.6 LITRE (400 CID) 2V V-8	STD	OPT	OPT	OPT	STD	OPT

*All tire applications are load range "B."

LEGEND: BSW = Black Sidewall
 WSW = White Sidewall
 WWSW = Wide Band White Sidewall
 STD = Standard
 OPT = Optional

- **Window, Opera** — Included in 4-door vinyl roof option on Cougar. Available on Cougar 2-Door only. Standard on XR-7. Included with Brougham Option.

Cougar ●	Cougar XR-7 std
-------------	--------------------

- **Windows, Power** — Front windows only on 2-door models.

Cougar ●	Cougar XR-7 ●
-------------	------------------

LIMITED PRODUCTION OPTIONS

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

Cougar ●	Cougar XR-7 ●
-------------	------------------

- **Engine Block Heater**

Cougar ●	Cougar XR-7 ●
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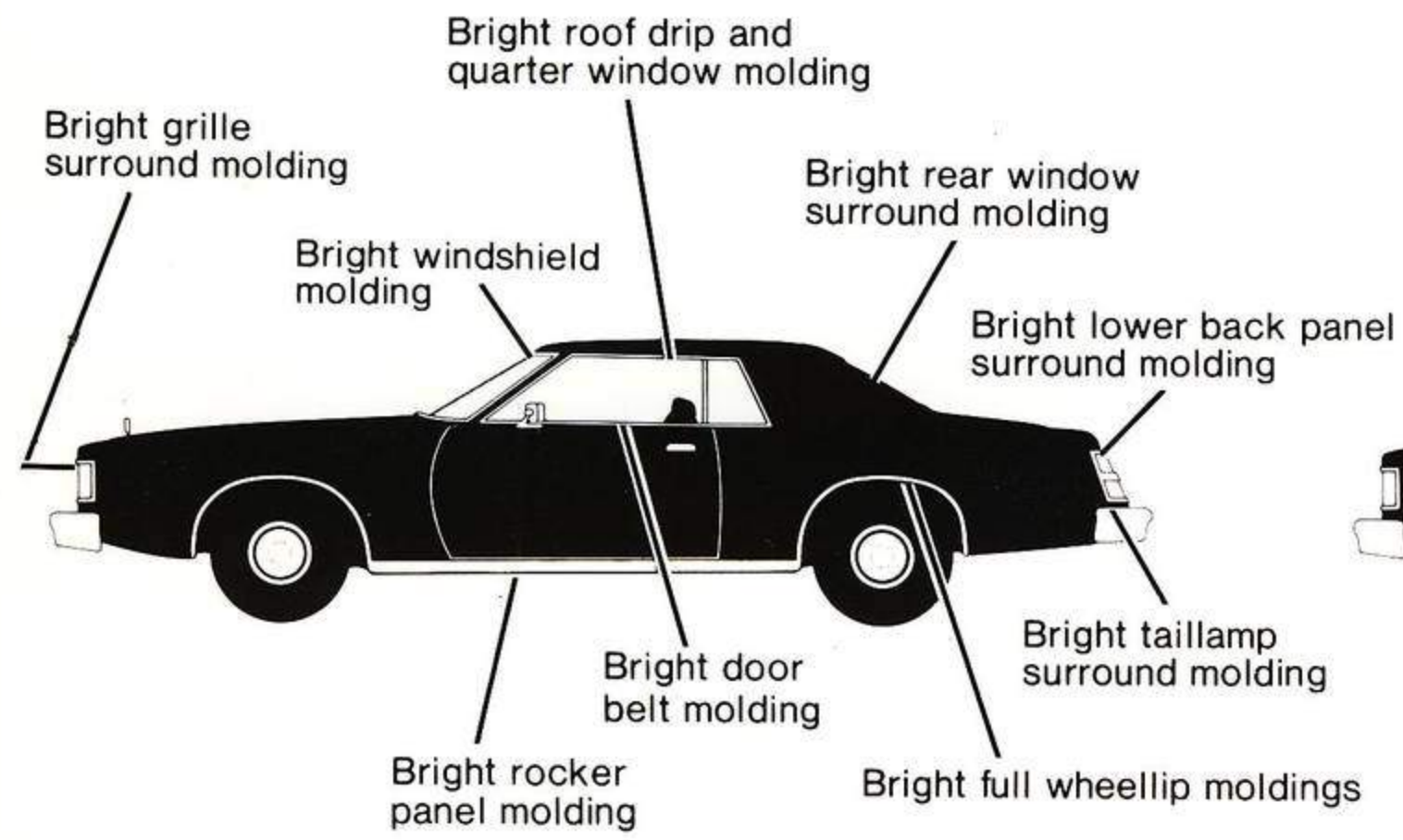
- **Luggage Compartment Light** — Included in Light Group.

Cougar ●	Cougar XR-7 ●
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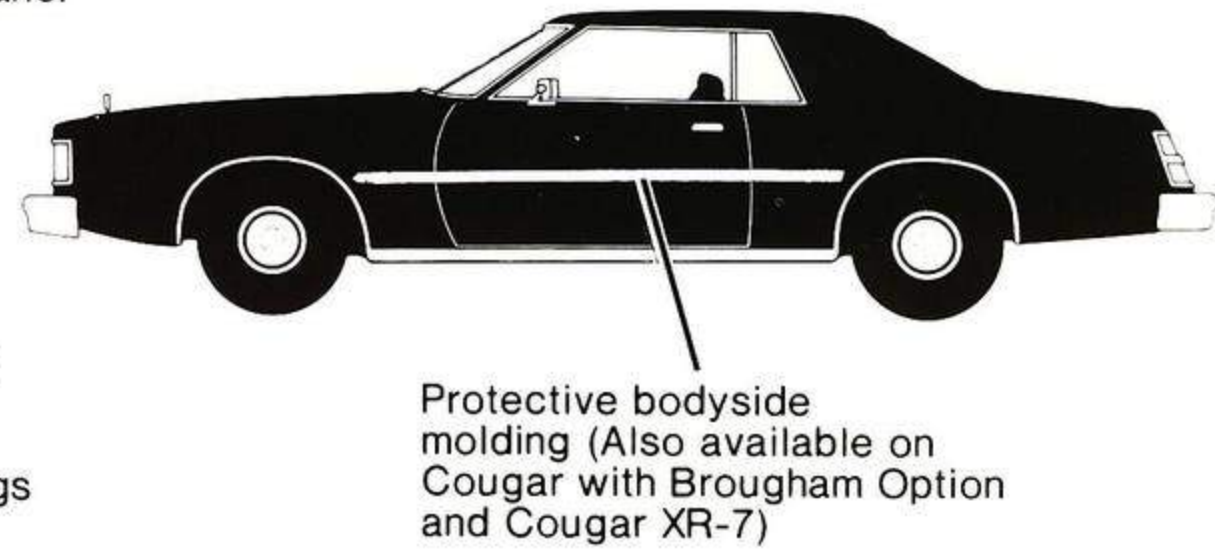
Legend: ● = available at extra cost
 std = standard
 nec = available at no extra cost
 na = not available

COUGAR EXTERIOR MOLDINGS

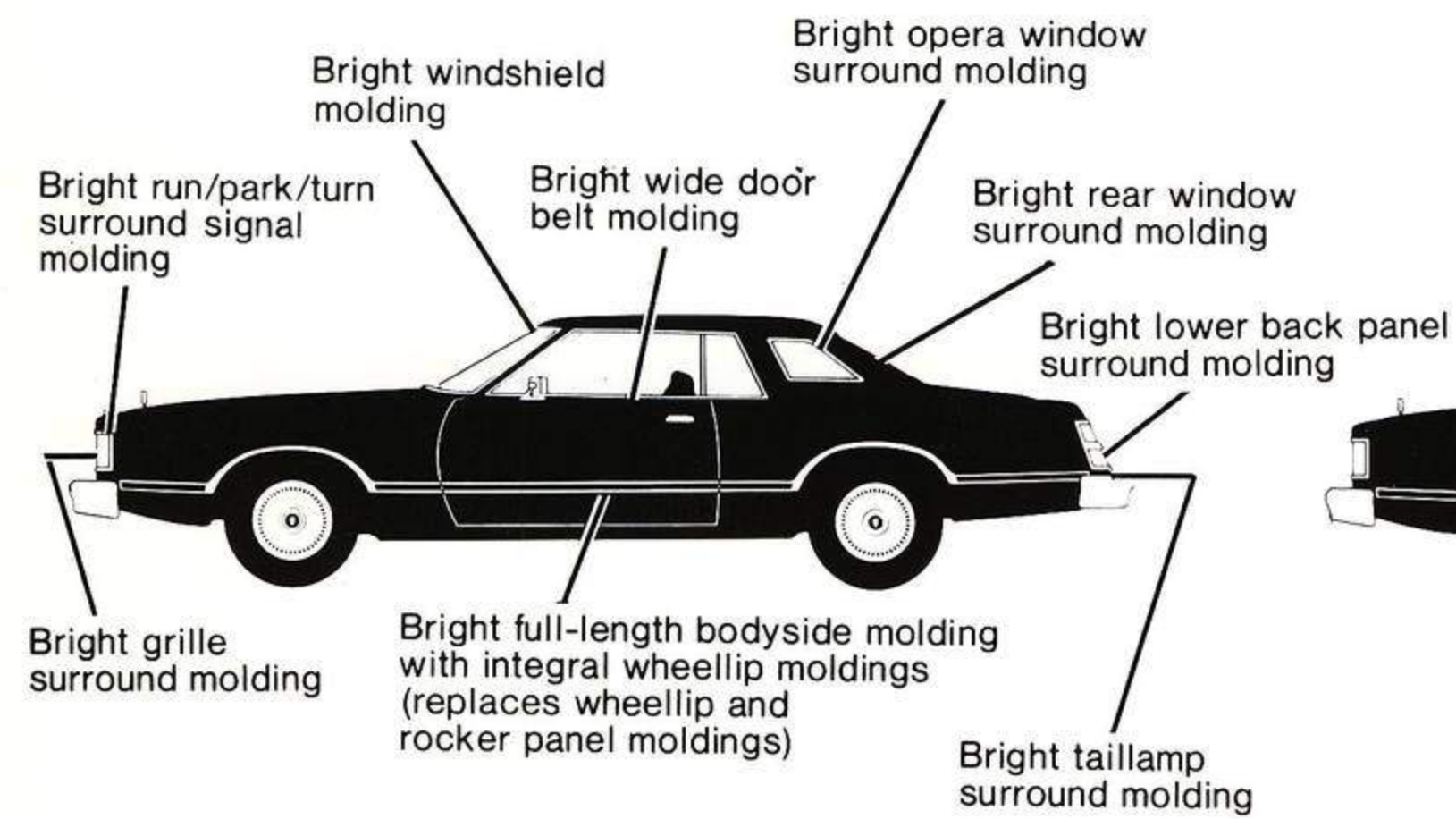
COUGAR Standard



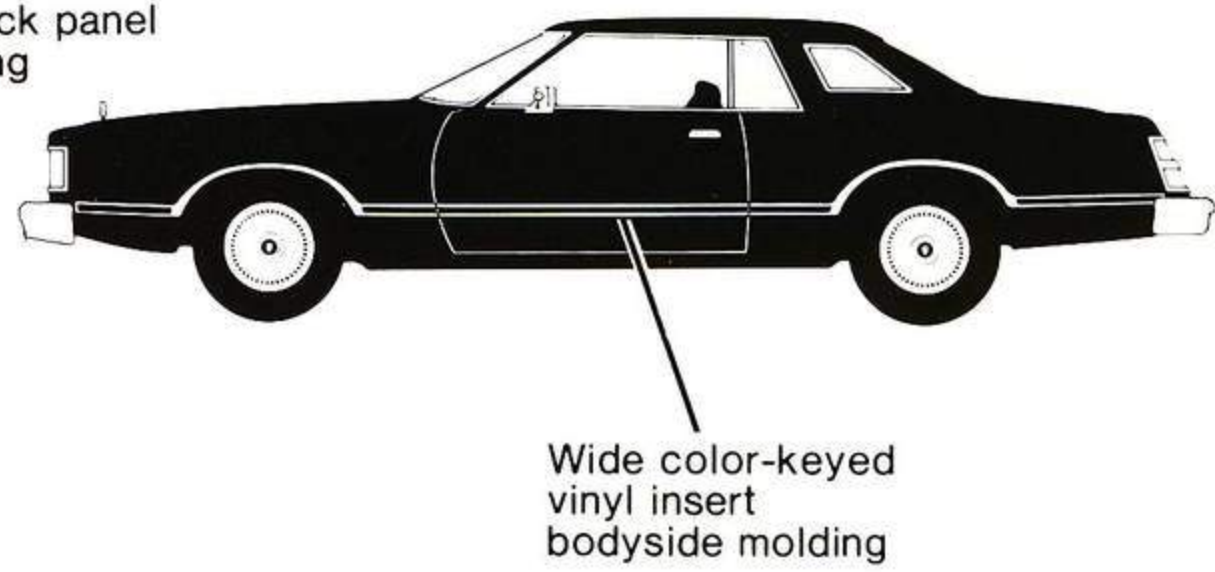
Optional



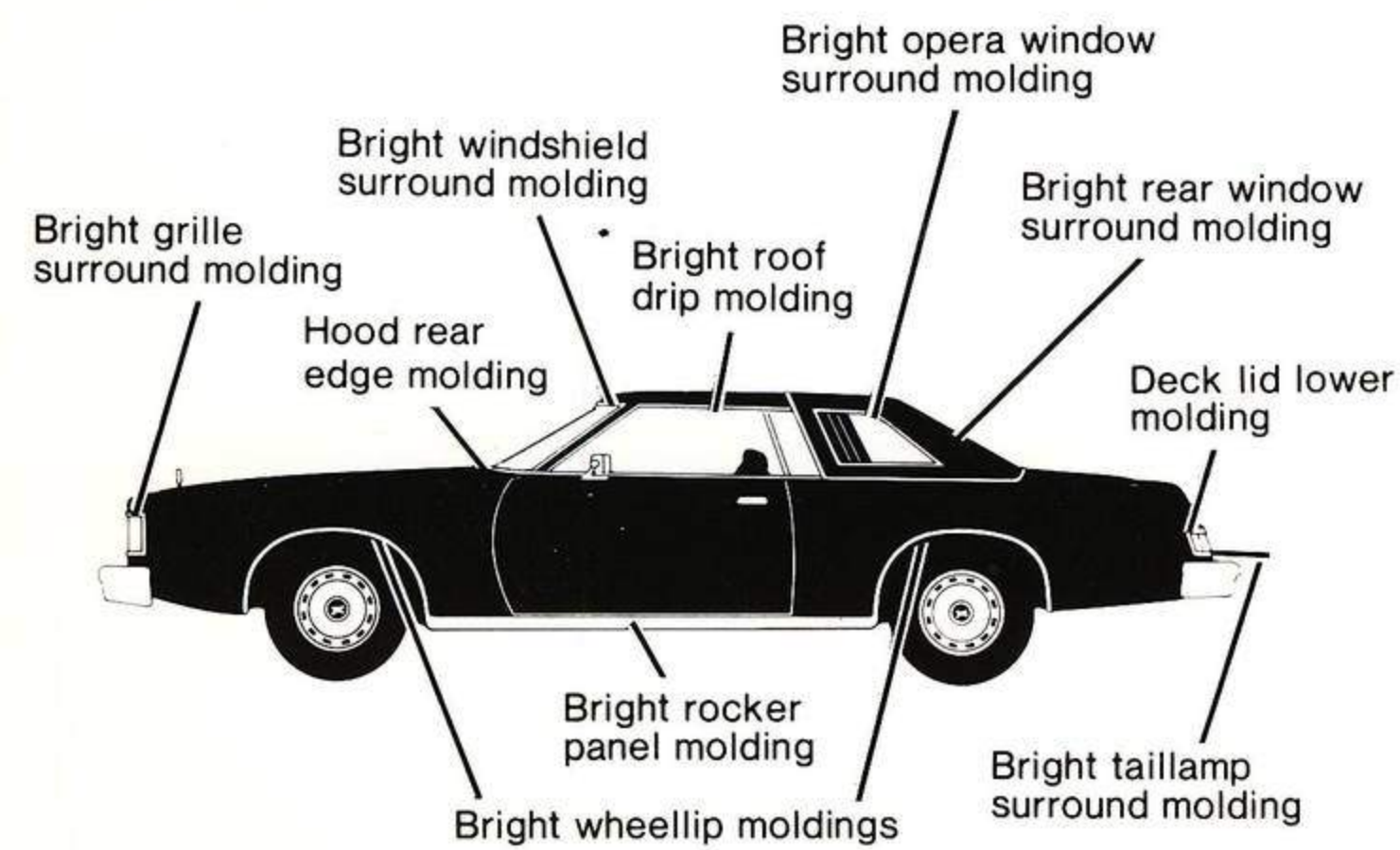
COUGAR WITH BROUGHAM OPTION



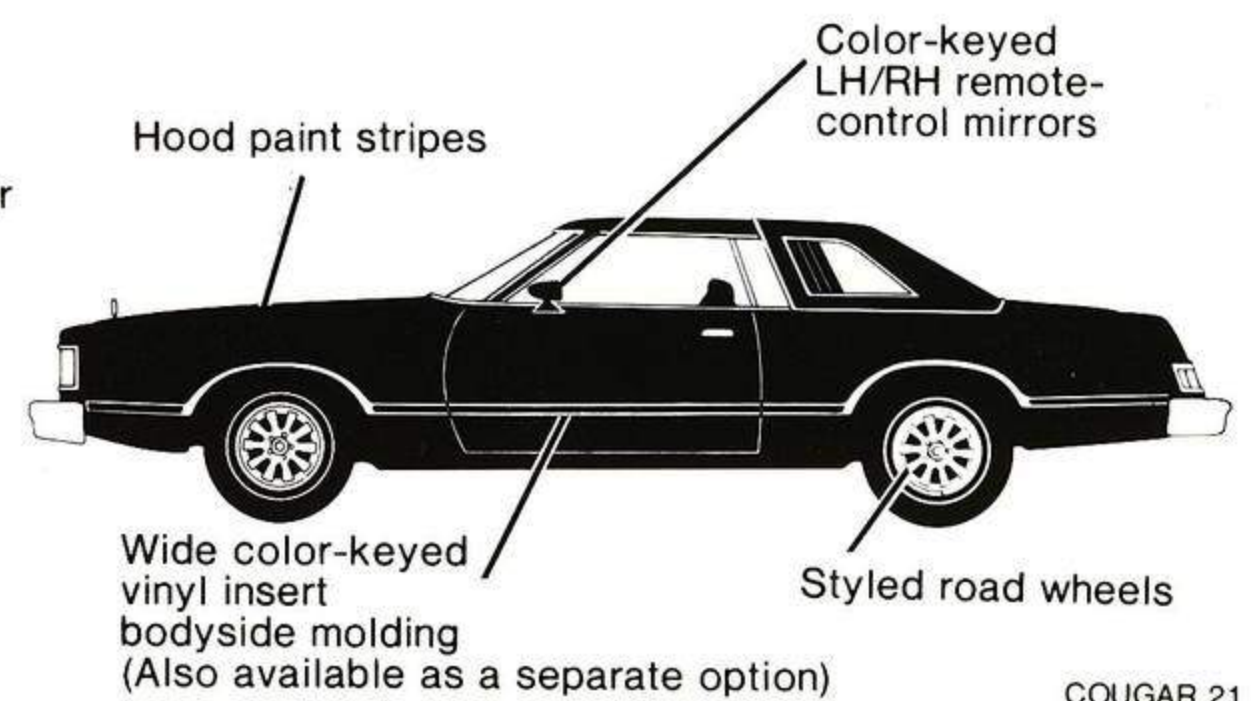
COUGAR WITH BROUGHAM OPTION AND BROUGHAM OPTION DECOR GROUP



COUGAR XR-7 Standard



XR-7 DECOR GROUP OPTION



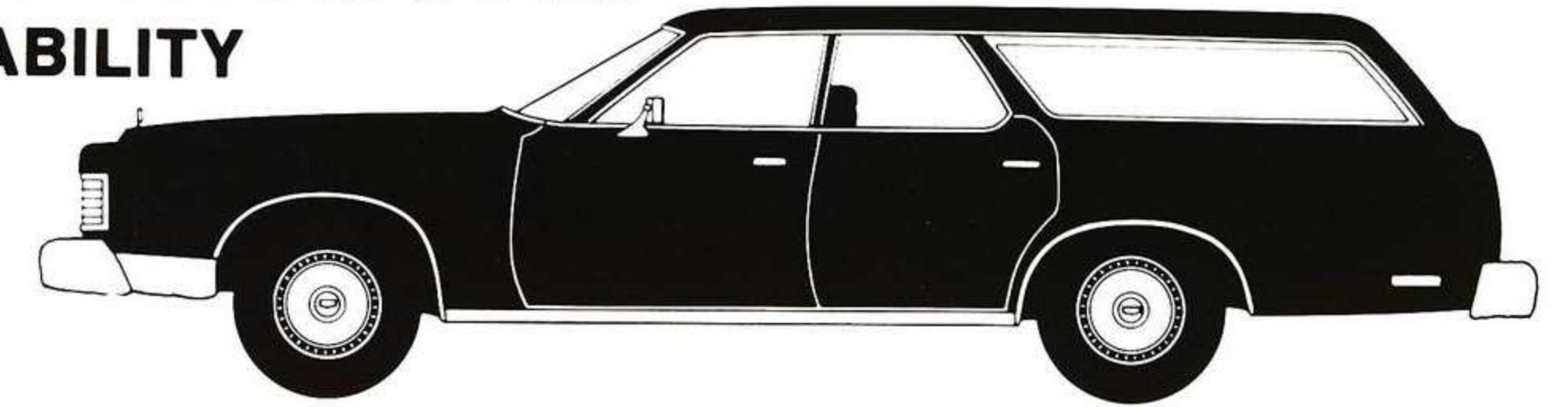
STATION WAGONS

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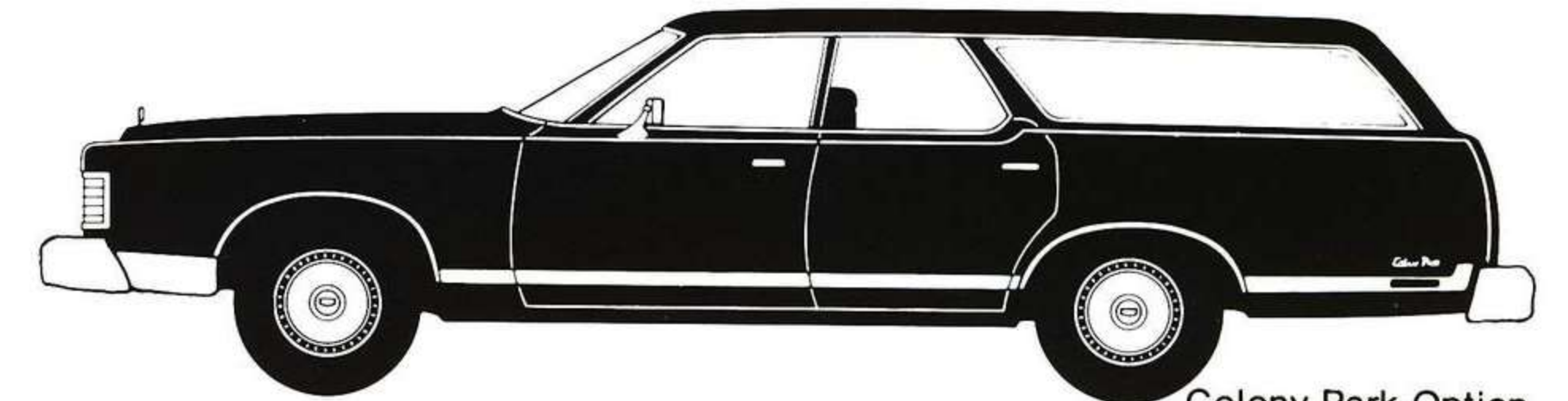
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STATION WAGONS

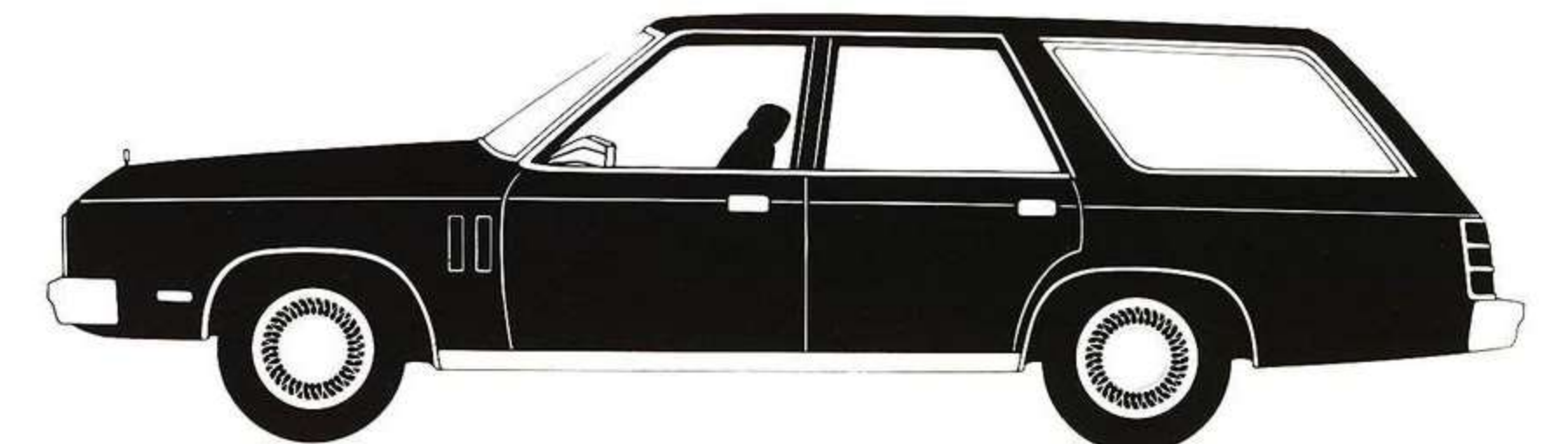
MODEL AVAILABILITY



Marquis 4-Door Station Wagon



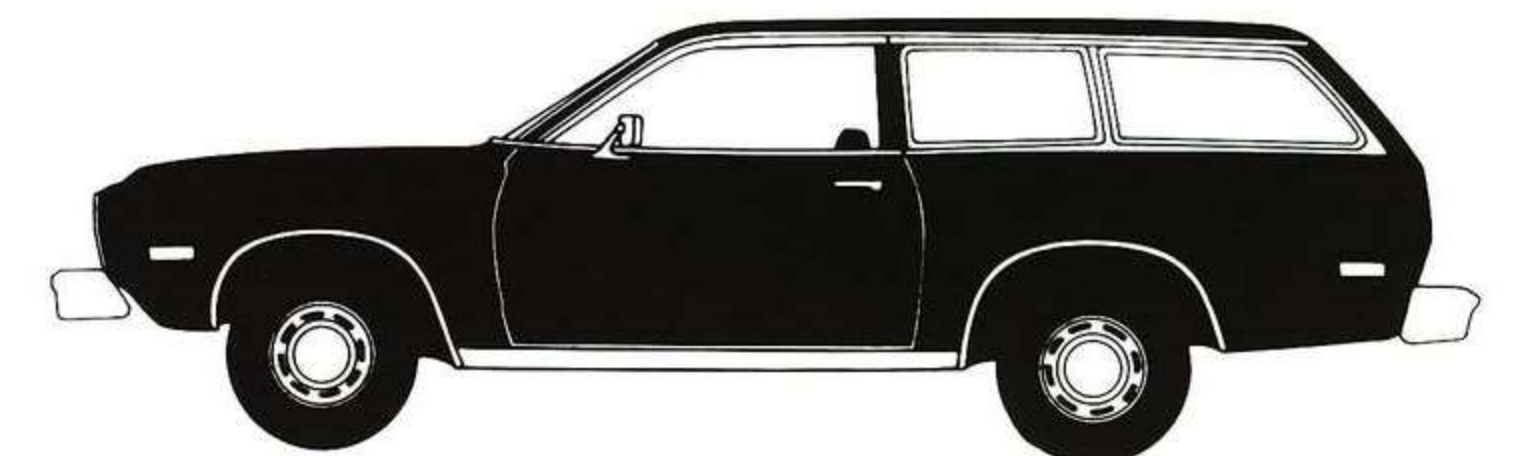
Colony Park Option



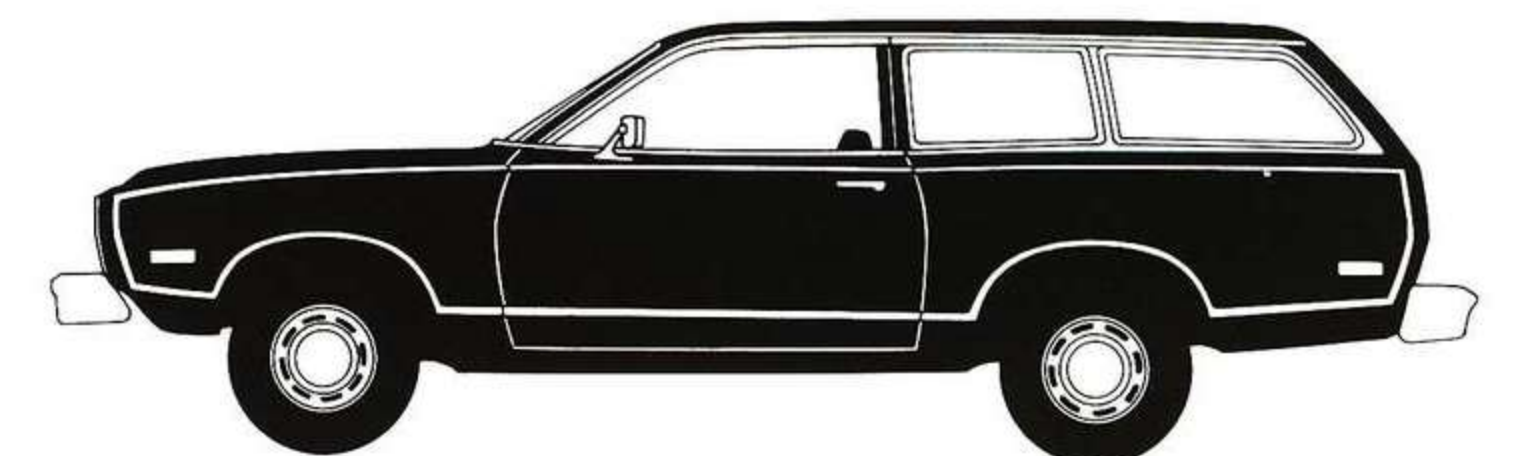
Zephyr 4-Door Station Wagon



Zephyr Villager Option



Bobcat Station Wagon



Bobcat Villager Station Wagon

MARQUIS STATION WAGON



Marquis 4-Door Station Wagon

MARQUIS 4-DOOR STATION WAGON STANDARD EQUIPMENT

EXTERIOR

Front

- Bright vertical box-textured center grille
- Concealed dual headlamps with body color textured pad and bright Marquis crest
- Integral parking/turn signal/side marker light
- Bright stand-up hood ornament
- Concealed windshield wipers
- Front vertical bumper guards with black inserts

- Color-keyed front bumper sight shields

Side:

- Deluxe wheel covers
- Bright features include:
 - Rocker panel molding with front extension
 - Full wheelip moldings
 - Roof drip molding
 - Left-hand outside mirror
 - Door belt molding

Rear:

- 3-pod vertical taillamp assembly with integral backup lamps
- Rear side marker lights and reflector on lower rear fender
- Rear bumper sight shields

Finish:

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

INTERIOR

- Front bench seat with fold-down front center armrest
- All-vinyl seat trim
- Bright front seat side shields
- Full-width woodtone instrument panel cluster applique
- Color-keyed instrument panel

- 2-spoke color-keyed steering wheel with padded insert
- Day/night inside mirror
- Color-keyed carpeting
- Door trim panel with molded armrest
- Ashtray in front portion of front passenger door armrest

- Rear door/quarter armrest
- Cigar lighter in instrument panel
- Instrument panel ashtray light
- Large lockable glove box with light
- Load floor cut-pile carpeting
- Storage tray in top of rear quarter trim panel

FUNCTIONAL

- 5.8 litre (351 CID) 2V V-8 engine; 6.6 litre (400 CID) 2V V-8 engine required option in California and high altitude areas
- SelectShift 3-speed automatic transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- 3-way doorgate
- Power rear window
- Electric windshield wipers
- Wiper-mounted windshield washer spray jets

- 15" steel-belted radial ply BSW tires
- 63-amp.-hr. battery
- 40-amp. alternator
- Single exhaust system with aluminized muffler
- Deluxe sound insulation
- Inside hood latch release
- Automatic parking brake release
- Power ventilation
- Heater and defroster
- Separate body/frame construction
- Spare tire extractor
- Coolant recovery system
- Improved-response throttle linkage
- Cushion-Link front and Coil-Link rear suspensions (coil springs)

DIMENSIONS & CAPACITIES

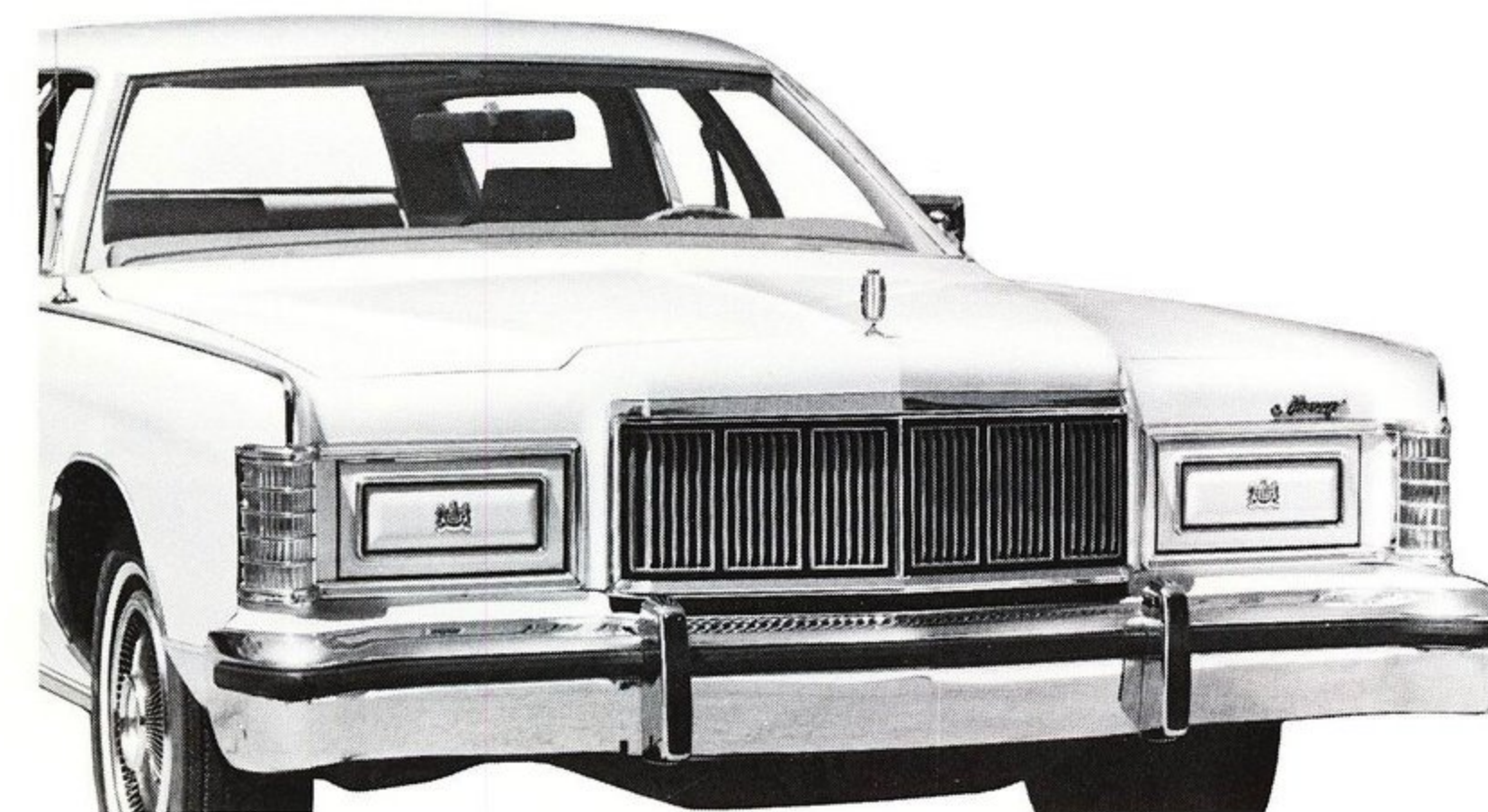
Wheelbase	121.0"
Overall Length	227.1"
Track	
Front	64.1"
Rear	64.3"
Cargo Volume (cu. ft.)	94.6
Fuel Capacity (gals.)	21.0(a)

(a) 19.0 in California

STANDARD FEATURES

MARQUIS 4-DOOR STATION WAGON — STYLING EXCELLENCE IN A FULL-SIZE WAGON

The Marquis 4-Door Station Wagon is one of the roomiest, most luxurious station wagons on the road. Impressive exterior styling features a distinctive bright vertical box-textured grille. On the inside, the handsome front bench seat has bright seat side-shields that provide a finished touch to the interior decor. And, the stylish interior is roomy — fully accommodating six adult passengers.



A WORLD OF CONVENIENCE AND COMFORT

The Marquis 4-Door Station Wagon offers a generous blend of comfort and convenience. One feature that customers will appreciate is the underfloor storage compartment that allows valuables to be hidden while the wagon is parked. The standard spare tire extractor is another welcomed convenience. And, the large cargo area is carpeted to provide both beauty and cargo protection. With the rear seats folded down, the cargo area dimensions allow 4' x 8' panels to be carried flat on the cargo compartment floor.



BUILT-IN FUNCTIONAL VALUE

Marquis 4-Door Station Wagon's spaciousness is even more versatile with the 3-way doorgate. It can be opened as a door with the window up or down, or lowered as a tailgate. In addition, the standard power doorgate window allows the driver to raise or lower the rear window from the driver's seat.

MARQUIS 4-DOOR STATION WAGON — A FULL MEASURE OF STYLING, COMFORT AND FULL-SIZE VERSATILITY

COLONY PARK OPTION



Colony Park Option

COLONY PARK OPTION EQUIPMENT OVER MARQUIS STATION WAGON

EXTERIOR

Side:

- Full-length woodtone paneling applique on bodyside with integral wheel lip and surround moldings (Rocker panel molding with front extension deleted)
- Full-length upper body peak moldings
- Bright left-hand remote-control mirror
- Brougham wheel covers

Rear:

- Woodtone paneling applique on door-gate with bright surround molding

INTERIOR

- Flight bench seat with folding center armrest
- All-vinyl seat trim
- Luxury door trim panel with molded armrest, color-keyed carpeting below armrest and door pull strap
- Electric clock
- Deluxe color-keyed steering wheel
- Deluxe color-keyed lap and shoulder belts
- Thick, color-keyed cut-pile floor carpeting

- Cargo area light
- Under instrument panel courtesy lights
- Cigar lighter in rear door ashtrays
- Rear door dome lamp jamb switches

DIMENSIONS & CAPACITIES

Wheelbase	121.0"
Overall Length	227.1"
Track	
Front	64.1"
Rear	64.3"
Cargo Volume (cu. ft.)	94.6
Fuel Tank Capacity (gals.)	21.0 (a)

(a) 19.0 in California

COLONY PARK OPTION FEATURES

DISTINCTIVE LUXURY IN A FULL-SIZE STATION WAGON

The Colony Park blends distinctive styling with the versatility of a full cargo station wagon. Full-length, woodtone bodyside and doorgate paneling applique with bright surround molding provides the very luxurious Colony Park appearance. Bright upper bodyside peak moldings add a tasteful touch to this distinguished station wagon option.



A GENEROUS BLEND OF COMFORT AND LUXURY

The rich Colony Park interior features a tastefully styled flight bench seat with a folding center armrest for added comfort and convenience. Many elegant appointments are included in this option — such as an electric clock, color-keyed carpeting, deluxe steering wheel, and luxury door trim panel.



COLONY PARK OPTION — A LUXURIOUS FULL-SIZE STATION WAGON

MARQUIS 4-DOOR STATION WAGON POWER TEAMS

ENGINES AND TRANSMISSIONS		AXLE RATIOS		
49 STATES		STANDARD	OPTIONAL	TRACTION-LOK
5.8 LITRE (351 CID) 2V V-8	STD			
	SelectShift Automatic	2.47 (a)	NA	2.50 (a)
6.6 LITRE (400 CID) 2V V-8	OPT			
	SelectShift Automatic	2.47 (b) (c)	2.75 (a) (c)	2.75 (c) (d)
7.5 LITRE (460 CID) 4V V-8	OPT			
	SelectShift Automatic	2.50 (c)	2.75 (a)	2.75 (a)
CALIFORNIA				
6.6 LITRE (400 CID) 2V V-8	REQ			
	OPT			
SelectShift Automatic	STD	2.75	NA	2.75 (a)

- (a) Not available with optional 4-wheel power disc brakes.
 (b) 2.75 with optional 4-wheel power disc brakes.
 (c) 3.00 with optional trailer towing package.
 (d) Requires optional 4-wheel power disc brakes.

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

MERCURY STATION WAGONS DIMENSIONS*

	MARQUIS 4-DOOR WAGON	ZEPHYR 4-DOOR WAGON	BOBCAT WAGON	BOBCAT VILLAGER
Wheelbase	121.0	105.5	94.8	94.8
Overall Length	227.1	193.8	179.8	179.8
Overall Height	56.9	54.7	52.1	52.1
Overall Width	79.7	70.2	69.7	69.7
Tread — Front	64.1	56.6	55.0	55.0
— Rear	64.3	57.0	55.8	55.8
FRONT				
Head Room	38.9	39.0	37.9	37.9
Shoulder Room	61.3	56.7	52.5	52.5
Hip Room	57.8	56.2	51.6	51.6
Leg Room	41.9	41.8	40.8	40.8
REAR				
Head Room	39.1	39.0	38.8	38.8
Shoulder Room	61.4	56.7	51.0	51.0
Hip Room	57.8	48.7	39.4	39.4
Leg Room	36.7	35.4	29.6	29.6
CARGO AREA				
Platform Length Maximum (Tailgate Closed)	92.3	82.2	69.1	69.1
Floor Width Between Wheel Housings	48.7	36.6	42.5	42.5
Cargo Compartment Height At Rear Opening	29.0	28.8	28.0	28.0
Cargo Volume (Cubic Feet)	94.6(a)	79.5	57.2	57.2
Fuel Capacity (Gallons)	21.0(b)	16.0	14.0	14.0
Curb Weight (lbs.)	4757	2844	2614	2614

*Dimensions in inches unless otherwise stated

Source: Motor Vehicle Manufacturers Association Specifications

(a) Plus 9.1 cubic feet of storage under floor on 2-seat wagon and 5.4 cubic feet on 3-seat wagon (7.2 cubic feet with Dual-Facing Rear Seat Option seat cushions removed)
 (b) 19.0 in California

MARQUIS 4-DOOR STATION WAGON COLOR AND UPHOLSTERY

1978 MARQUIS COLOR AND TRIM CHART				DOVE GREY	DARK RED	MEDIUM BLUE	DARK JADE	CAMEL	SADDLE	LT. CAMEL & DARK CAMEL	LT. JADE DARK JADE
MARQUIS	CLOTH	BENCH	LS	LD	LB	LR	LY	LZ			
	VINYL		HS	HD	HB	HR	HY	HZ			
MARQUIS BROUGHAM	CLOTH	FLIGHT BENCH	RS	RD	RB	RR	RY	RZ			
	CLOTH	TWIN COMFORT	MS	MD	MB	MR	MY	MZ			
			VS	VD	VB			VZ	VY	VR	
	LEATHER		JS	JD	JB	JR	JY	JZ			
STATION WAGONS	MARQUIS	VINYL	BENCH		HD	HB	HR	HY	HZ		
	COLONY PARK OPTION	VINYL	FLIGHT BENCH		SD	SB	SR	SY	SZ		
		VINYL	TWIN COMFORT		VD	VB			VZ	VY	VR
	COLONY PARK DECOR	LEATHER	TWIN COMFORT		FD	FB			FZ	FY	FR

PAINT COLORS		PAINT CODE	VINYL ROOF COMBINATIONS								
BLACK		1C	A/P/E	A/D			A				
WHITE		9D	A/W	W/D	W/B	W/R	W/V	W/T	W/V	W/R	
DARK RED		2M	A/D/E	A/W/D/P							
SILVER MET.		1G	A/P _a	D/P	B/P						
DOVE GREY		1N	A/E	D/E	B/E						
DARK MIDNIGHT BLUE		3A	E/S	D/S	S/V						
LIGHT BLUE		3U			W/B						
DARK JADE MET.		46				W/R				W/R	
ANTIQUE CREAM		62					W/V	V/T	W/V _a		
DARK BROWN MET.		5Q						W/T			
CHAMPAGNE MET.		8Y						T			

GLAMOUR COLORS									
BRIGHT BLUE MET.		3V			W/B				
MEDIUM JADE MET.		7L				W/R			W/R _a
MEDIUM TAN MET.		8J					W/V		W/V

VINYL ROOF STYLE AND COLOR CODES

FULL AND HALF ROOF—MILANO GRAIN

A — BLACK
B — MEDIUM BLUE
D — MEDIUM RED
E — DOVE GREY
P — SILVER

R — DARK JADE
S — MIDNIGHT BLUE
T — DARK BROWN
V — ANTIQUE CREAM
W — WHITE

MOONROOF

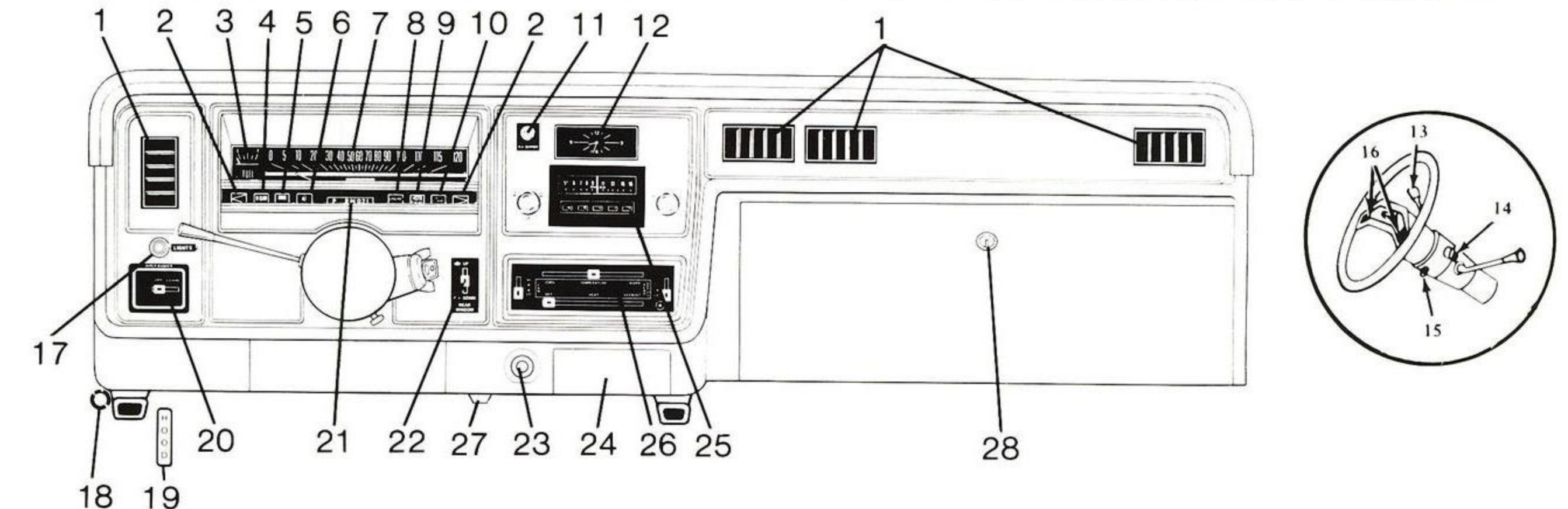
OPTIONAL

SILVER
GOLD
BROWN
JADE
ROSE

a/ TU-TONE PAINT OPTION

— MARQUIS BROUGHAM 2 DOOR AND GRAND MARQUIS 2 DOOR
— NOT AVAILABLE WITH VINYL ROOF
— EXTERIOR: MEDIUM JADE METALLIC (7L) BODY & DARK JADE METALLIC (46) HOOD, FRONT OF ROOF & LOWER BODYSIDE. INTERIOR: VR OR FR
— EXTERIOR: ANTIQUE CREAM (62) BODY & MEDIUM TAN METALLIC (8J) HOOD, FRONT OF ROOF & LOWER BODYSIDE. INTERIOR: VY OR FY
— EXTERIOR: SILVER METALLIC (1G) BODY & MEDIUM GREY METALLIC (1P) HOOD, FRONT OF ROOF & LOWER BODYSIDE. INTERIOR: VS OR FS

MARQUIS 4-DOOR STATION WAGON INSTRUMENT PANEL



- | | | |
|---|--|--|
| 1. Air Conditioner and Vent Registers | 12. Clock (Optional; Included with Colony Park Option) | 22. Station Wagon Rear Window Control or Power Antenna Switch (Optional) |
| 2. Turn Indicator Lights | 13. Turn Signal Indicator | 23. Cigar Lighter |
| 3. Fuel Gauge | 14. Ignition Switch | 24. Ashtray |
| 4. High-Beam Indicator Light | 15. Hazard Warning Flasher System | 25. Radio (Optional) |
| 5. Brake System Warning Light | 16. Speed Control Switch (Optional) | 26. Heater and Air Conditioner Systems (Optional Air Conditioner) |
| 6. Alternator Warning Light | 17. Headlamp Switch | 27. Rear Speaker Fader Control (Optional with AM Radio) |
| 7. Speedometer and Odometer | 18. Air Vent Controls | 28. Lockable Glove Box |
| 8. Oil Pressure Warning Light | 19. Hood Release | |
| 9. Fasten Seat Belts Warning Light | 20. Windshield Wiper/Washer Control | |
| 10. Engine Temperature Warning Light | 21. SelectShift Transmission Quadrant | |
| 11. Right-hand Rearview Mirror Control (optional) | | |

MARQUIS 4-DOOR STATION WAGON STEERING WHEELS



2-Spoke Color-Keyed Steering Wheel, Standard on Marquis 4-Door Station Wagon

Deluxe 2-Spoke Color-Keyed Steering Wheel, Included in Colony Park Option

Luxury 2-Spoke Color-Keyed Steering Wheel, Included in Grand Marquis Decor Option and with Speed Control

MARQUIS 4-DOOR STATION WAGON WHEEL COVERS



Deluxe Wheel Cover, Standard on Marquis Models

Brougham Wheel Cover, Included with Colony Park Option

Luxury Wheel Cover, Optional on all Models

Wire Wheel Cover, Optional on all Models

STATION WAGON OPTIONS

ENGINES

- **2.8 Litre 2V (VV) V-6 (Bobcat)** — Not available with High Altitude Option. Requires optional Select-Shift transmission. Includes load floor carpeting in 49 states. Power steering is recommended. Includes variable venturi carburetor in California.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	na	•	•

- **3.3 Litre (200 CID) 1V 6-Cyl. (Zephyr)** — Not available in California or with High Altitude Option. Manual transmission is floor mounted and automatic transmission is steering column mounted. Manual transmission not available with Luxury Interior Option or with air conditioning. Includes bench seat as standard.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- **5.0 Litre (302 CID) 2V V-8 (Zephyr)** — Requires optional SelectShift automatic transmission, power steering and power front disc brakes. Includes variable venturi carburetor in California. Required with High Altitude Option. Includes bench seat as standard.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- **6.6 Litre (400 CID) 2V V-8 (Marquis)** — Required option on Marquis Station Wagons in California and with High Altitude Option.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **7.5 Litre (460 CID) 4V V-8 (Marquis)** — Includes 69-amp.-hr battery. Not available in California or with High Altitude Option.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

TRANSMISSIONS

- **Transmission, SelectShift Automatic** — Required on Bobcat with 2.8 litre 2V V-6 engine. Required on Zephyr with 3.3 litre (200 CID) 1V 6-Cyl. engine and California Emission System or High Altitude Option, and 5.0 litre (302 CID) 2V or VV V-8 engine. Not available on Zephyr station wagons with 2.3 litre 4-Cyl. engine.

Marquis	Zephyr	Bobcat	Bobcat Villager
std	•	•	•

LEGEND: • = available at extra cost
na = not available
std = standard
opt = optional
nec = available at no extra cost

REGULAR PRODUCTION OPTIONS

- **Alternator, Heavy-duty (Marquis)** — Included in optional Trailer Towing Package (Class III).

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Air Conditioning, Automatic Temperature Control (Marquis)** — Tinted glass recommended. Includes manual blower speed selection.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Air Conditioning, Manual** — Tinted glass recommended. Power steering is recommended on Bobcat and Bobcat Villager when ordered with 2.8 Litre 2V V-6 engine. Includes heavy-duty radiator on Bobcat. Requires SelectShift automatic transmission with 3.3 litre (200 CID) IV 6-Cyl. engine on Zephyr. Not available on Zephyr with 2.3L engine.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	•	•

- **Appearance Protection Group** — Includes front floor mats with carpet inserts, door edge guards, license plate frames (rear only, if front license plate frame option is not ordered).

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	•	•

- **Appearance Protection Group (Marquis)** — Includes front and rear carpet mats, door edge guards, and license plate frames (rear only, if front license plate frame option is not ordered).

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Axle, Higher Ratio (Marquis)** — Included in Trailer Towing Package (Class III).

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Axle, Traction-Lok Differential (Marquis)** — Requires 4-wheel power disc brakes with High Altitude Option. Not available with 4-wheel disc brakes in California.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Battery, Heavy-Duty** — 77-amp.-hr. included in Marquis Trailer Towing Package (Class III).

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	na	na

- **Belts, Deluxe Color-Keyed Lap and Shoulder** — Included with Colony Park Option. Available only as part of Luxury Interior Option and Convenience Group on Zephyr. Included in Light/Convenience Group, Sports Accent Group and Deluxe Interior on Bobcat and Bobcat Villager.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	•	•

- **Brakes, Four-Wheel Power Disc (Marquis)** — Requires Traction-Lok with High Altitude Option.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Brakes, Power Front Disc/Rear Drum** — Required on Zephyr with 5.0 litre (302 CID) 2V V-8 engine and air conditioning.

Marquis	Zephyr	Bobcat	Bobcat Villager
std	•	std	std

- **Bumper Guards, Front and Rear (Zephyr)** — Not available with Bumper Protection Group.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- **Bumper Guards, Rear (Marquis)**

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Bumper Protection Group** — Includes front and rear bumper guards (all-rubber design on Zephyr and Bobcat) with horizontal rub strips. (Front bumper guards standard on Marquis.)

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	•	•

- **Carpet, Load Floor (Bobcat)** — Included with Deluxe Interior Trim, Sports Accent Group and 2.8 litre 2V V-6 engine.

Marquis	Zephyr	Bobcat	Bobcat Villager
std	std	•	std

- **Clock, Electric Analog (Zephyr)**

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- **Clock, Digital (Marquis)**

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Colony Park Option (Marquis)** — Includes:

- Full-length Rosewood woodtone applique on bodyside and doorgate
- Full-length fender peak molding
- Bright doorgate surround molding
- Bright left-hand remote-control rearview mirror
- Colony Park script on rear quarter panel
- Flight bench seat with folding center armrest with Valino all-vinyl seating surfaces
- Thicker color-keyed cut-pile floor carpeting
- Deluxe door trim panel with door pull straps
- Electric clock
- Deluxe steering wheel
- Color-keyed deluxe lap and shoulder belts
- Cargo light
- Under instrument panel courtesy lights
- Rear door courtesy light switch
- Brougham wheel covers
- Rocker panel and lower front fender molding deleted

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Convenience Group (Zephyr)** — Includes:

- Passenger visor vanity mirror
- Cigar lighter
- Two rear seat ashtrays (one with bench seat)
- Day/night inside mirror
- Deluxe color-keyed lap and shoulder belts
- Glove box lock

Included in Luxury Interior Option.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- **Cornering Lamps (Marquis)**

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Decor Option, Grand Marquis** — Includes:

- Twin Comfort Lounge Seats in unique sew style with leather and vinyl upholstery
- Luxury steering wheel
- Digital clock
- Dual beam/dome map light
- Tinted glass

Colony Park Option required.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Defroster, Rear Window**

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	•	•

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

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	std	std

- **High Axle Ratio (Marquis)** — Included in Heavy-Duty Trailer Towing Package. Not available in California, high altitude areas or with 5.8 litre (351 CID) 2V V-8 engine.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Illuminated Entry System (Marquis)** — Turns on interior courtesy lights and activates a ring of light around front door lock cylinders for approximately twenty seconds when either the driver or passenger door handle is lifted.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Interior Accent Group (Bobcat)** — Includes:

- Deluxe steering wheel (except when Sports Instrumentation Group is ordered, which includes the sport steering wheel)
 - Deluxe seat/shoulder belts
 - Day/night interior mirror
 - Left-hand remote control color-keyed mirror
- Not available with Deluxe Interior Trim, Light/Convenience Group, Deluxe Seat and Shoulder Belts and Sports Accent Group.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	na	•	•

- **Interior Accent Group (Zephyr)** — Includes:

- Pleated Corinthian vinyl seat trim
 - Deluxe door trim panels with bright accents
 - Deluxe steering wheel
 - Door belt color-keyed to interior
 - Right-hand instrument panel woodtone applique (radio surround woodtone applique included with optional radio)
 - Deluxe sound package
- Not available with Luxury Interior Option.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

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

Marquis	Zephyr	Bobcat	Bobcat Villager
nec	nec	nec	nec

- **Light/Convenience Group (Bobcat)** — Includes:

- Day/night inside mirror
- Right-hand and left-hand remote control racing mirrors
- Passenger side visor vanity mirror
- Deluxe color-keyed seat belts
- Engine compartment light
- Glove box light

- Ashtray light
- Lights-on warning buzzer
- Adjustable map light
- Interval windshield wipers
- Cargo light (Standard on Bobcat and Bobcat Villager)

Marquis	Zephyr	Bobcat	Bobcat Villager
na	na	•	•

- **Light Group (Zephyr)** — Includes:

- Front passenger and rear door courtesy light switches
- Map light
- Glove box light
- Engine compartment light
- Ashtray light

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- **Lockable Stowage Compartment** — Includes lockable stowage bin in driver's side quarter panel on Marquis and Zephyr. Included with Rear Window Wiper/Washer on Zephyr.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	na	na

- **Lower Bodyside Protection** — Lower body vinyl coating for increased abrasion protection. Includes rocker panel molding.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	•	•

- **Luggage Rack, Roof-Mounted**

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	•	•

- **Luxury Exterior Decor Group (Zephyr)** — Includes:

- Hood accent stripes
- Bright features:
 - Side window frames (standard on Zephyr Villager Option)
 - Quarter window molding (standard on Zephyr Villager Option)
 - Dual outside rearview mirrors (left-hand remote-control)
- Full-length deluxe protective bodyside molding with black vinyl insert and partial wheelip moldings (except Zephyr Villager Option)

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- **Luxury Interior Option (Zephyr)** — Includes:

- Flight bench seat (non-reclining)
- Corinthian vinyl trim or Shannon cloth
- Luxury door trim panel with woodtone insert, carpeted lower portion and bright accents
- Deluxe color-keyed steering wheel hub
- Thick cut-pile carpeting

- High-gloss right-hand instrument panel and cluster woodtone applique (radio control panel woodtone applique included with optional radio)
- Cigar lighter
- Luxury sound package
- Carpeting on inside of liftgate
- Two rear seat ashtrays (one with optional bench seat — also included in the Convenience Group)
- Glove box lock (included in Convenience Group)
- Deluxe color-keyed lap and shoulder belts (included in Convenience Group)
- Day/night inside mirror (included in Convenience Group)
- Passenger visor vanity mirror (included in Convenience Group)

Not available with Interior Accent Group or manual transmission. Requires Dual Outside Rearview Mirror Option or Luxury Exterior Decor Group.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- **Mirror, Left-Hand Remote-Control (Marquis)** — Included with Power Lock Convenience Group, Visibility Light Group and Colony Park Option.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Mirror, Visor Vanity, Illuminated (Marquis)**

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Mirrors, Dual, Bright, Left-Hand Remote-Control (Zephyr)** — Included in Luxury Exterior Decor Group. Right-hand mirror included in Pivoting Vent Window Option.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- **Molding, Bright Window Frame (Zephyr)** — Included with Luxury Exterior Decor Group or Villager Option.

Marquis	Zephyr	Bobcat	Bobcat Villager
std	•	std	std

- **Molding, Protective Bodyside, Narrow** — Bright with Brown insert on Colony Park Option, Bobcat Villager and Zephyr Villager Option. Bright with Black insert on all other models.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	•	•

- **Molding, Rocker Panel** — Standard on base Marquis, Zephyr and Bobcat wagons. Available as an option on Marquis with Colony Park Option... on Zephyr with Villager Option. Included in the Bobcat Sports Package Option. Available on the Bobcat Villager.

Marquis	Zephyr	Bobcat	Bobcat Villager
std	std	std	•

- **Molding, Wide Color-Keyed Protective Bodyside (Bobcat)** — Not available with Sports Package Option or narrow protective bodyside molding.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	na	•	na

- **Paint, Glamour**

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	•	•

- **Power Lock Group (Marquis)** — Includes power door locks, power doorgate lock and left-hand remote-control mirror on Marquis without Colony Park Option.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- **Power Door Locks**

Marquis	Zephyr	Bobcat	Bobcat Villager
(a)	•	na	na

(a) Available only as part of optional Marquis Lock Convenience Group.

- **Power Steering** — Includes variable ratio steering feature on Zephyr and Bobcat. Required on Zephyr with 5.0 litre (302 CID) 2V (or VV) V-8 engine. Recommended when air conditioning and 2.8 litre 1V V-6 engine are ordered on Bobcat and Bobcat Villager.

Marquis	Zephyr	Bobcat	Bobcat Villager
std	•	•	•

- **Power Side Windows**

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	na	na

- **Radio, AM** — Includes single instrument panel speaker. When ordered with dual speaker option on Marquis, it includes separate fader control.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	•	•

- **Radio, AM/Digital Clock (Bobcat)** — Includes single front speaker.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	na	•	•

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

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	•	•

- **Radio, AM/FM Stereo** — Includes four speakers, two front and two rear, on Marquis and Zephyr; includes two front door-mounted speakers on Bobcat.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	•	•

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

Marquis	Zephyr	Bobcat	Bobcat Villager
•	•	na	na

- Sports Package Option (Bobcat) — Includes:

- Tri-color bodyside tape stripes with stylized Bobcat head on front fender
- Tri-color hood and lower back panel tape stripes
- White styled steel wheels (4) w/trim rings
- Dual racing mirrors
- Black paint treatment to windshield wiper arms, drip molding, front and rear side window frames, door belt and windshield molding
- Black painted rocker panel molding
- Delete bright wheelip moldings, bright window frames, bright center pillar molding, bright rocker panel molding and styled steel wheels.

Not available on Bobcat Villager. Not available with wide protective color-keyed bodyside molding, narrow protective bodyside molding or Sports Accent Group.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	na	•	na

- Steering Column, Tilt (Marquis) — Column-mounted shift.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- Steering Wheel, Sports

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	•	•

- Suspension, Handling (Zephyr) — Includes modified spring rates and shock absorber valving.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- Trailer Towing Package, Class III (Marquis) — Refer to Trailer Towing Section for detailed content.

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- Trim, Accent Cloth (Zephyr)

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- Trim, Alpine Plaid Seat (Bobcat) — Available only with Deluxe Interior Trim or Sports Accent Group.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	na	nec	nec

- Trim, Corinthian Vinyl Seat (Zephyr) — Also included as part of Luxury Interior Option.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- Trim, Kirsten Cloth (Zephyr) — Not available with 2.3 litre 2V 4-Cyl. engine and manual transmission. Not available with Interior Accent Group or Luxury Interior Option.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- Trim, Deluxe Interior (Bobcat) — Includes:

- Deluxe low-back bucket seats
- Higher level door and seat trim
- Deluxe seat belts
- Deluxe steering wheel (Sports steering wheel is substituted when the Sports Instrumentation option is also ordered)
- Deluxe sound package
- Color-keyed load floor carpeting standard on Bobcat Villager. Not available with Sports Accent Group).

Marquis	Zephyr	Bobcat	Bobcat Villager
na	na	•	•

- Villager Option (Zephyr) — See pages 10 and 11 of this section for detailed content.

Marquis	Zephyr	Bobcat	Bobcat Villager
na	•	na	na

- Visibility Light Group (Marquis) — Includes the following:

	Marquis	Colony Park Option
-Dome/dual beam map light	x	x
-Under hood light	x	x
-Right-hand remote-control mirror	x	x
-Headlamp-on buzzer	x	x
-Left-hand remote-control mirror	x	std
-Under instrument panel lights	x	std
-Cargo light	x	std
-Rear door courtesy light switch	x	std

Marquis	Zephyr	Bobcat	Bobcat Villager
•	na	na	na

- Wheel Covers, Deluxe

Marquis	Zephyr	Bobcat	Bobcat Villager
na	na	nec	nec

- Wheel Covers, Hub Cap with Trim Ring (Zephyr)

Marquis	Zephyr	Bobcat	Bobcat Villager
na	nec	na	na

TIRES*

MARQUIS 4-DOOR STATION WAGON TIRE AVAILABILITY

49 STATES AND CALIFORNIA	JR78X15			LR78X15
	BSW	WSW	WWSW	WSW
With or Without Air Conditioning				
6.6 Litre (400 CID) 2V V-8	STD	OPT	OPT	OPT
7.5 Litre (460 CID) 2V V-8 ^(a)	STD	OPT	OPT	OPT

*All tire applications are load "B"
(a) Not Available in California

BOBCAT STATION WAGON TIRE AVAILABILITY

49 STATES	BR78X13 ^(a)		BR70X13 ^(a)
	BSW	WSW	RWL
Without Air Conditioning			
2.3 Litre 4-Cyl.	STD	OPT	OPT
2.8 Litre V-6	STD	OPT	OPT
With Air Conditioning			
2.3 Litre 4-Cyl.	STD	OPT	OPT
2.8 Litre V-6	STD	OPT	OPT
CALIFORNIA			
With or Without Air Conditioning			
2.3 Litre 4-Cyl.	STD	OPT	OPT
2.8 Litre V-6	STD	OPT	OPT

* All tire applications are load range "B."
(a) Includes stabilizer bar.

LEGEND: BSW = Black Sidewall
WSW = White Sidewall
RWL = Raised White Letters
STD = Standard
OPT = Optional
NA = Not Available

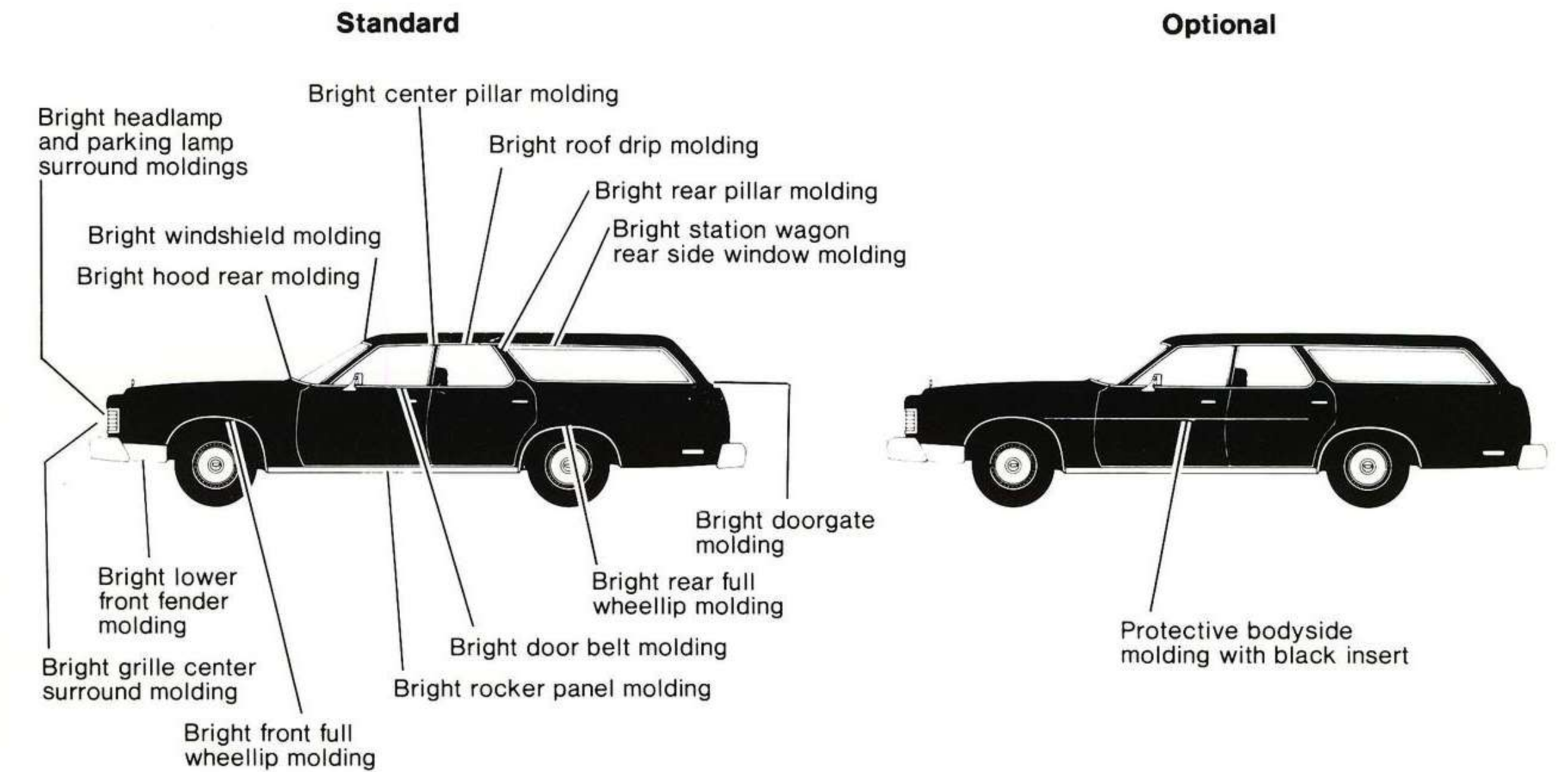
ZEPHYR 4-DOOR STATION WAGON TIRE AVAILABILITY

49 STATES AND CALIFORNIA	BR78x14		CR78x14		DR78x14		
	BSW	WSW	BSW	WSW	BSW	WSW	RWL
Without Air Conditioning							
2.3 Litre 2V 4-Cyl. 4-Speed Man. Trans.	STD	OPT	OPT	OPT	OPT	OPT	OPT
3.3 Litre (200 CID) 1V 6-Cyl. (a) 3-Speed Man. Trans.	NA	NA	STD	OPT	OPT	OPT	OPT
SelectShift Auto. Trans.	NA	NA	OPT	OPT	OPT	OPT	OPT
5.0 Litre (302 CID) 2V V-8 (b) SelectShift Auto. Trans.	NA	NA	OPT	OPT	OPT	OPT	OPT
With Air Conditioning							
2.3 Litre 2V 4-Cyl. 4-Speed Man. Trans.	NA	NA	NA	NA	NA	NA	NA
3.3 Litre (200 CID) 1V 6-Cyl. (a) 3-Speed Man. Trans.	NA	NA	STD	OPT	OPT	OPT	OPT
SelectShift Auto. Trans.	NA	NA	OPT	OPT	OPT	OPT	OPT
5.0 Litre (302 CID) 2V V-8 (b) SelectShift Auto. Trans.	NA	NA	NA	NA	STD	OPT	OPT

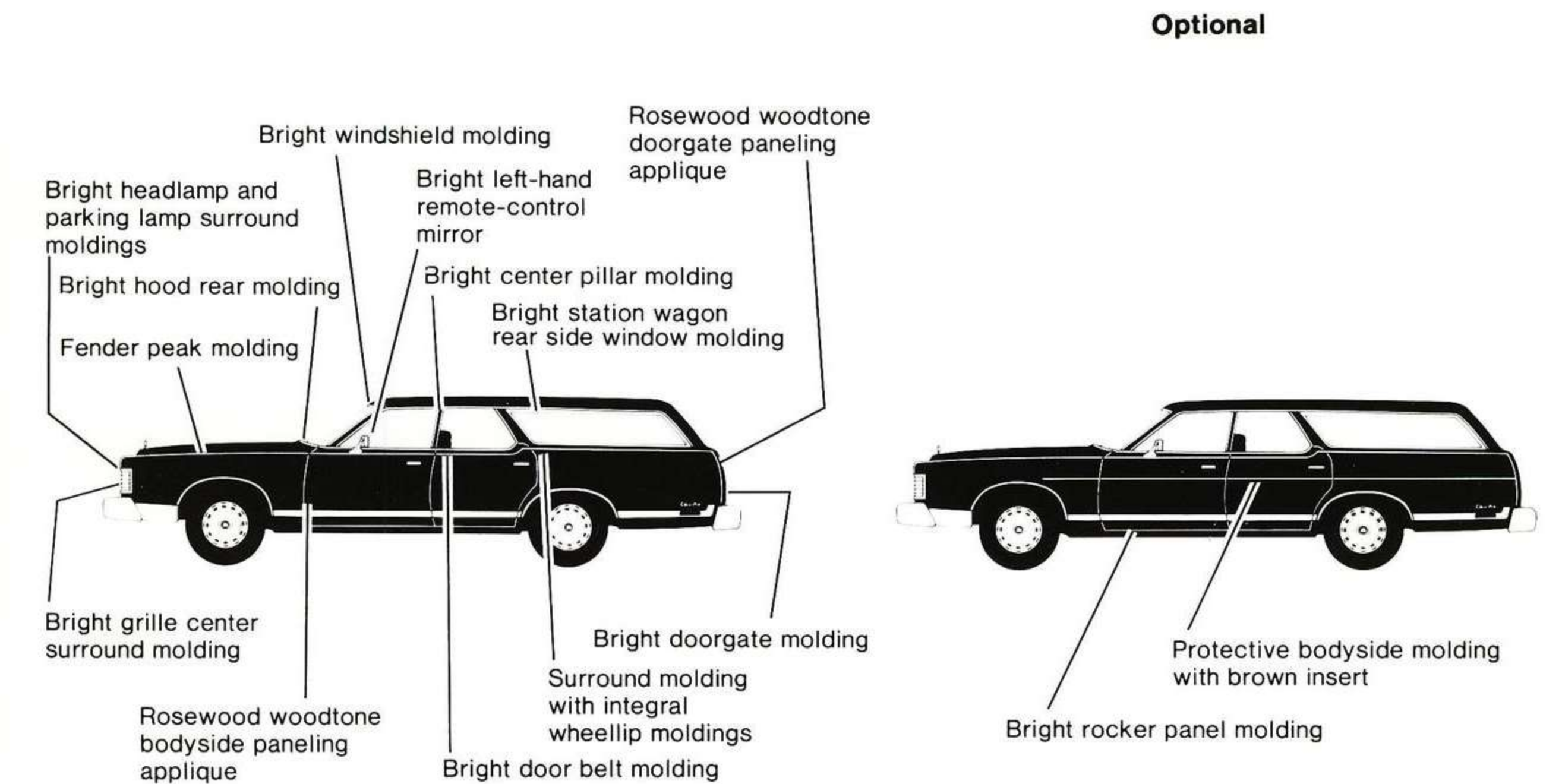
* All tire applications are load range "B."
(a) Not available in California
(b) Variable venturi carburetor in California

STATION WAGON EXTERIOR MOLDINGS

MARQUIS 4-DOOR STATION WAGON



COLONY PARK OPTION



ENGINEERING FEATURES

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Chassis Features	6—7
Safety and Damageability	8—9
Vehicle Emission Controls	10—11
Metric Measurement and Conversions	12

INTRODUCTION

The purpose of the Engineering Features Section is to help you find information quickly on standard engineering features that are common to the Mercury car lines covered in this book.

Important Engineering Features that are unique to each car line are presented in the appropriate car line section.

As a salesman, you should be aware of the many quality engineering features which help to set this year's Mercury cars apart from other vehicles.

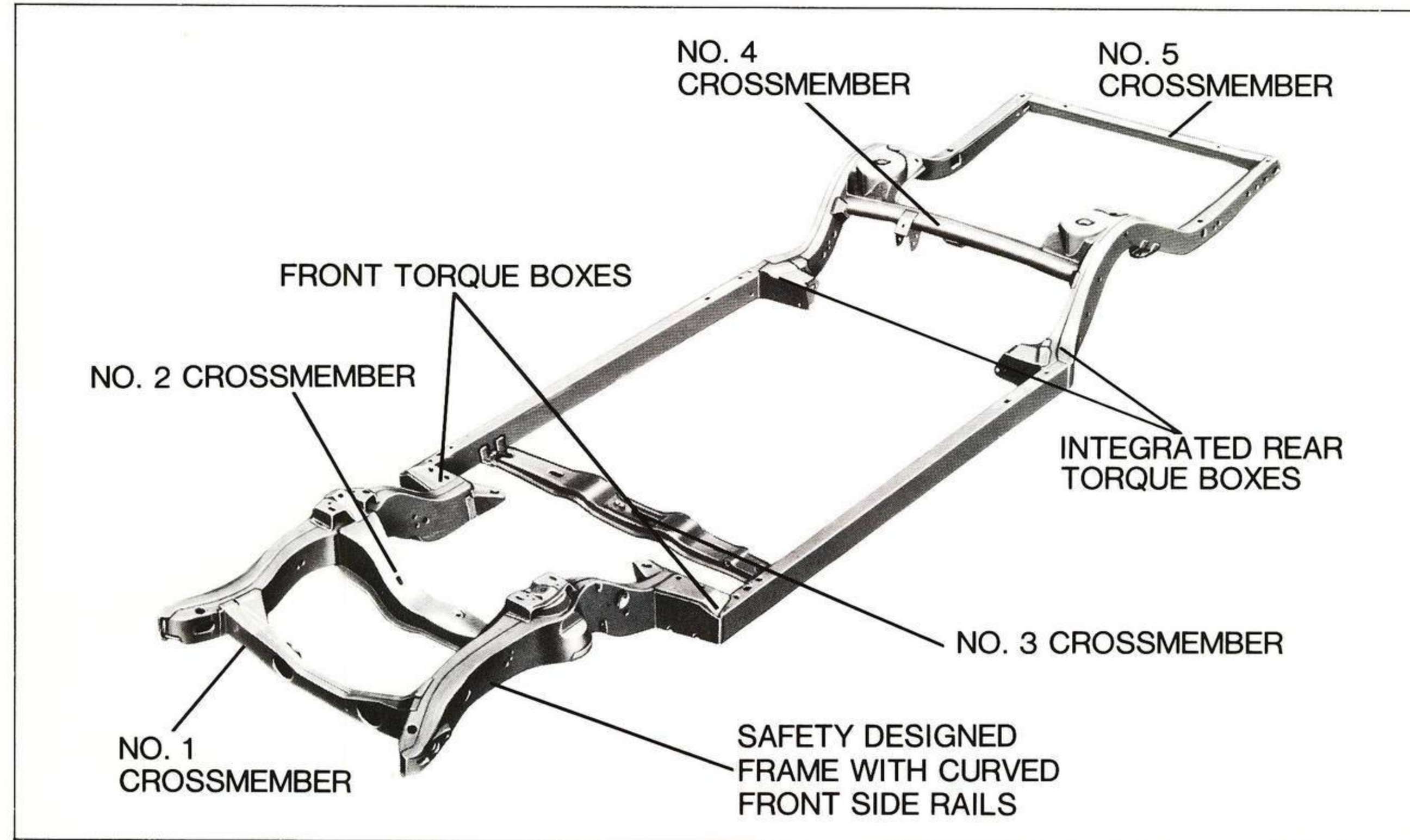
With knowledge of the information provided in this section, you will be better able to answer questions of a technical nature asked by your prospects.

You will also be able to point out important Mercury engineering advances and advantages as you present and demonstrate these fine cars and station wagons.

The Engineering Features Section is divided into five sub-sections: Body Construction, Chassis Features, Safety and Damageability Features, Vehicle Emission Controls, and Metric Measurement and Conversions.

BODY CONSTRUCTION

BODY/FRAME CONSTRUCTION (MARQUIS AND COUGAR)



Marquis Frame

FRAME CONSTRUCTION

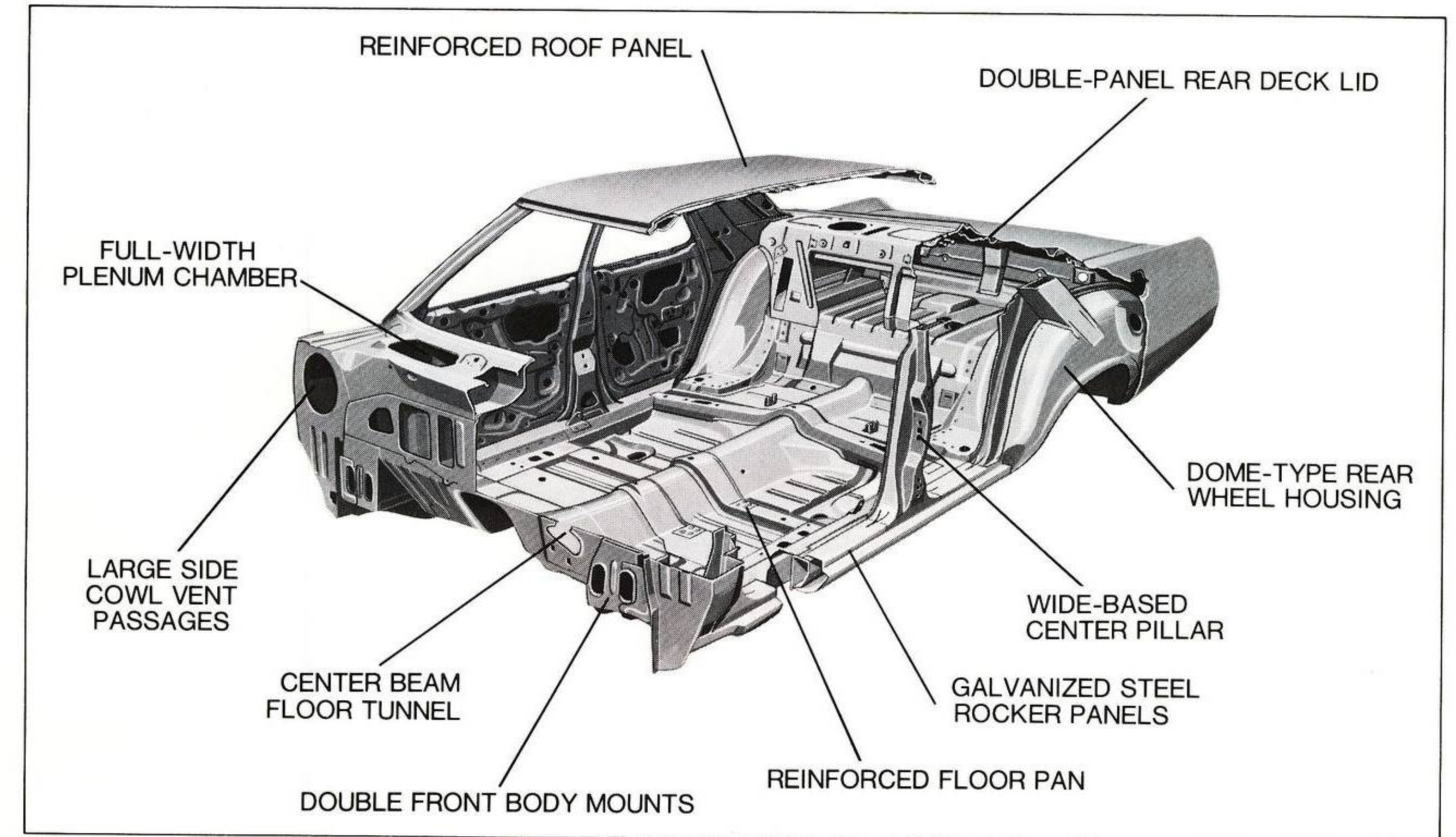
The frame forms the foundation on which the body is mounted. It also carries the engine and drive line components.

- The frame is an energy-absorbing perimeter design formed of two husky side rails and five crossmembers.
- The perimeter design permits a low, flat floor (except for driveshaft tunnel) for ease of entry and exit, as well as ample foot and leg room for car occupants.

- The frame is strong, yet able to flex slightly over rough, uneven surfaces. This flex action, plus rubber body frame mounts, helps reduce road shock reaching the passenger compartment.
- The center section of the side rails is designed to fit into the body between the rocker panels, and provides protection along the lower edge of the vehicle.

WEIGHT REDUCTIONS

Weight reduction through the use of lightweight materials is one of the major ways that Lincoln-Mercury is meeting the fuel economy challenge. Aluminum, high-strength steel and space-age plastics are used in place of heavier materials where applicable while still designed to maintain strength and durability.



Marquis Body

BODY CONSTRUCTION

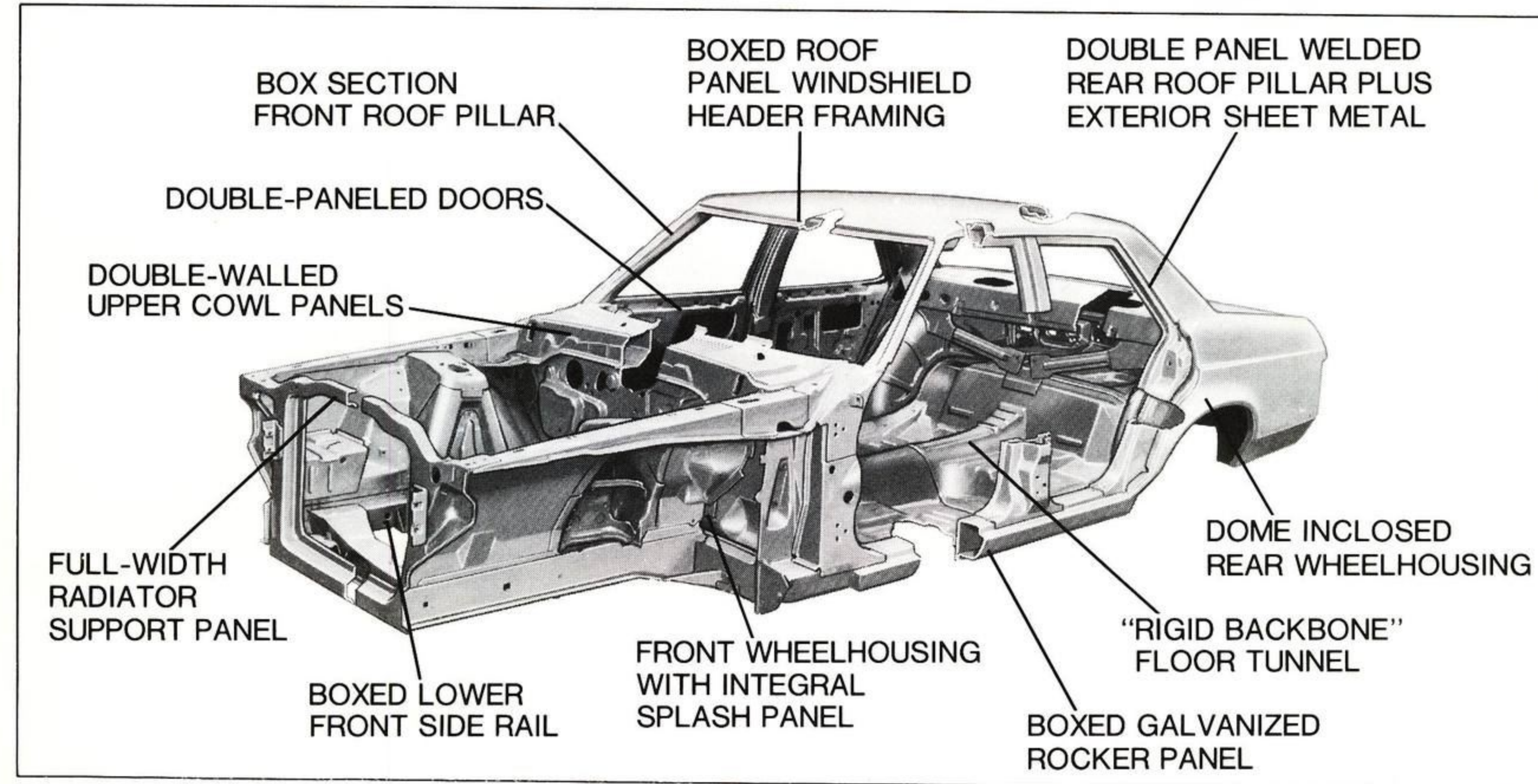
For Marquis and Cougar models, a strong rigid body is paired with the rugged perimeter frame. Important features include:

- The **floor pan** is reinforced with several sheet crossmembers that bridge the driveline tunnel and tie together the rocker panels.
- The **rocker panels** consist of inner and outer steel members to give additional strength at the sides of the underbody.
- **Heavy-gauge center pillars** and **welded wheelhouses** with inner and outer panels provide further strength at the sides of the body shell.

- **Boxed roof side rails** and **windshield pillars** and double walled **rear pillar panel**, plus a deep-channeled **windshield header** and **inner roof rails** provide high strength with light weight.
- **Full-length fender top reinforcement** and a **full hood inner panel** provide resistance to twisting and "torsional rigidity" at the front.
- A **deck lid inner panel** incorporates stamped-in reinforcing members for further overall strength.
- An **inside hood latch release** helps protect underhood components from theft and vandalism.

BODY CONSTRUCTION (CONTINUED)

UNITIZED BODY CONSTRUCTION (MONARCH, ZEPHYR, BOBCAT)



Monarch Body

Monarch, Zephyr and Bobcat models feature "unitized" body construction which forms a passenger capsule of great strength and rigidity. It combines great strength with low weight, providing a smooth, quiet ride.

- **The body is welded from end to end** to form an overall unitized body structure with sturdy anchors for engine, suspension, steering and driveline components.
- **The floor pan** has a full-length tunnel that provides rigidity in the passenger compartment.
- **The front suspension** upper-arm attaching points, the front spring towers and the engine front mounting brackets are actually part of the engine compartment side panels for added strength.
- **Rubber insulators** are used at all points of contact where the front and rear suspensions and engine are attached to help absorb noise, vibration and harshness before it reaches the passenger compartment. This liberal use of rubber insulators also reduces engine and body resonance.
- **The roof panel** is a one-piece stamping with steel reinforcement members strategically located to provide a high-strength roof that adds rigidity and strength to the overall body structure.
- **The hood and deck lid** panels incorporate stamped-in reinforcements to further strengthen the overall structure.
- **Rubber bumpers** along the front and sides of the hood provide cushioning against squeaks and rattles and are adjustable for leveling the hood.

FEATURES COMMON TO MERCURY CAR LINE AND STATION WAGON BODIES

DOORS

- Double-panel construction with a steel guard beam in each door helps prevent penetration of the passenger compartment in the event of a side impact.
- Bullet door lock knobs on 2-door models make it difficult to hook and release with wire loops — a theft-deterrent feature.
- Door (and deck lid) keys are reversible.

STATION WAGON THREE-WAY DOORGATE (Marquis Station Wagon Models)

- The doorgate, with the window retracted, swings down like a tailgate.
- A safety interlock system requires that the window be lowered before the door can be used as a tailgate, thus eliminating the danger of rear window breakage.
- The doorgate also swings out like a door, with the window either up or down.
- A safety tailgate lock button prevents accidental opening of the doorgate when the button is depressed; the door can then be unlocked with the key or the optional power tailgate lock control.
- A power-operated tailgate window is standard on Marquis Station Wagons.

BOBCAT AND ZEPHYR LIFTGATE

- **On the Bobcat Runabout and Zephyr Station Wagon**, the third door is an easy lift-up, top-hinged door, opening at the rear for convenient access to the cargo area.
- The third door includes fixed rear window glass.
- Its design provides:
 - smooth lift-up with only a slight initial motion.
 - secure hold-open at maximum height due to a gas-filled cylinder at each inner side of the liftgate, exerting pressure on a piston.
 - easy closing, because slight downward pressure reverses the piston-cylinder action.
- **On the Bobcat Station Wagon and Bobcat Villager**, the liftgate also opens upward, but counterbalanced supports replace gas-filled cylinders.
- Bobcat Station Wagon and Bobcat Villager feature a "liftgate ajar" warning light.

GLASS

- Windows are high-strength, impact-resistant, heat-tempered glass.
- The windshield is constructed of two sheets of glass with a shatter-resistant clear vinyl material heat-laminated in between.

FRONT BENCH SEAT CONSTRUCTION

- The seat cushion frame is made of heavy steel stampings and tubes welded together to form a rigid platform.
- The seat spring system provides deep deflection at a controlled rate for seating comfort.
- Zephyr seats feature new weight-saving construction with molded foam cushions and seat backs.
- Preformed, presewn upholstery is slipped over cushion and frame element and secured firmly to the underside of the frame.
- **Flight Bench Seats** feature a front seat, folding center armrest.

TWIN COMFORT LOUNGE SEAT CONSTRUCTION

- The seat contours are designed to provide extra lower-back support and superior comfort.
- The seat assembly includes a sturdy shell-type steel frame made of contour stampings.
- Zigzag springs and coil springs provide comfortable support.
- Both driver and passenger seats are individually adjustable.
- The seats include individual center armrests for both driver and passenger.

BUCKET SEAT CONSTRUCTION

- Bucket seats feature the same basic heavy-duty frame construction and spring system as bench seats.
- Zephyr seats feature new weight-saving construction with molded foam cushions and seat backs.
- Separate driver and passenger seats are deeply contoured to cradle the body comfortably.
- Both driver and passenger seats are individually adjustable.

HEATING AND VENTILATION

All Mercury car lines have heating and ventilating systems to help provide a comfortable interior climate for driver and passengers. Each system has simplified controls for heating the vehicle's interior, defrosting or defogging the windshield, and ventilating the passenger compartment with fresh outside air. The details and operation of each system can be found in the Owners Manual furnished with each car or station wagon.

INSULATION AND SOUNDPROOFING

NOTE: See car line sections for specific insulation and soundproofing materials and applications.

BODY FINISHING AND PAINTING

CLEAN AND PHOSPHATE SYSTEM

Clean and phosphate system cleans the entire body and leaves a phosphate treatment on the sheet metal surface. This provides a conditioned surface for primer adhesion. All Lincoln-Mercury vehicles receive the clean and phosphate treatment.

PRIMING — ELECTROCOAT OR SPRAY PROCESS

In the electrocoat process, the entire body is dipped in a tank which electrically deposits primer paint on the body surfaces.

In plants not equipped with electrocoat facilities, primer paint is applied by various spraying methods.

All Lincoln-Mercury Division vehicles receive either the electrocoat or spray primer coatings.

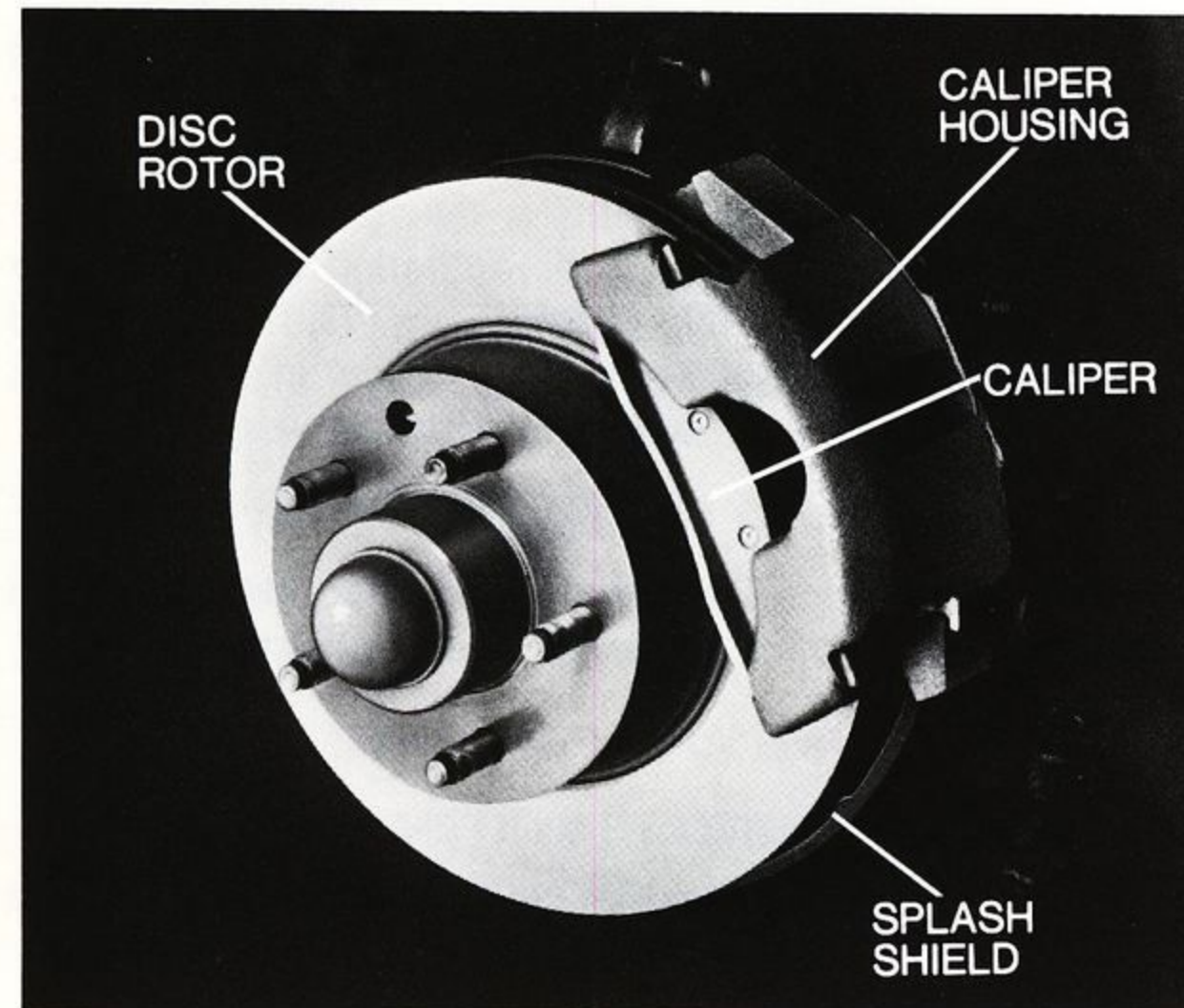
BODY PAINTING

- At least two coats of primer are applied and heat-cured.
- Wet sanding, done selectively, follows, along with thorough drying.
- Finally, coats of acrylic enamel are sprayed on by means of the electrostatic paint process.
- In this process, the spray gun charges the paint particles negatively and propels them by means of air pressure to the positively charged car body.
- As the negatively charged paint particles near the positively charged sheet metal, they are attracted to the metal surface.
- The electrostatic process helps achieve an exceptionally uniform paint finish with thorough coverage.

CHASSIS FEATURES

FRONT DISC/REAR DRUM BRAKES

Power front disc/rear drum brakes are standard on Marquis and Cougar models, required on Bobcat Villager with 2.8 Liter V-6 engine, Monarch and Zephyr with V-8 engines and optional at extra cost on most other models. Manual front disc/rear drum brakes are standard on Monarch 6-Cyl., Zephyr 4- and 6-Cyl. and Bobcat models.



A Typical Front Disc Brake

- Front disc/rear drum brakes provide for resistance to fade.
- Front disc brakes include three major components: a ventilated disc rotor, a caliper assembly and splash shield plate.
- The caliper slides on machined surfaces in the anchor plate except for Zephyr where the caliper slides on spindle-mounted pins.
- When the brakes are applied, the caliper automatically centers, and pressure is applied equally through the brake pads to both sides of the rotor.
- The caliper design permits lining on both sides of the rotor and results in a "clamping" action when the brakes are applied.
- Disc brakes perform well under wet driving conditions since the disc quickly throws off moisture through centrifugal force and the wiping action of the brake pads.
- Normal heat build-up when the brakes are applied also dissipates moisture from the disc and pads.
- The front disc brakes are easy to service, require minimum hydraulic pressure and provide a responsive pedal feel.
- They are designed to automatically maintain brake pad alignment and proper contact with the disc throughout the life of the pads.

Rear Drum Brakes

- The rear drum brakes are designed to be kept mechanically self-adjusted for the life of the lining.
- When the brakes are applied, a built-in mechanism adjusts the brakes as the vehicle moves in reverse.
- The brakes are also shielded by a curved edge of the brake backing plate which mates with a groove in the brake drum. This shield is designed to help minimize the entry of dust and water.

BRAKE SYSTEM FEATURES

- Other important features of Mercury brake systems include:
 - A dual-chambered master cylinder containing two pistons on a single push rod.
 - Both pistons are activated when the brake pedal is depressed.
 - One chamber and its piston apply hydraulic pressure to actuate the front brakes; the other chamber and piston activate the rear brakes.
 - The system is designed so that a malfunction in either the front or rear system will allow the other system to continue to operate.
 - All hydraulic lines are corrosion-resistant for long service life.
 - A warning light on the instrument panel alerts the driver if a hydraulic pressure loss occurs in either the front or the rear system.

STEERING SYSTEM

Power Steering (Standard, Marquis and Cougar models)

- The power assist helps to give the driver fast, controlled steering action with a reduced effort.
- Monarch, Zephyr and Bobcat, optionally equipped with power steering, and Cougar, with power steering as standard, use a new power steering pump. The pump features are: smoother fluid pumping action, more compact design and use of weight-saving materials.

MANUAL STEERING

Parallel Linkage Type (Monarch)

- The recirculating ball steering gear is filled with an all-weather lubricant that never needs changing under normal conditions.

Rack-and-Pinion Steering (Bobcat, Zephyr)

NOTE: See Bobcat or Zephyr car line section for detailed information.

SUSPENSION (Front and Rear)

NOTE: See car line sections for detailed information.

CHASSIS FEATURES (CONTINUED)

DURASPARK IGNITION SYSTEM

- There are two versions of the DuraSpark ignition:
 - one for California V-8 engines
 - one for all other engine applications.
- Both versions feature higher spark plug voltages during the starting and running cycles to allow use of a wider spark plug gap.
- The wider spark plug gap is needed to ignite the fuel/air mixtures such as occur with the California engines.
- Performance characteristics of the DuraSpark ignition system are as follows:

SPARK PLUG VOLTAGE COMPARISON		
	Start (10 Volts) at 200 rpm	Run (14 Volts) at 800 rpm
49-State DuraSpark	42,000 volts	36,000 volts
California DuraSpark	47,000 volts	42,000 volts

FOUR-SPEED MANUAL OVERDRIVE TRANSMISSION

- This transmission is available only on Monarch as standard with the 4.1 litre (250 CID) 1V and 5.0 litre (302 CID) 2V engines (except in designated high-altitude sales areas).
- It offers good overall performance in 1st through 3rd gears with the advantage of low engine rpm cruising in 4th gear.
- The high overall 1st-gear ratio provides start-up torque to the rear wheels.
- There are four forward gear speeds for driving flexibility.
- In fourth gear, the final drive ratio to the rear wheels is through an overdrive gear ratio for economy.
- Additional features of the four-speed overdrive transmission include:
 1. Sporty floor shift lever
 2. Full synchronization in all forward gears
 3. Sturdy cast-iron gear case and extension housing
 4. Full anti-friction bearings throughout

SAFETY & DAMAGEABILITY FEATURES

LIFEGUARD DESIGN SAFETY FEATURES

In the fall of 1955, Ford Motor Company pioneered safety door locks, double-ball adhesive-backed rearview mirror and a deep-dish steering wheel as standard equipment. Ford Motor Company also offered optional seat belts, and padded sun visors and instrument panels. Since then, a significant number of additional safety features have been incorporated as standard equipment on an industry-wide basis.

This section describes the Ford Motor Company Lifeguard Design Safety Features — which are standard on Lincoln-Mercury Division cars — as well as certain safety-related dealer accessories. Certain Ford Motor Company Lifeguard Design Safety Features are required by Federal Standards while others are not.

SUMMARY OF FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

OPERATING SAFETY

- Safety rim wheels and load-rated tires
- Split hydraulic brake system with warning light
- Corrosion-resistant brake lines
- Turn indicators with lane-changing signal feature
- Hazard warning flasher
- Backup lights
- Side marker lights
- Two-speed or variable speed windshield wipers
- Windshield washers
- Uniform transmission shift quadrant (on all cars equipped with automatic transmission)
- Variable control instrument cluster illumination
- Safety hood latch system
- Impact-absorbing bumper system

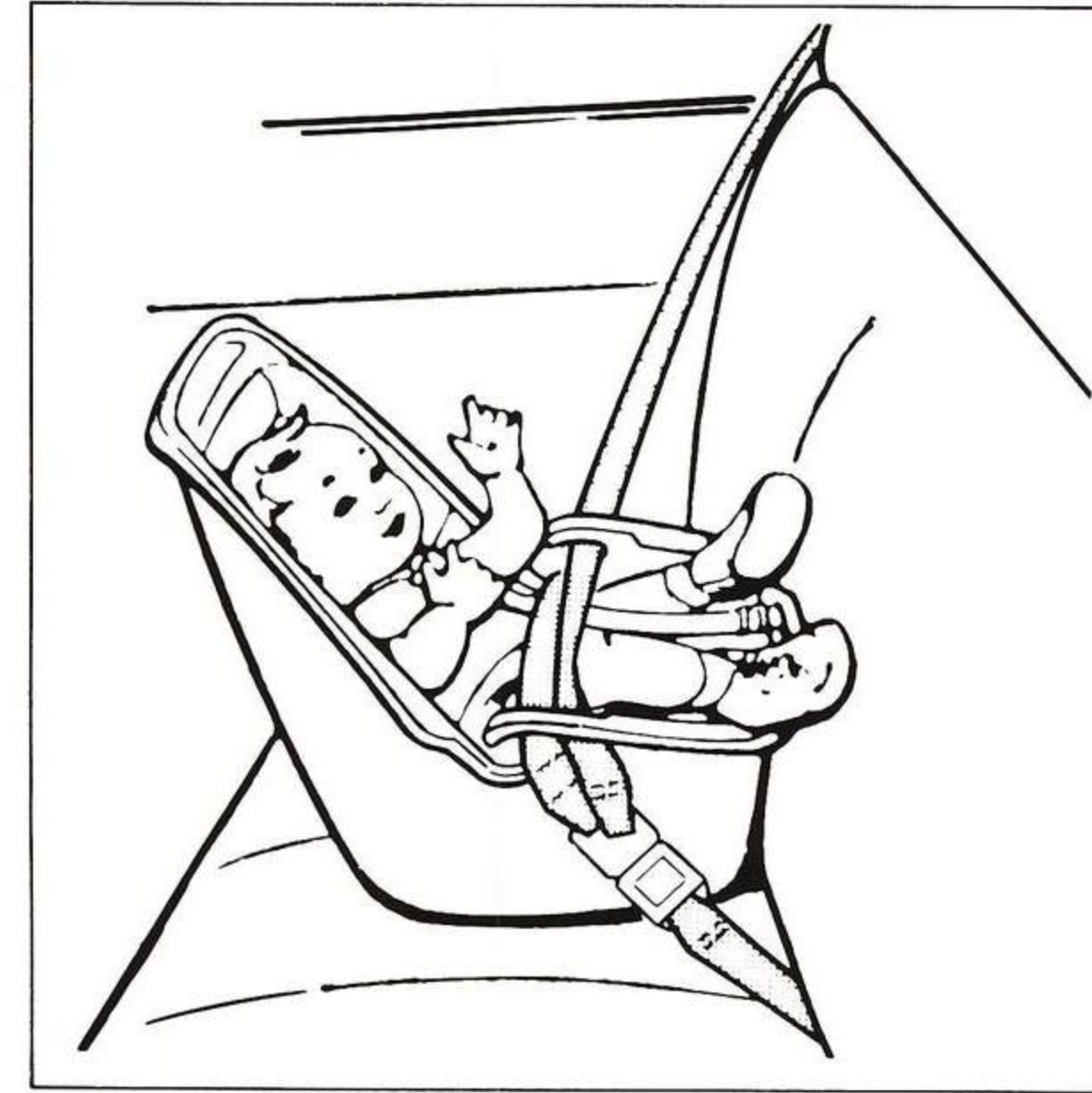
OCCUPANT PROTECTION

- Safety-designed front end structure
- Safety-designed roof structure
- Steel guard rails in side doors
- Double-yoke door latches and safety hinges
- Integral lap and shoulder belts with retractors for front outboard occupants
- Positive reminder seat belt warning light and buzzer for driver
- Lap belts 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
- 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

SECURITY

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

SAFETY AND DAMAGEABILITY (CONTINUED)



OPTIONAL FORD INFANT CARRIER

- Available as a dealer accessory.
- Designed to increase protection for infants in collision impacts.
- Designed for infants up to 20 pounds, and for use in any Ford Motor Company passenger car.
- Directions for use are included with the accessory.



OPTIONAL TOT GUARD

- Available as a dealer accessory for use in any Ford Motor Company passenger car.
- Tot Guard is a lightweight, portable plastic shield designed to increase protection for young children in collision impacts.
- It is designed for children approximately 1 to 5 years old, weighing 20 to 50 pounds, who have a seating height of 19 to 28 inches and a standing height of 46 inches or less.
- Directions for use are included with the accessory.

VEHICLE EMISSION CONTROLS

The 1978 Federal car exhaust emission control standards are the same as the 1977 standards as established for 49 states. California has unique requirements. However, the evaporative emissions requirements have changed. In 1977 the "trap" test was used to measure evaporative emissions, and in 1978 this test is replaced by the more stringent SHED (Sealed Housing Evaporative Determination) test. The "trap" test measured evaporative emissions at the carburetor air conduit (zip-tube) and fuel tank, while the SHED test measures all evaporative emissions by placing the vehicle in a sealed chamber.

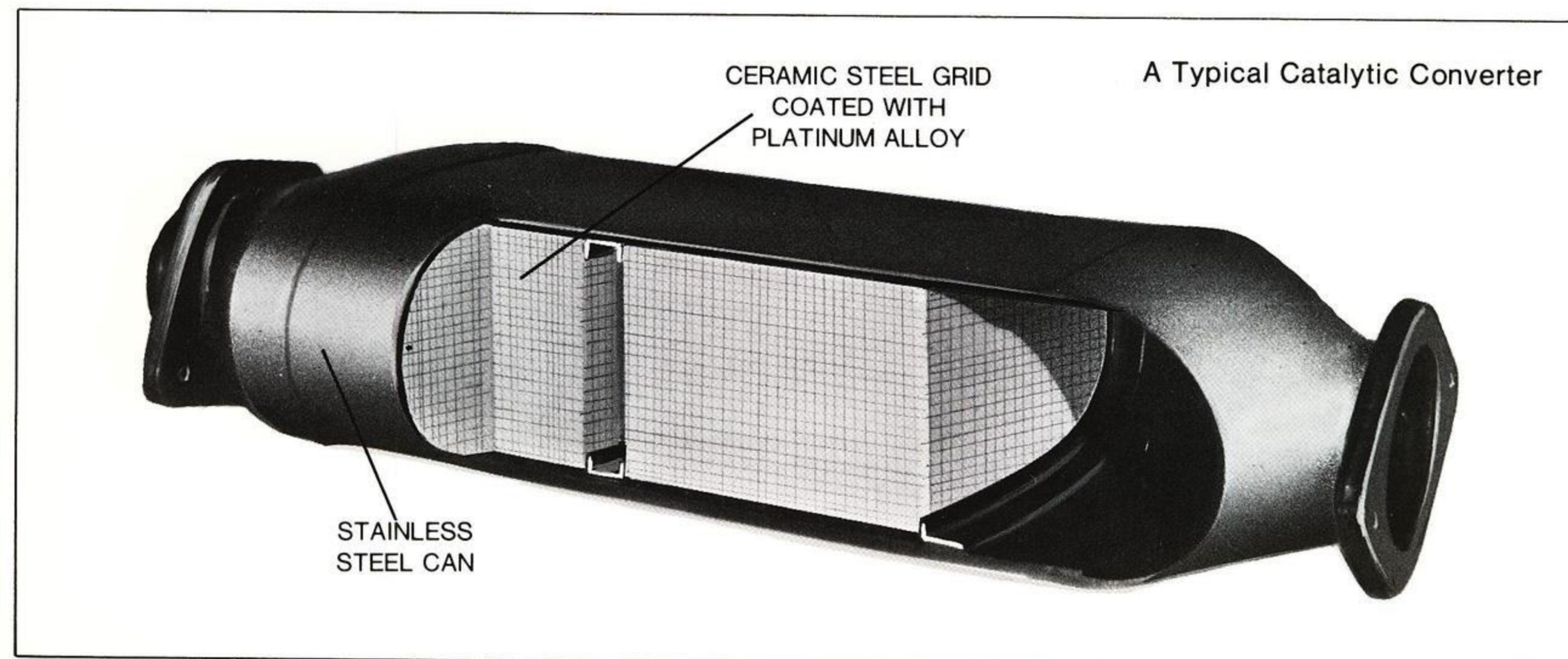
After completion of the exhaust test cycle, the density of gasoline fumes is measured during both a one hour heat build period and a one hour heat maintenance period. Measurement of the total evaporative emissions in the "SHED" test is accomplished by utilizing a sample probe which analyzes the hydrocarbon content of the air in the test chamber before and after the test.

	Federal		California	
	1978	1977	1978	1977
Hydrocarbons (HC) gms./mi.	1.5	1.5	.41	.41
Carbon Monoxide (CO) gms./mi.	15.0	15.0	9.0	9.0
Nitrogen Oxides (NOx) gms./mi.	2.0	2.0	1.5	1.5
Evaporative gms./test	6.0/	2.0/	6.0/	2.0/
	SHED	TRAP	SHED	TRAP

EMISSION RELATED FEATURES

Exhaust Emission System Catalyst

All Mercury car lines are equipped with a catalytic converter.



DuraSpark Ignition System

DuraSpark ignition is standard on all Mercury cars currently being built in North America. It is an improvement of the solid-state system.

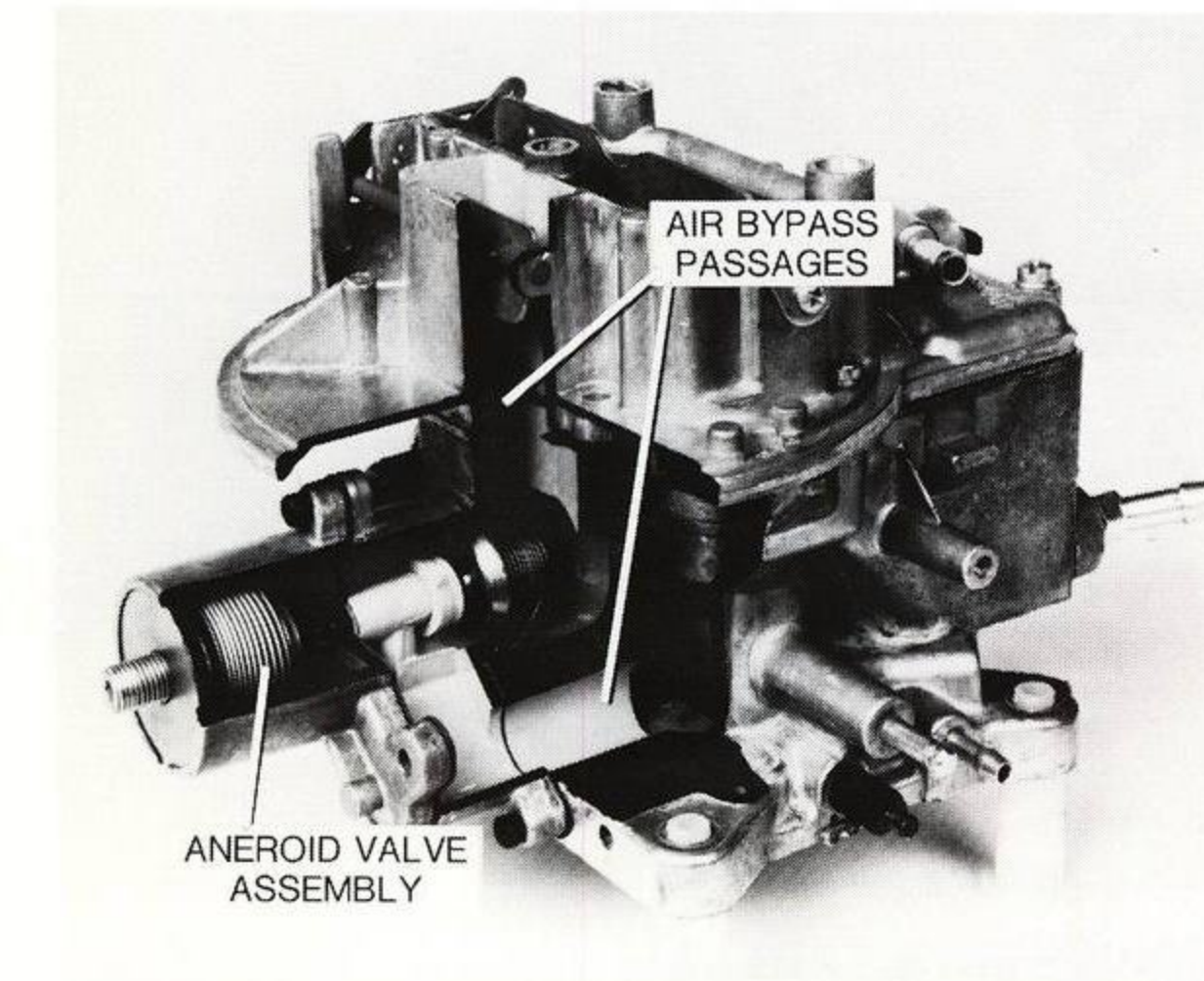
NOTE: Discussed in greater detail under Chassis Features.

Variable Venturi Carburetor

- The variable venturi (VV) carburetor is currently being installed on all 2.8 liter V-6 and 5.0 litre (302 CID) V-8 engines in California. It is not available in the other 49 states.
- The variable venturi principle is used to provide more constant air velocity through the venturi during variable speed operation compared to conventional carburetors.
- Keeping a constant air velocity permits precise control of the air/fuel mixture which in turn aids in control of exhaust emissions.

VEHICLE EMISSION CONTROLS (CONTINUED)

High Altitude Emission Equipment



- A change in the air/fuel mixture can affect exhaust emissions.
- The advantage of the altitude compensating carburetor is the ability to provide proper driveability at all altitudes, and also to help meet emission standards at the required high altitude. This is in response to customer needs, since most high-altitude cars are also used at lower altitudes.

- Certain counties in the western United States have been designated high-altitude areas by the Environmental Protection Agency (EPA).
- All cars sold for use in these counties must be certified to meet the normal EPA exhaust emission standards while operating at high altitudes (designated as above 4,000 feet).
- To meet this requirement, Lincoln-Mercury has developed High Altitude Emission Equipment for cars sold by previously notified dealers located in counties with altitudes above 4000 ft.
- The heart of the High Altitude Emission Equipment is an altitude compensating carburetor designed to supply the same relative air/fuel mixture at both high and low altitudes.
- As a car ascends in altitude, the atmospheric pressure is reduced and the air becomes less dense, causing the air/fuel mixture to become richer at the same throttle opening.

METRIC MEASUREMENT AND CONVERSIONS

With gradual conversion to the Metric System, all 1978 automobile engine displacements will be measured in litres instead of CID (cubic inches displacement). The following chart is provided to enable you to compare 1978 Lincoln-Mercury engines to those of the domestic competition.

DOMESTIC ENGINE DISPLACEMENTS

Ford Motor Company

1.6L (98 CID)
2.3L (140 CID)
2.8L (170 CID)
3.3L (200 CID)
4.1L (250 CID)
5.0L (302 CID)
5.8L (351 CID)
6.6L (400 CID)
7.5L (460 CID)

General Motors

1.4L (85 CID)
1.6L (97 CID)
2.5L (151 CID)
3.2L (196 CID)
3.3L (200 CID)
3.8L (231 CID)
4.1L (250 CID)
4.3L (260 CID)
5.0L (301 CID)
5.0L (305 CID)
5.7L (350 CID)
6.6L (400 CID)
6.6L (403 CID)
7.0L (425 CID)

Chrysler

3.7L (225 CID)
5.2L (318 CID)
5.9L (360 CID)
6.6L (400 CID)
7.2L (440 CID)

AMC

2.0L (121 CID)
3.8L (232 CID)
4.2L (258 CID)
5.0L (304 CID)
5.9L (360 CID)

CONVERSION TABLES

This conversion table will come in handy when you have to convert imported engine displacements or make comparisons with any newly introduced engines. This information will also be useful when comparing a prospect's present engine — designated in CID — to the engine in a 1978 Lincoln-Mercury product.

1 cubic inch = 0.0164 litres
1 litre = 61.0250 cubic inches

When you know cubic inches, multiply by .0164 and the result will be in litres. When you know litres, multiply by 61.025 and the result will be in cubic inches.

MILES AND KILOMETERS

In 1978, all speedometers on Lincoln-Mercury vehicles show both miles and kilometers per hour. This is particularly helpful when traveling in Canada or Mexico. The following table is included to help make conversions from miles to kilometers, and kilometers to miles easier.

1 mile = 1.6093 kilometers
1 kilometer = 0.621 miles

When you know miles, multiply by 1.6093 to find kilometers. When you know kilometers, multiply by .621 to find miles.

FLUID CAPACITIES

In some countries, such as Mexico — gasoline, oil and engine coolants are sold in litres. When traveling it might be helpful to know the following conversion table.

If you know litres multiply by .264 to get gallons. If you know gallons multiply by 3.785 to get litres.

TRAILER TOWING

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TRAILER TOWING



Outdoor recreation has become more popular each year as more people . . . with more leisure time . . . have more time to travel and enjoy nature and outdoor sports away from home.

The automobile plays a dominant role in outdoor recreation because it enables people to travel comfortably to their favorite recreation spots . . . and carry their belongings with them. So, in this sense, the automobile can be thought of as the most popular recreational vehicle available . . . and can be sold as a recreational vehicle on its own merits.

Many outdoor enthusiasts take their boats, snowmobiles and off-road vehicles with them by towing them on a trailer. Many others take their outdoor living quarters with them by towing trailers of various sizes . . . from pop-up tent campers to larger self contained travel trailers having all the amenities of a small luxury home away from home.

So, at one time or another, many automobiles sold today will be towing a trailer of some kind.

To the Mercury salesman, trailer towing can be profitable because he offers automobiles that, when properly equipped, can tow trailers of various types and sizes with ease and comfort.

Once you understand the basic fundamentals of trailer towing, you can establish yourself as a salesman who is a recreational vehicle expert.

And you can increase your sales and commissions because prospects who intend to tow a trailer will respect your knowledge and have confidence in you when you assist them in the selection of the proper equipment that meet their specific requirements.

Trailer towing requires that the towing vehicle do double-duty, so you should know the advantages, capabilities and limitations of each car you sell. The products you offer are well suited for trailer towing. When you know the facts, you can help your prospects select the right automobile and the right equipment for their trailering needs. The more you know about trailer towing in general, the more chances you will have to sell automobiles to trailer towing enthusiasts.

Monarch and Zephyr, for example, are excellent compact cars for towing trailers weighing up to 2000 pounds in the Class I light-duty category. And Bobcat is an excellent small car for towing trailers that weigh no more than 1000 pounds.

For those prospects who will be towing the heavier travel trailers, you can offer them either the full-size Marquis or the mid-size Cougar. Both of these cars are capable of towing the larger travel trailers . . . and provide a smooth ride for a high degree of passenger comfort.

Properly equipped for trailer towing, Marquis, Cougar, Monarch, Zephyr and Bobcat, in their classes, provide you with outstanding trailer towing qualities which

can and should be presented and demonstrated to your prospects.

When you match the right car and proper equipment to your prospects' trailering needs, you can make more sales, and add substantially to your earnings. The information on the following pages will help you assist your prospects in selecting the right car and the right equipment for trailer towing.

TRAILER CLASSES AND TOWING REQUIREMENTS

Both Marquis and Cougar are capable of towing Class I light-duty, Class II medium-duty and Class III heavy-duty trailers. Monarch and Zephyr are also suitable for towing trailers, but in the Class I weight range only. Bobcat is restricted to towing small trailers that weigh no more than 1000 pounds in the Class I category.

Optional trailer towing packages are available which enable Marquis to tow up to 7000 pounds of gross trailer weight and Cougar to tow up to 6000 pounds of gross trailer weight.

Included in these packages are a heavy-duty, extra-capacity radiator to handle the increased heat generated by the engine, and an auxiliary transmission oil cooler to help maintain proper operating temperatures. In addition to these, the Cougar package includes a heavy-duty frame and suspension to bear the added weight of the trailer. Both packages contain a trailer wiring harness to feed the trailer's electrical circuits.

GUIDING YOUR CUSTOMER'S SELECTION

Study carefully the information in this Mercury trailer towing section and use it to match available equipment and accessories to the customer's expressed trailer towing purposes. The required equipment detailed in the following pages must be installed to enable the towing

vehicle to operate efficiently while pulling various travel and utility trailers. The information given may be of help in explaining to the customer some of the considerations that call for these requirements in certain cases.

TYPES OF TRAILERS

CLASS I LIGHT-DUTY TRAILERS

Trailers in this class weigh up to 2000 pounds — the weight constituting the sum of the trailer and its cargo. Small boat trailers and many "fold-down" camper-trailers are typical in the Class I category. All domestic Mercury cars can tow Class I light-duty trailers without special equipment other than an underbody-mounted, load-carrying hitch and appropriate car-to-trailer electrical wiring harness. However, an automatic transmission and V-8 engine are recommended for trailer towing. This equipment is standard on Marquis and Cougar and optional on Monarch and Zephyr. Though Bobcat does not offer a V-8 engine, a responsive six-cylinder engine with automatic transmission is available at extra cost for trailer towing purposes.

All Lincoln-Mercury automobiles have impact-absorbing bumpers. Therefore, hitches clamped directly to the bumper face bar are not recommended. However, a multi-clamp hitch is safe as long as it is installed properly and the usage and towing instructions provided by a reputable trailer agency are followed. Single-clamp hitches and hitches which attach to the car's rear axle should never be used.

Gross Trailer Weight	2000 lbs. maximum (a)
Static Tongue Load on Hitch	200 lbs. maximum (a)
Type of Hitch	Load-Carrying
Hitch Ball Size	1-7/8" diameter
Mercury Cars Suitable for Towing	
a Class I Light-Duty Trailer	Marquis
.....	Cougar
.....	Monarch(b)
.....	Zephyr (b)
.....	Bobcat(a)

(a) Bobcat's trailer weight limit is 1,000 pounds gross weight, and 100 pounds tongue load, with no more than 25 square feet of frontal area. Clamp-type bumper-mounted hitches are prohibited.

(b) Monarch and Zephyr are not recommended for towing trailers having more than 25 square feet of frontal area.

CLASS II MEDIUM-DUTY TRAILERS

Trailers with gross weights between 2000 pounds and 3500 pounds are included in the Class II medium-duty category. Most single-axle travel-trailers represent this class. Of all domestic Mercury automobiles, only

Marquis and Cougar can tow Class II medium-duty trailers. But to do so, they should be equipped with the special equipment provided in their respective trailer towing packages and also the load-equalizing hitch.

Gross Trailer Weight	2000 lbs. to 3500 lbs.
Static Tongue Load on Hitch	500 lbs. maximum
Type of Hitch	Load-Equalizing
Hitch Ball Size	2" diameter
Mercury Cars Suitable for Towing	
a Class II Medium-Duty Trailer	Marquis
.....	Cougar

CLASS III HEAVY-DUTY TRAILERS

Trailers with gross weights between 3500 pounds and 6000* pounds are included in the Class III heavy-duty weight class. Dual axle and large single axle

travel-trailers fall in this category. Marquis and Cougar require special equipment as well as the load-equalizing hitch for towing Class III heavy-duty trailers.

Gross Trailer Weight	3500 lbs. to 6000 lbs.*
Static Tongue Load on Hitch	700 lbs. maximum*
Type of Hitch	Load-Equalizing
Hitch Ball Size	2-5/16" diameter
Mercury Cars Suitable for Towing a	
Class III Heavy-Duty Trailer	Marquis
.....	Cougar

* Marquis can tow up to 7000 pounds of gross trailer weight, with 800 pounds maximum tongue load, when equipped with the Class III Trailer Towing Package.

BASIC TRAILER TOWING REQUIREMENTS

The equipment in the Class III Trailer Towing Packages for Marquis and Cougar is offered to fulfill the requirements of both Class II and Class III trailer towing. Since towing requirements for Class II and Class III loads are similar, a single package is released for both Marquis and

MARQUIS CLASS III PACKAGE CONTENT

- Manual load levelers
- Heavy-duty radiator
- Heavy-duty suspension
- Heavy-duty 60-amp. alternator
- Heavy-duty 77-amp.-hr. battery
- Auxiliary transmission oil cooler
- Trailer wiring harness
- 6.5" x 15" wheels
- Higher axle ratio (3.00 with 6.6 Litre (400 CID) 2V V-8; 2.75 with 7.5 Litre (460 CID) 4V V-8 in 49 States)

NOTE: See also Minimum Recommended Trailer Towing Equipment on page 8.

ENGINES

For Class II medium-duty and Class III heavy-duty trailer towing, Marquis requires the optional 6.6 Litre (400 CID) 2V V-8 engine. The optional 7.5 Litre (460 CID) 4V V-8 engine is available for trailer towing in 49 States.

For Cougar, the optional 6.6 Litre (400 CID) 2V V-8 engine is recommended for Class II medium-duty and

ENGINE COOLING EQUIPMENT

A car's engine must exert a lot of effort to pull the extra weight of a trailer, more so than under usual operating conditions. Consequently, more heat is generated. So the Class II and Class III Trailer Towing Packages for Marquis and Cougar provide special cooling equipment to

TRANSMISSIONS

The SelectShift automatic transmission, which is standard on Marquis and Cougar, is well designed to withstand the demands of trailer towing. Its heavy-duty gears can easily handle the strains of the additional weight being pulled, and its torque converter can dampen drivetrain shocks caused by trailer towing.

In addition, the SelectShift transmission provides a significant advantage over the automatic transmissions of domestic competitive cars. Its unique second gear lock-in feature, which allows the driver to start off in second gear, reduces torque at the rear wheels to lessen the

Cougar to handle the two classes. The benefit of a Class III equipped automobile is that the owner can graduate from Class II to Class III trailer towing without having to install extra equipment necessary for hauling the heavier camper or trailer. His needs are already provided for.

COUGAR CLASS III PACKAGE CONTENT

- Heavy-duty radiator
- Heavy-duty suspension
- Heavy-duty frame
- Heavy-duty 60-amp. alternator
- Heavy-duty 77-amp.-hr. battery
- Auxiliary transmission oil cooler
- Trailer wiring harness
- Higher axle ratio (3.00 in 49 States)

NOTE: See also Minimum Recommended Trailer Towing Equipment on page 8.

Class III heavy-duty trailer towing.

The Monarch, Zephyr and Bobcat engines specified for best Class I light-duty towing performance are listed under Minimum Recommended Trailer Towing Equipment, page 8.

keep temperatures at proper levels. These packages include a heavy-duty, extra-capacity radiator and auxiliary transmission oil cooler to minimize the chance of overheating.

chance of severe wheel slippage when towing a trailer on slippery pavement or in loose sand. The reduced torque is also beneficial when pulling a trailer within confined spaces and for braking.

The SelectShift transmission's inherent qualities make it more adaptable than the manual transmission to the demands of trailer towing. Because of the advantages it offers, the SelectShift transmission is recommended for Mercury cars that provide a manual transmission as standard equipment — namely, Monarch, Zephyr and Bobcat.

Basic Trailer Towing Requirements (Cont'd)

ELECTRICAL SYSTEM COMPONENTS

A car's battery must supply the current demanded by a trailer's electrical accessories — the overhead clearance lights, side marker lights, taillamps, stop lights and turn signal lights. And since most trailers have electrically powered brakes, current draw is even higher.

The Trailer Towing Packages for Marquis and Cougar provide a heavy-duty 77-amp.-hr. battery to supply the electrical systems of both the car and trailer. In addition, both packages include a heavy-duty 60-amp. alternator to keep the car's battery at its required voltage level.

SUSPENSION

The additional weight a trailer can put on the car's rear wheels with a conventional hitch is considerable. By installing a load-equalizing hitch, however, the tongue load is distributed among all four wheels of the car, with some transferred to the wheels of the trailer itself. Without the help of the load-equalizing hitch, the additional towing weight would overload the car's rear suspension and axle. Also, the lower rear suspension height caused by the extra weight would affect ride, handling and headlamp aim.

To prevent these conditions, not only is the load-equalizing hitch required, but higher rate rear springs and heavy-duty front and rear shock absorbers are required as well.

This special equipment helps maintain suspension heights within proper limits and provide firmer control. It is possible to have heavy-duty aftermarket suspension components installed after the car has been delivered, but doing this could result in a less efficient system than the company-engineered components provided at extra cost in the Trailer Towing Package.

TRAILER TOWING HITCHES

There are two types of trailer hitches in common use: (1) the simple **load-carrying ball hitch** that places the full tongue load on the rear of the car's body and suspension system, and (2) the **load-equalizing hitch** that distributes the tongue load among the wheels of the car and trailer. The load-carrying hitch should never be used for trailers which exceed Class I light-duty limits.

The load-equalizing hitch is required for Class II medium-duty and Class III heavy-duty trailers.

Hitches which attach to the axle should never be used. Those which clamp to the rear bumper at multiple points of the bumper mounting brackets (as provided by most trailer rental agencies) can be used as long as they are properly installed and the usage and towing instructions provided by the trailer agency are followed. At no time should a single-point, clamping bumper hitch be used.

LOAD-CARRYING HITCH

This hitch puts the entire tongue load of the trailer on the rear wheels of the car.

For this reason it is limited to a tongue load of 200 pounds.

LOAD-EQUALIZING HITCH

A load-equalizing hitch must be used for towing all Class II medium-duty and Class III heavy-duty trailers, which could place tongue loads of as much as 800 pounds on the car's rear wheels. Since no passenger car is designed to carry this much additional weight, the load-equalizing hitch is installed so that the weight is distributed among all the wheels — even those of the trailer itself.

How the load-equalizing hitch distributes the burden of weight is simple. Attached to the car at several frame and/or underbody points, the load-equalizing hitch has spring bars which can be adjusted to transfer the required amount of tension to the hitch and thus distribute the tongue load among the wheels of the car and trailer. The spring bars are connected from the hitch to the trailer's A-frame, usually by lengths of chain which are pulled up and tightened to bend the spring bars upward. This has the effect of lifting some of the weight from the rear wheels and transferring it to the other wheels of the car and trailer. When the hitch spring bars are adjusted for

best towing performance, the car's front wheels carry about a quarter of the weight, a portion is shifted to the trailer's wheels, and the rear wheels of the car support the rest.

Equalizer hitch platforms can be installed by being either welded or bolted into place on the car. The bolt-on types are recommended because they can be removed after towing or before the car is traded in. A properly installed bolt-on equalizer hitch platform will not weaken the car or underbody as the heat of welding might. And installation is fast (30 minutes to an hour, on the average, for Lincoln-Mercury cars), with no danger of fire as could result from welding.

Along with the load-equalizing hitch a sway control device of some sort is usually recommended for most trailers with gross weights of 3500 pounds or more.

The load-equalizing hitch and sway control device are not included in the available Trailer Towing Packages. They must be purchased and installed at a trailer parts and service dealership.

OTHER OPTIONS

TRAILER BRAKE CONTROL

Most trailers weighing more than 1500 pounds are required by law to be equipped with brakes. The majority of these braking systems are operated electrically, and the car must be equipped with a controlling device and wiring to supply the electrical power. The electro-hydraulic trailer brake control provides both automatic and manual control of electric trailer brakes. In normal

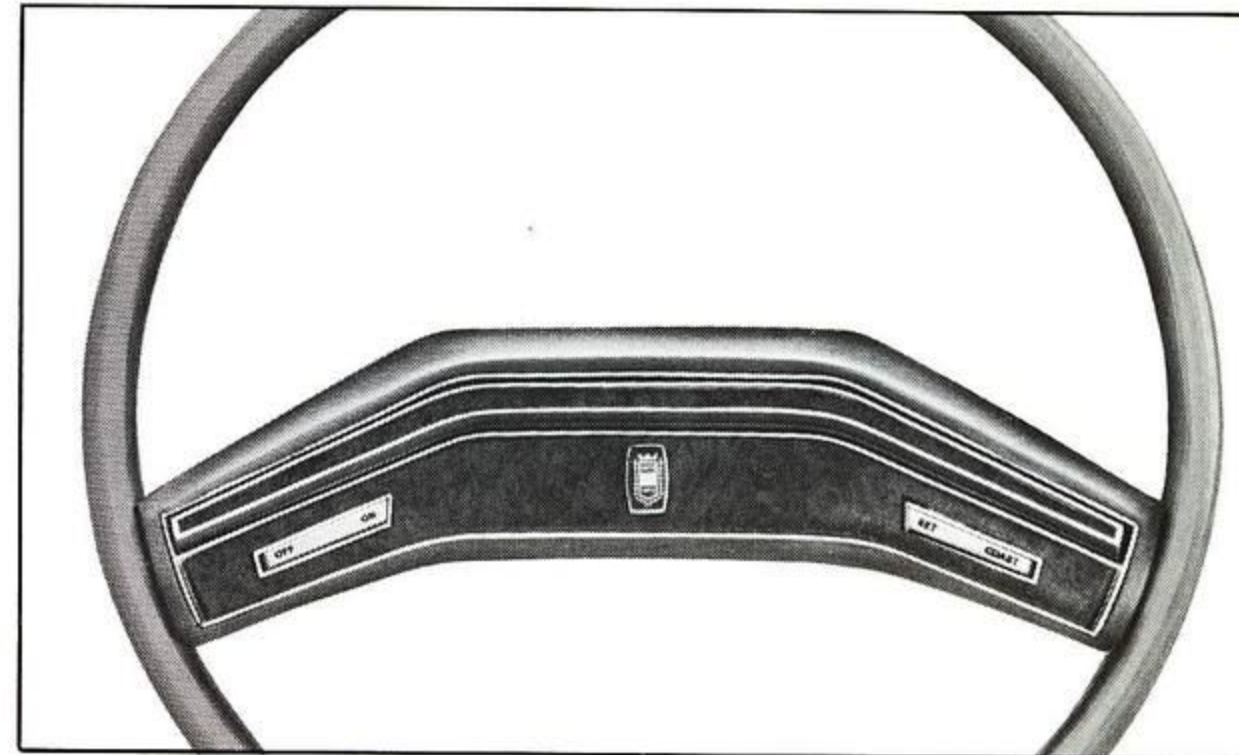
operation the brakes on the trailer are automatically applied when the car's brakes are applied, in proportion to brake pedal pressure. Mechanical surge-type brakes are also acceptable when properly installed. Your customer should consult the trailer brake manufacturer about the advantages, adjustment and operation of both systems.

AUTOMATIC SPEED CONTROL

Automatic Speed Control is available on Marquis, Cougar and Monarch. It is a welcome convenience option which retains its principal operating benefits while being used in trailer towing in any of the three weight classes. The car/trailer team may be somewhat slower to respond to Automatic Speed Control, however, due to the added weight of the trailer, and slower to respond to changing driving factors such as the onset of a strong head wind or encountering a steep grade. Should these driving factors reduce vehicle speed by more than twelve miles per hour, the system automatically disengages, whereupon the driver manually adjusts the accelerator setting to maintain the desired speed.

Extra care should always be taken when driving in hilly areas or on winding roads, in strong tailwind situations, under conditions of reduced traction, or in

heavy traffic congestion. Under these extremes, Automatic Speed Control should not be used.



INCIDENTAL TRAILER TOWING EQUIPMENT

Touch all the bases when advising your customers of their trailer towing needs. They may need a pair of fender-mounted mirrors, which can be easily installed and removed, and a properly charged dry chemical fire ex-

tinguisher for the trailer. And check with your Parts Manager to learn how many other useful items of trailer towing equipment he keeps in stock. Your customers will appreciate the "one-stop" shopping convenience you offer.

PROTECT YOUR CUSTOMER AND YOURSELF!

When selling cars or accessories for trailer towing, be sure to advise customers of the limitations and capacities of those products to insure that they do not buy less products than they need for the towing task they have in mind.

Remind them that even Mercury cars are not engineered for trailer towing and that, when they are used for this purpose, enough reserve capacity should be added to compensate for the additional requirements. The towing options offered are designed to provide an extra margin for the safe operation of the automobile and trailer.

The laws of several states now provide that the implied warranty of fitness for intended purpose may not be disclaimed by an expressed written warranty.

Salesmen selling vehicles or parts to be used for towing or hauling other accessories, such as campers, are obligated to advise customers of the suitability of the product sold for the purposes intended. If a salesman sells a hitch to a customer who has made known the type of towing intended, the salesman must advise the customer of the limits of the particular hitch being sold. Such limits should be noted on the Retail Buyer Order to assure an adequate record.

MINIMUM RECOMMENDED TRAILER TOWING EQUIPMENT

CAR LINE	MARQUIS			COUGAR			MONARCH	ZEPHYR	BOBCAT
CLASS	I Light-Duty	II Medium-Duty	III Heavy-Duty	I Light-Duty	II Medium-Duty	III Heavy-Duty	I Light-Duty	I Light-Duty	I Light-Duty
GROSS TRAILER WEIGHT (LBS.)	2000 or less	2000-3500	3500-7000	2000 or less	2000-3500	3500-6000	2000 or less	2000 or less	1000 max.
MAXIMUM TONGUE LOAD (LBS.)	200	500	800	200	500	700	200	200	100
ENGINE	5.8 Litre (351 CID) 2V V8	6.6 Litre (400 CID) 2V V8	6.6 Litre (400 CID) 2V V8	5.0 Litre (302 CID) 2V V8	6.6 Litre (400 CID) 2V V8	6.6 Litre (400 CID) 2V V8	4.1 Litre (250 CID) 6 Cyl.	3.3 Litre (200 CID) 6 Cyl.	2.3 Litre 4-Cyl.
COOLING	STD	TRAILER TOWING PACKAGE (a)		STD	TRAILER TOWING PACKAGE (b)		STD	STD	STD
TRANSMISSION	Select-Shift (STD)	Select-Shift (STD)	Select-Shift (STD)	Select-Shift (STD)	Select-Shift (STD)	Select-Shift (STD)	Select-Shift (OPT)	Select-Shift (OPT)	Select-Shift (OPT)
EXTERNAL TRANSMISSION OIL COOLER	NR	TRAILER TOWING PACKAGE (a)		NR	TRAILER TOWING PACKAGE (b)		NR	NR	NR
FRAME	STD	STD	STD	STD	Heavy-Duty (b)	Heavy-Duty (b)	STD (unitized body)	STD (unitized body)	STD (unitized body)
SUSPENSION	STD	TRAILER TOWING PACKAGE (a)		STD	TRAILER TOWING PACKAGE (b)		STD	STD	STD
REAR AXLE RATIO	STD	3.00 (a)	3.00 (a)	STD	3.00 (b)	3.00 (b)	STD	STD	STD
TRAILER WIRING HARNESS	NA	TRAILER TOWING PACKAGE (a)		NA	TRAILER TOWING PACKAGE (b)		NA	NA	NA
STEERING	STD	STD	STD	STD	STD	STD	STD	STD	STD
BRAKES	STD	STD	STD	STD	STD	STD	STD	STD	POWER FRONT DISC
TIRES	STD	STD	STD	STD	STD	STD	STD	STD	STD
WHEELS	STD	STD	6.5 x 15(a)	STD	STD	STD	STD	STD	STD
ALTERNATOR	STD	STD	60-amp. (a)	STD	STD	60-amp. (b)	STD	STD	STD
BATTERY	STD	STD	77-amp.-hr. (a)	STD	77-amp.-hr. (b)	77-amp.-hr. (b)	STD	STD	STD
HITCH	LOAD CARRYING TYPE	LOAD EQUALIZING TYPE	LOAD EQUALIZING TYPE	LOAD CARRYING TYPE	LOAD EQUALIZING TYPE	LOAD EQUALIZING TYPE	LOAD CARRYING TYPE	LOAD CARRYING TYPE	LOAD CARRYING TYPE

(a) Included in Marquis Class III Trailer Towing Package:

- Manual load levelers
- Heavy-duty radiator
- Heavy-duty suspension
- Heavy-duty 60-amp. alternator
- Heavy-duty 77-amp.-hr. battery
- Auxiliary transmission oil cooler
- Trailer wiring harness
- 6.5" x 15" wheels
- Higher axle ratio 3.00 with 6.6 Litre (400 CID) 2V V-8; 2.75 with 7.5 Litre (460 CID) 4V V-8 in 49 States)

(b) Included in Cougar Class III Trailer Towing Package:

- Heavy-duty radiator
- Heavy-duty suspension
- Heavy-duty frame
- Heavy-duty 60-amp. alternator
- Heavy-duty 77-amp.-hr. battery
- Auxiliary transmission oil cooler
- Trailer wiring harness
- Higher axle ratio (3.00 in 49 States)

LEGEND: STD = Standard Equipment
NA = Not Available
NR = Not Required

TRAILER TOWING TIPS



Chances are good that some of your trailer towing customers may be "first timers" who are just beginning the enjoyable pastime of trailer camping. And since they consider you their expert advisor on automo-

biles, they may ask your advice on trailer towing matters. If you can fill them in from your own experience, do so. If not, here are some tips to pass along.

BEFORE STARTING

Practice turning, stopping and backing in an area away from heavy traffic (an unused supermarket parking lot is fine) to gain experience in handling the extra weight

and length of the trailer. Take enough time to learn the "feel" of the car-trailer combination before setting out on a trip.

BACKING

Skillful backing requires practice. Back very slowly, with someone outside at the rear of the trailer to guide your efforts. Place your hand at the bottom of the steering wheel and move it in the direction you want the rear of the

trailer to swing. Make small corrections instead of exaggerated ones — a slight movement of the steering wheel will result in a much larger movement of the rear of the trailer.

BRAKING

Allow considerably more distance for stopping and passing when the trailer is attached. If you have a manual brake controller, "lead" with the trailer brakes when approaching a stop, if possible. Trailer brakes are also handy for correcting trailer sidesway.

Just touch them for a moment without using your car brakes, and the trailer should settle down and track steadily again.

PASSING

Passing cars on the highway can be difficult for the new trailer hauler. With 20 feet or more of trailer behind the car, the driver must be an additional car length

or more ahead of the vehicle he is passing, before pulling back into the right-hand lane.

ON THE ROAD

Check everything before starting out, of course. But don't be satisfied with that. After you have traveled about 50 miles or so, stop in a protected location and double-

check your trailer hitch, lights and electrical connections for security. Also examine the trailer wheel lug nuts for tightness.

MAINTENANCE

Trailer towing is a demanding operational condition, requiring additional precautions in maintenance services.

Additional maintenance requirements are given in the Owner's Manual.

INDEX

1978 COMPETITIVE CARS AND STATION WAGONS INCLUDED IN THIS COMPETITIVE COMPARISON SECTION OF YOUR 1978 MERCURY PRODUCT FACTS BOOK

■ The charts below list the comparisons in this section of your Mercury Product Facts Book.

Two types of comparisons are provided:

- **COMPETITIVE COMPARISON SPECIFICATIONS**
- **PRICE/PRODUCT COMPARISONS**

These comparison materials enable you to make in-

formed and reliable price, product, dimension and EPA comparisons against your key competitors. The advantages shown in these comparisons can help you sell more cars and station wagons in 1978.

All comparison materials should first be reviewed and then filed in the back of your 1978 Mercury Product Facts Book behind the appropriate car line tab printed in saddle color.

CARS

MERCURY	BUICK	CHEVROLET	OLDSMOBILE	PONTIAC	DODGE	CHRYSLER/PLYMOUTH	IMPORTS
MARQUIS	LESABRE		DELTA 88	CATALINA			
MARQUIS BROUGHAM	ELECTRA 225		DELTA 88 ROYALE	BONNEVILLE BROUGHAM		NEWPORT	
GRAND MARQUIS	ELECTRA LIMITED		98 REGENCY			NEW YORKER BROUGHAM	
COUGAR	CENTURY CUSTOM		CUTLASS SALON	LEMANS			
COUGAR WITH BROUGHAM OPTION	REGAL		CUTLASS SALON BROUGHAM	GRAND LEMANS	MONACO BROUGHAM		
COUGAR XR-7	REGAL SPORT	MONTE CARLO	CUTLASS SUPREME BROUGHAM	GRAND PRIX	MAGNUM XE	CORDOBA	
MONARCH	SKYLARK		CUTLASS SALON	LEMANS	ASPEN CUSTOM		
MONARCH WITH GHIA OPTION	CENTURY CUSTOM		CUTLASS SUPREME BROUGHAM		ASPEN SPECIAL EDITION DIPLOMAT	LEBARON	
ZEPHYR	SKYLARK	NOVA	OMEGA	PHOENIX	ASPEN	VOLARE	TOYOTA CORONA CUSTOM DATSUN 810 HONDA ACCORD
ZEPHYR Z-7	CENTURY SPECIAL	MONTE CARLO MALIBU	CUTLASS SALON	LEMANS			
BOBCAT RUNABOUT		MONZA "S" HATCHBACK CHEVETTE HATCHBACK		SUNBIRD SPORT HATCH	COLT		DATSUN B-210GX HATCHBACK TOYOTA COROLLA LIFTBACK

STATION WAGONS

MERCURY	BUICK	CHEVROLET	OLDSMOBILE	PONTIAC	DODGE	CHRYSLER	IMPORTS
MARQUIS				CATALINA SAFARI			
MARQUIS WITH COLONY PARK OPTION	ESTATE WAGON		CUSTOM CRUISER	GRAND SAFARI			
ZEPHYR				LEMANS SAFARI	ASPEN		DATSUN 510 TOYOTA CORONA DELUXE
ZEPHYR WITH VILLAGER OPTION		MALIBU CLASSIC	CUTLASS CRUISER	GRAND LEMANS SAFARI	ASPEN SPECIAL EDITION DIPLOMAT	LEBARON	VW DASHER
BOBCAT		MONZA		SUNBIRD SPORT SAFARI			DATSUN F-10 DATSUN 510
BOBCAT VILLAGER		MONZA ESTATE		SUNBIRD SPORT SAFARI			VW DASHER DATSUN 510 TOYOTA CORONA DELUXE

At the time of this release, specifications and prices contained herein are believed to be correct. Lincoln-Mercury Division of Ford Motor Company and other automotive manufacturers reserve the right to discontinue models at any time, or change specifications designs or prices without incurring obligation.