

LINCOLN-MERCURY 1975

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





Continental Mark IV Silver Luxury Group Option, shown with optional Landau roof, premium bodyside molding, wide band white side wall tires and forged aluminum wheels.



Continental Mark IV
Luxury Group interior

The 1975 Continental Mark IV

The Continental Mark IV—a legend in its own lifetime and one of the world's most admired, most desired motorcars.

For 1975, the Mark IV maintains an established excellence, while offering new improvements and a number of stellar refinements.

Four-wheel disc brakes and a newly engineered Hydro-Boost braking system are standard, complementing the solid directional stability of precision Sure-Track braking. Tilt steering wheel, power door locks, power deck lid release and speed control are also standard. Individually adjustable six-way power Twin Comfort Lounge Seats are

upholstered in rich, velvety soft luxury cloth. A newly designed optional Power Lumbar Seat provides movable back support for relaxing driving comfort.

The scope of Mark IV luxury options is extensive, ranging from a power glass Moonroof and natural grain leather seating surfaces to a new stylish Landau vinyl roof featuring a frenched rear window and bright chrome moldings. The Quick Defrost system has a gold film inlay that heats the windshield and rear window, defrosting both up to three times faster than conventional systems.

1975 Continental Mark IV. Judge your car by our car.

For 1975, Continental Mark IV offers a range of impressive optional Luxury Groups to provide distinctive choices in interior decors for discriminating owners. Personal luxury is reflected throughout in the Silver Luxury Group illustrated here. This interior can be chosen either with seating surfaces of silver or dark red leather, or with dark red crushed velour, and with interior and luggage compartment carpeting of color-coordinated cut pile.



Continental Mark IV



Continental Mark IV Lipstick and White Luxury Group Option.

Continental Mark IV standard features include: 460 V-8 engine · Select-Shift automatic transmission · Sure-Track brake system · Four-wheel disc brakes · Solid-state ignition · Automatic temperature control · Tinted glass · WSW steel-belted radial ply tires · Power windows · AM/FM/Multiplex stereo radio with power antenna · Opera windows · Super Quiet Sound Insulation Package · Cartier-signed timepiece · Normande grain vinyl roof · Power door locks · Power deck lid release · Tilt steering wheel · Trip odometer · Luxury wheel covers · Wheel opening and curb moldings · Door edge guards · Concealed dual headlamps · Cornering lights · Dual custom pin stripes · Bumper guards · Concealed windshield wipers · Wiper-

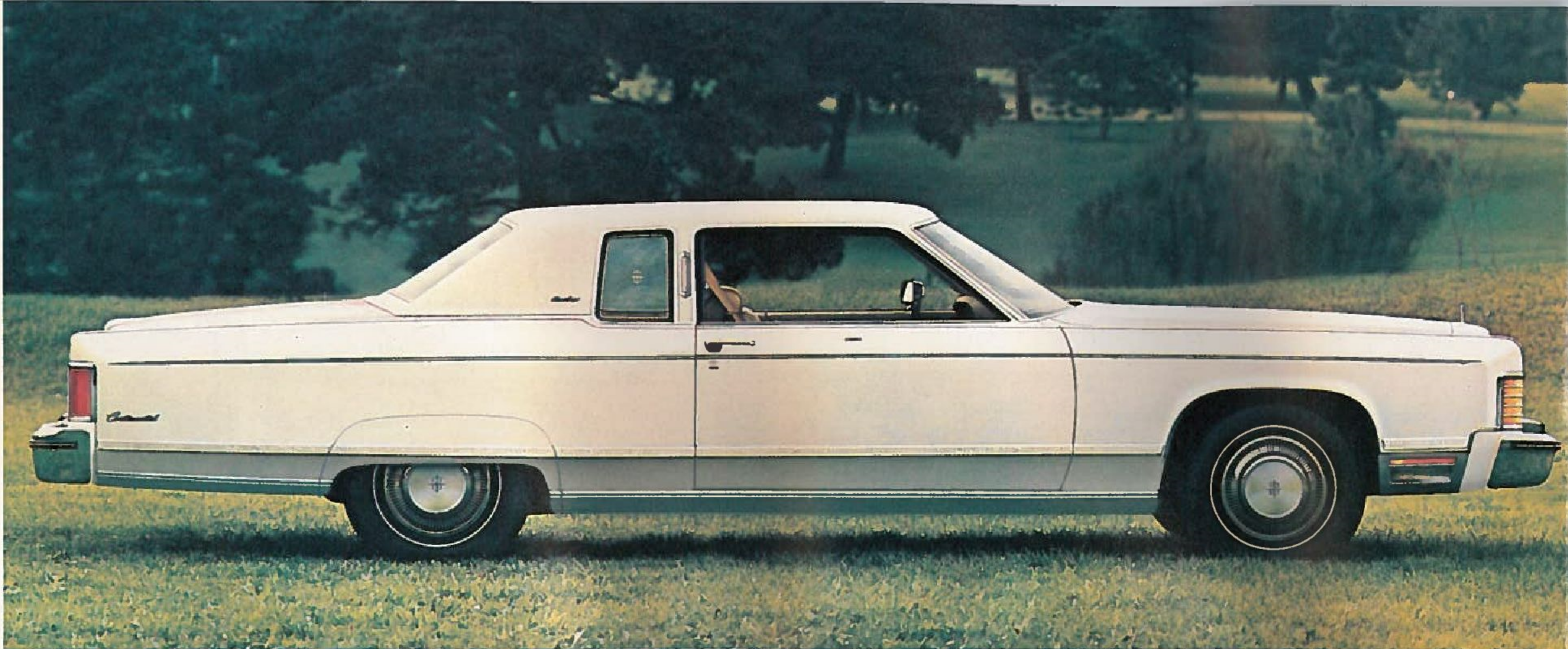


Twin Comfort Lounge Seats in optional leather seating surfaces with vinyl.



Lipstick and White Twin Comfort Lounge Seats have leather seating surfaces with vinyl.

mounted windshield washers · Floor mats · Standup hood ornament · Automatic speed control · Twin Comfort Lounge Seats with 6-way/6-way power and cloth upholstery · Color-keyed cut-pile carpeting · Door-closing assist straps · Interior lighting: ashtray, under instrument panel, courtesy glove box, luggage compartment, engine compartment, map and rear reading lights · Luxury steering wheel · Folding center armrests · Fully carpeted luggage compartment · Carpeted spare tire cover · Spare tire lock · Mirrors: visor-mounted vanity, 12" rearview · Left-hand remote control mirror · Automatic parking brake release · Deluxe seat and shoulder belts · Personalized initials · License plate frames.



Lincoln Continental Town Coupe



Lincoln Continental Town Car

Lincoln Continental

Over the past three years in tests of riding comfort and driving ease, owners of the other make luxury car, have compared the Lincoln Continentals against models of their own make car. In these tests a majority of the owners said that the Lincoln Continental had a more comfortable ride and was easier to drive.

So for 1975 we set out to beat the very standard that we ourselves had established.

The new 1975 Continentals are built to challenge the other luxury car again. They have been redesigned to offer an even greater degree of quiet, an even higher degree of luxury.

The look of the 1975 Continentals is all new. The Coupe has a roofline and rear quarter window that make it more glamorous and distinctive than ever



Optional Twin Comfort Lounge Seats in tan leather seating surfaces with vinyl.



Optional Twin Comfort Lounge Seats in blue Media velour cloth with vinyl.

before The Sedan is one of the most impressive looking cars in Lincoln Continental history, with a front end and roofline and opera windows inspired by the Continental Mark IV.

The Town Car and Town Coupe have an elegant and luxurious new "floating" pillow upholstery design. New spaciousness has been added to the rear compartment of the Lincoln Continental Coupe. A beautiful digital timepiece signed by the famous jeweler Cartier is standard.

Lincoln Continental Town Car and Town Coupe standard features include: Power vent windows · Coach lamps · Town Car/Town Coupe exterior nomenclature · 6-way power bench seat with leather seating surfaces · Unique seat trim and door panels · Extra-thick cut-pile carpeting · Glove box vanity mirror · Luggage compartment carpeting · Town Car/Town Coupe interior nameplate with gold accent · All the standard equipment available on Lincoln Continental.



Lincoln Continental Sedan



Lincoln Continental Coupe

The Continental's engineering improvements include a central system to supply its hydraulic power. It supplies the power assist for our new rotary valve steering gear, a design which permits reduced steering effort. It also supplies the power for our new Hydro-Boost braking assist system.

Another improvement is the Continental's four-wheel disc brake system—optional on the Lincoln, standard on the Mark IV—for fade resistant braking.

Lincoln Continental standard features include: 460 V-8 engine · Select-Shift automatic transmission · Power steering · Power front disc brakes · Hydro-Boost braking · Solid-state ignition · Automatic temperature control · Tinted glass · WSW steel-belted radial ply tires · Power windows · AM/FM/Multiplex stereo radio with power antenna · Opera windows on Four-Door Sedan · Premium bodyside and fender peak moldings · Chromed rocker moldings · Super quiet



Optional Twin Comfort Lounge Seats in dark red Luxury cloth.



Standard bench seat interior in tan Luxury cloth.

sound insulation package · Cartier-signed digital timepiece · Normande grain vinyl roof · Power door locks · Power deck lid release · Tilt steering wheel · Trip odometer · Deluxe wheel covers · Door edge guards · Concealed dual headlamps · Cornering lights · Dual custom pin stripes · Bumper guards · Concealed windshield wipers · Full-width head restraints · Standup hood ornament · 6-way power seat with luxury cloth-with-vinyl upholstery · Color-keyed cut-pile carpeting · Door-closing assist straps · Interior lighting: ashtray, under instrument panel, glove box, luggage compartment, map and rear reading lights · Luxury steering wheel · Folding center armrests · Mirrors: visor-mounted vanity, rear-view, left-hand remote control mirror · Automatic parking brake release · Spare tire cover and lock · Automatic seat back release on Coupe · Deluxe seat and shoulder belts · Personalized initials · License plate frames.



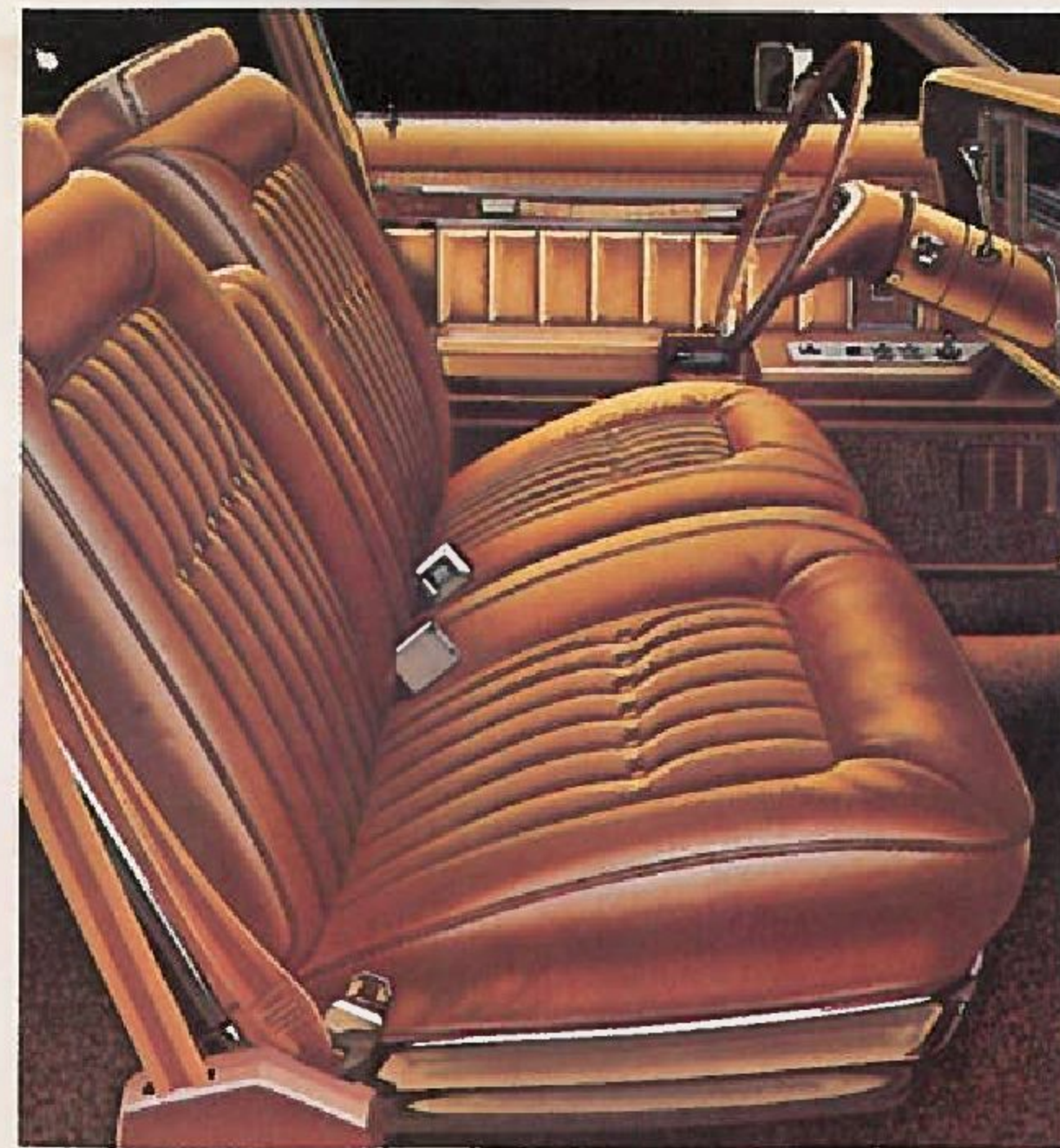
Mercury Grand Marquis 4-Door Pillared Hardtop

Mercury Grand Marquis

Two years ago we drove a 1973 Marquis Brougham day and night for 40,000 miles, and then matched its ride against a \$28,000 European luxury sedan with less than 600 miles on the odometer. Out of 50 professional chauffeurs, 38 rated Marquis superior in riding comfort.

Grand Marquis for 1975 continues a Mercury reputation as one of the world's finest riding cars. Together with gas-saving steel-belted radials, a solid-state ignition system that doesn't require breaker point replacement, increased fuel tank capacity and new improved power steering at low speeds, it all adds up to convenience and welcome economy in a beautiful car with a luxurious ride. Among many fine options you can select for your Grand Marquis are four-wheel disc brakes and the Sure-Track Brake System for improved directional control under maximum braking conditions.

Shown right is the Grand Marquis interior with seating surfaces of genuine leather available in black, white, blue, dark red, green and tan. Also available is white leather with components of black, blue, red, green or saddle.



Mercury Grand Marquis interior with leather seating surfaces

In the expertly tailored, elegantly textured richness of the Grand Marquis interior you may well experience the ultimate luxury in a medium-price car. A heavy barrier of eleven different kinds of sound insulation helps shield you from tiring, distracting noise as you drive.

Twin Comfort Lounge Seats available with optional 6-way/6-way power adjustment permits both passenger and driver to select individual settings for comfort. A passenger seat that reclines is also available as an option. All about you are signs that the comfort of you and your passengers has been uppermost in the minds of the designers who conceived this magnificent interior: assist straps, map reading lamps, digital clock, armrests, carpeting that extends up the sides.

Shown on this page is the Grand Marquis interior with seating surfaces of leather-and-velour, available in blue, dark red, green and tan.

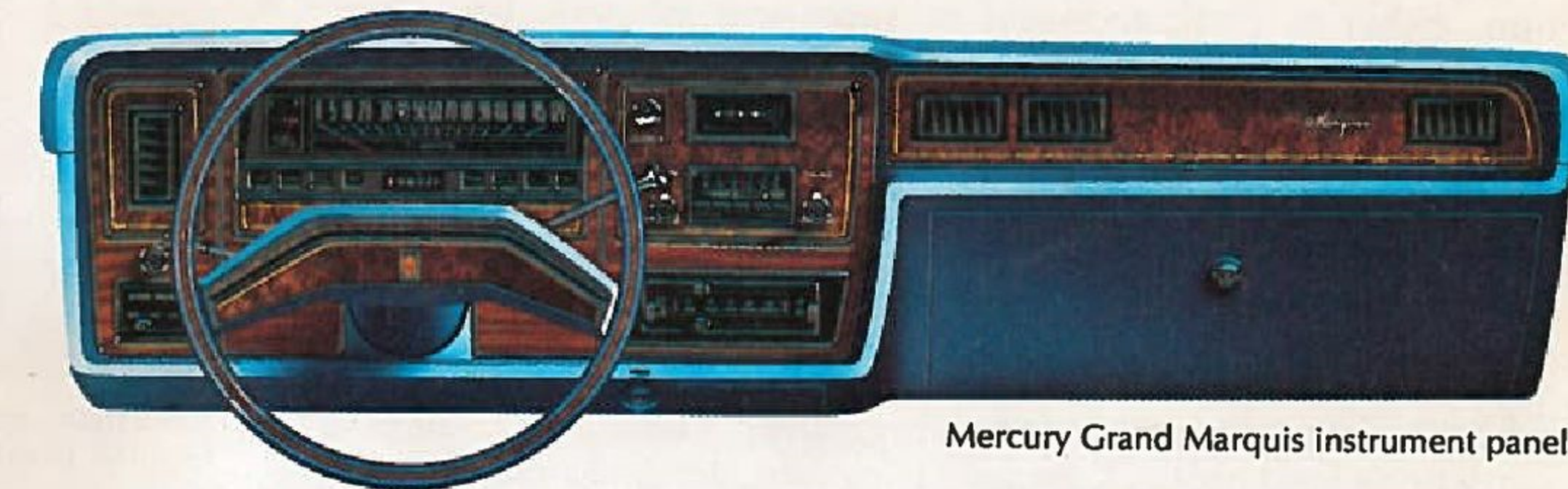
Standard features on Mercury Grand Marquis: 460-4V V-8 engine · Select-Shift automatic transmission · Solid-state ignition · Impact-resistant bumper system with front bumper guards · BSW JR78x15 steel-belted radial tires · Power steering · Power brakes; front disc, rear drum · Power ventilation system · Power windows · Left-hand remote control mirror · Concealed headlamps · Concealed windshield wipers · Vinyl roof · Fender skirts · Digital clock · Passenger assist straps · Visor-mounted vanity mirror · Deep 22-oz. shag cut-pile carpeting · Luxury steering wheel · Carpeted luggage compartment · Dome/dual map reading lamp · Deluxe safety belts · Body-side molding with color-keyed vinyl insert · Twin Comfort Lounge Seats · Hood and deck lid paint stripes · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.



Mercury Grand Marquis interior with velour seating surfaces



Steel-belted radial ply tires are standard on every Mercury series for 1975; windshield washer jets are concealed in the wiper assembly.



Mercury Grand Marquis instrument panel



Mercury Marquis Brougham 2-Door Hardtop

Mercury Marquis Brougham

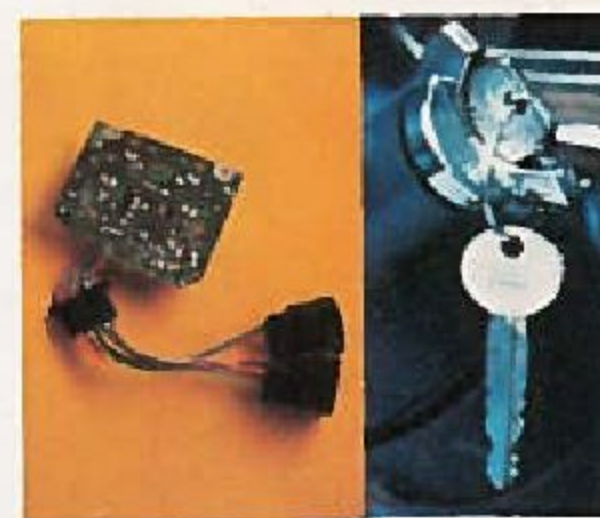
Your 1975 Mercury is designed to ride in admirable quiet. Engineered flex-action of body and frame helps soak up road noise and vibrations before they reach you. Power front disc brakes or optional four-wheel disc brakes with Hydro-Boost system let you pedal lightly to stop positively.

The Mercury Marquis Brougham optional interior with Twin Comfort Lounge Seats is available in blue, dark red, green, tan and saddle. Twin Comfort Lounge seating may be selected as an option, either in cloth-and-vinyl or super-soft all-vinyl. In 2-door models an automatic seat back release is standard.

Standard features on the Mercury Marquis Brougham: 460-4V V-8 engine · Select-Shift automatic transmission · Solid-state ignition · Impact resistant bumper system · BSW JR78x15 steel-belted radial tires · Power steering · Power brakes; front disc, rear drum · Power ventilation system · Power windows · Concealed headlamps · Electric clock · Concealed windshield wipers · Vinyl roof · Automatic seat back release on 2-door models · Fender skirts · Brougham wheel covers · Visor-mounted vanity mirror · Deep 22-oz. cut-pile carpeting · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.



Optional four-wheel disc brakes are available on all 1975 Marquis.



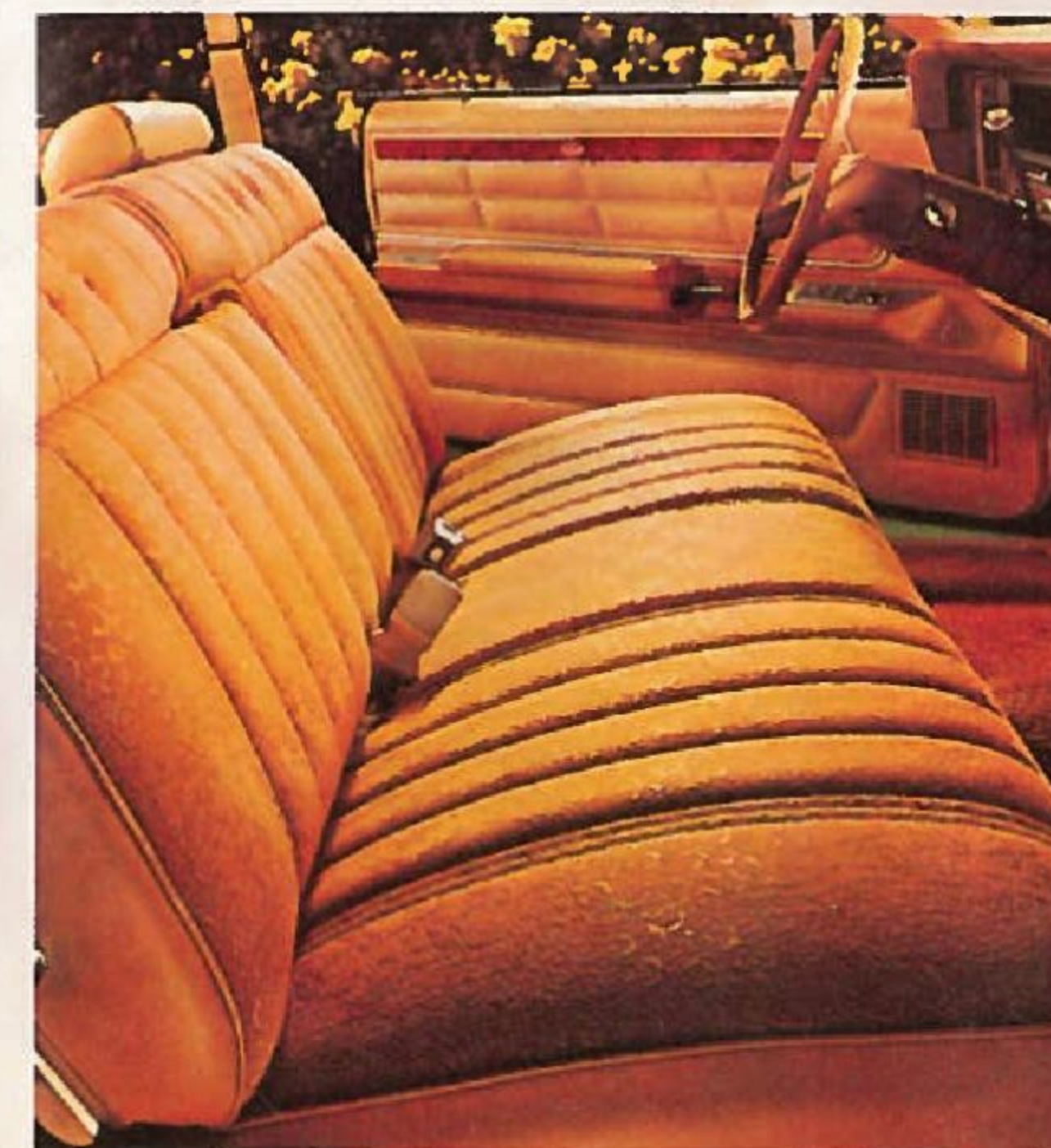
Solid-state ignition doesn't require breaker point replacement.



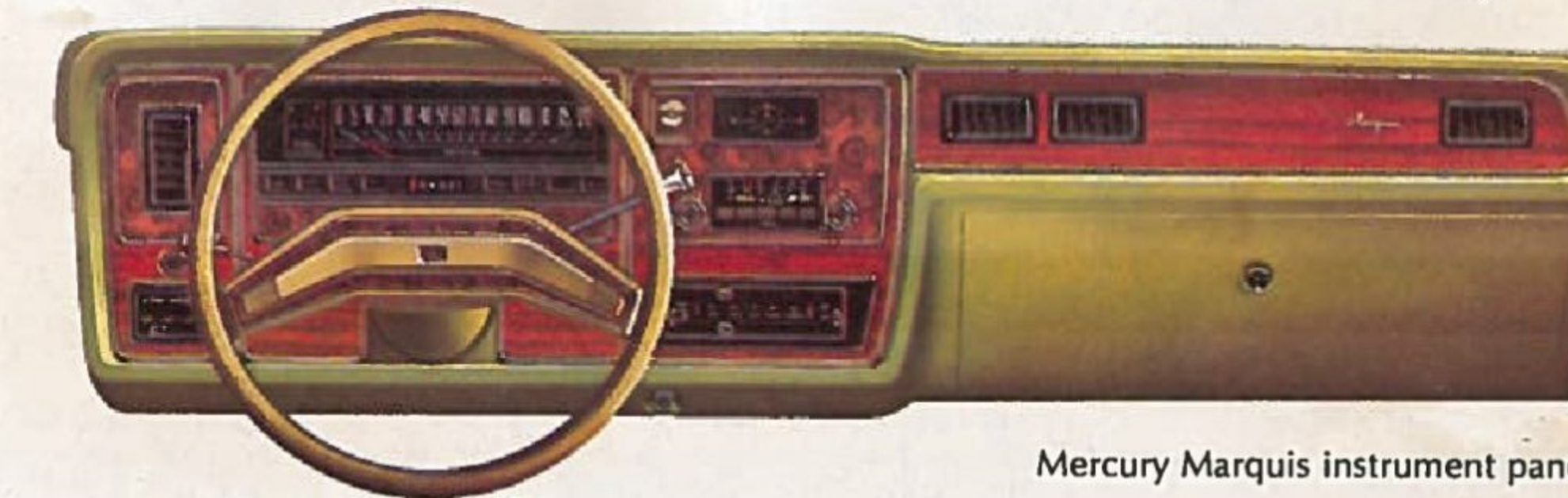
Mercury Marquis Brougham optional interior



Mercury Marquis 4-Door Pillared Hardtop



Mercury Marquis standard interior



Mercury Marquis instrument panel

Mercury Marquis

We've engineered Mercury Marquis to give you satisfaction and confidence in every critical area. In quality of workmanship (check the fit of the doors). In riding comfort (take one for a test drive). In ease of handling (put it through its paces on a rough and winding road). In beautiful styling (your eyes can be judge). In its new smaller 400-2V V-8 engine—now standard. This year before you buy any new medium-price car, check out the 1975 Marquis.

Standard features on the Mercury Marquis: 400-2V V-8 engine · Select-Shift automatic transmission · Solid-state ignition · BSW HR78x15 steel-belted radial tires · Power steering · Power brakes; front disc, rear drum · Automatic seat back release on 2-door · Left-hand remote control mirror · Power ventilation system · Concealed headlamps · Concealed windshield wipers · 14-oz. cut-pile carpeting · Deluxe wheel covers · Deluxe steering wheel · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.



Mercury Cougar XR-7 2-Door Hardtop



Mercury Cougar XR-7 Sports Accent Trim interior

Mercury Cougar XR-7

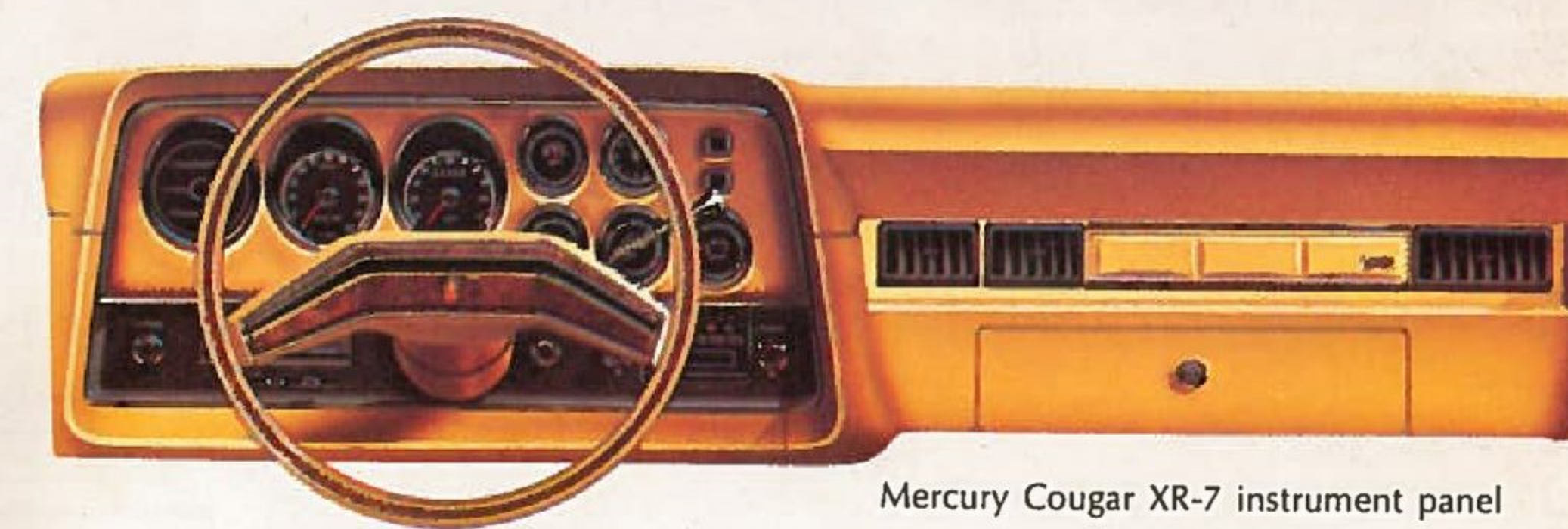
For 1975, Cougar invites you to enter the world of sleek elegance and bold glamour. Among mid-size personal luxury cars, this one is just as unique in its class as the Continental Mark IV. From its advanced suspension system tuned to steel-belted radials and stately pride of its classic grille, to the sophisticated opera window and distinctive Landau roof, XR-7 rises to an eminence that is bound to be envied. An excitingly new option, the glass sunroof is available to let you enjoy the open air feeling in your XR-7 Hardtop. Mercury Cougar XR-7 for 1975—a car like nobody else's car.

Standard features on Mercury Cougar XR-7: 351-2V V-8 engine · Select-Shift automatic transmission · Power front disc brakes · Solid-state ignition · HR78x14 steel-belted radials with tuned suspension system · Impact resistant bumper system · Front bumper guards · Locking steering column · Dual headlamps · Power steering · Full performance instrumentation · Bucket seats with console or Twin Comfort Lounge Seats · Luxury steering wheel · Deep cut-pile carpeting throughout · Inside hood release · Passenger assist handle · The full complement of Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.

Spaciously dimensioned and graciously elegant in its interior appointments, Cougar XR-7 offers you a choice of seating arrangements. Shown on this page is the nicely tailored Twin Comfort Lounge interior, yours in a choice of super-soft all-vinyl, optional cloth-and-vinyl, or with seating surfaces of selected leather and supple vinyl, illustrated. Among the many color schemes available are black, blue, dark red, green and tan. You may also select combinations of white with components in black, blue, green and red either in all-vinyl or leather-with-vinyl. Shown on the opposite page is the Sports Accent XR-7 interior with center console and separately contoured bucket seats. This interior may be chosen in blue with silver blue, or saddle with tan color schemes.



Mercury Cougar XR-7 standard interior



Mercury Cougar XR-7 instrument panel

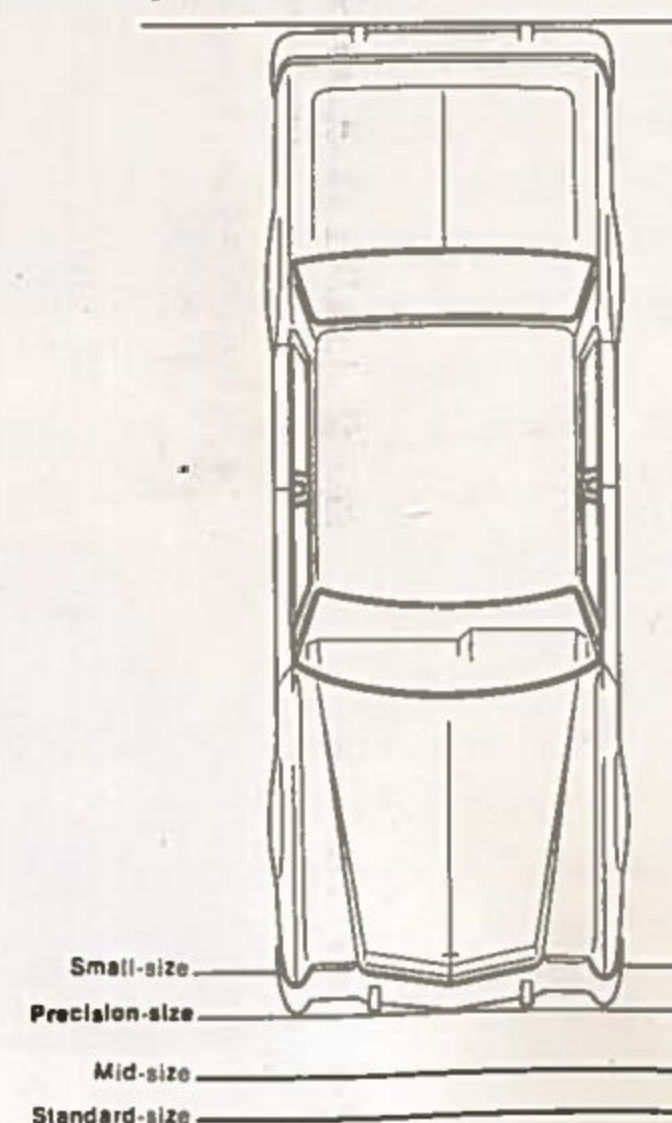


Mercury Monarch Ghia 4-Door Sedan with optional bumper protection group.

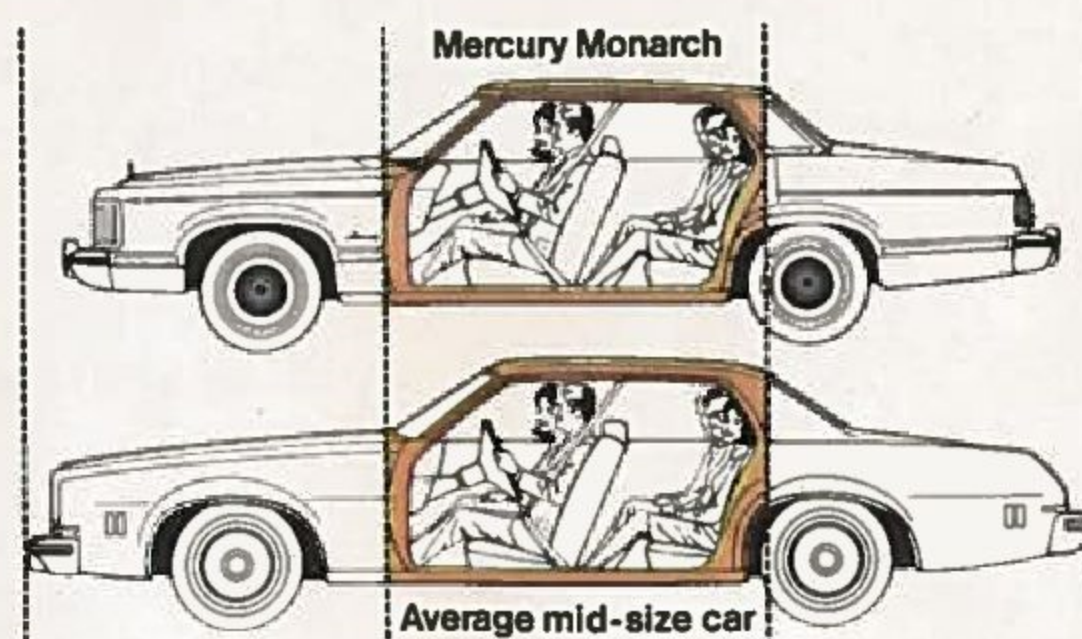
Mercury Monarch Ghia

Never was a new car so precisely right for its time! The idea was to design a car trim enough to deliver today's needed mileage, yet roomy and comfortable for five passengers. To fit the car to people, not fit people to the car. And to get rid of extra inches and pounds that fail to add meaningful room or strength.

A car that sheds pounds of useless weight but uses pounds of insulation to give you a quiet ride. A car whose luxury is evident in the finish of bodywork and fit of doors and seams. A car whose handling, gas-saving steel-belted radials and precisely tuned suspension suit it beautifully to the times!



The precision-size Monarch 4-Door is over one foot shorter than last year's average mid-size car for good gas mileage. Yet Monarch has more headroom, front and rear, and only up to 1.5 inches less legroom, yet roomy enough for five passengers.



Monarch Ghia optional luxury cloth interior, available in dark red, silver blue, green and tan. Automatic transmission and radio are optional.

Seldom has such a high level of interior luxury been presented in a car of such precision size. Monarch Ghia's seats are deeply contoured; the front seat backs individually reclinable. In front, you settle back in deep, glove-soft bucket seats with extra thickness and foam padding to cushion you in comfort. Underfoot is thick shag carpeting. Instrument panel registers afford "comfort control" ventilation as you drive. Handsomely set off against woodgrain vinyl, instruments and digital clock are positioned for good visibility. Door hinges are canted to permit graceful entry and exit. You'll appreciate the handsome detailing of map pockets, assist handles, grab bars and deep-padded door panels with large, cushioned armrests—all human-engineered with your comfort in mind. It all spells luxury in a new precision size—Mercury Monarch!



Mercury Monarch Ghia instrument panel with optional AM/FM/Multiplex stereo radio and tape player.



Mercury Monarch Ghia 2-Door Coupe

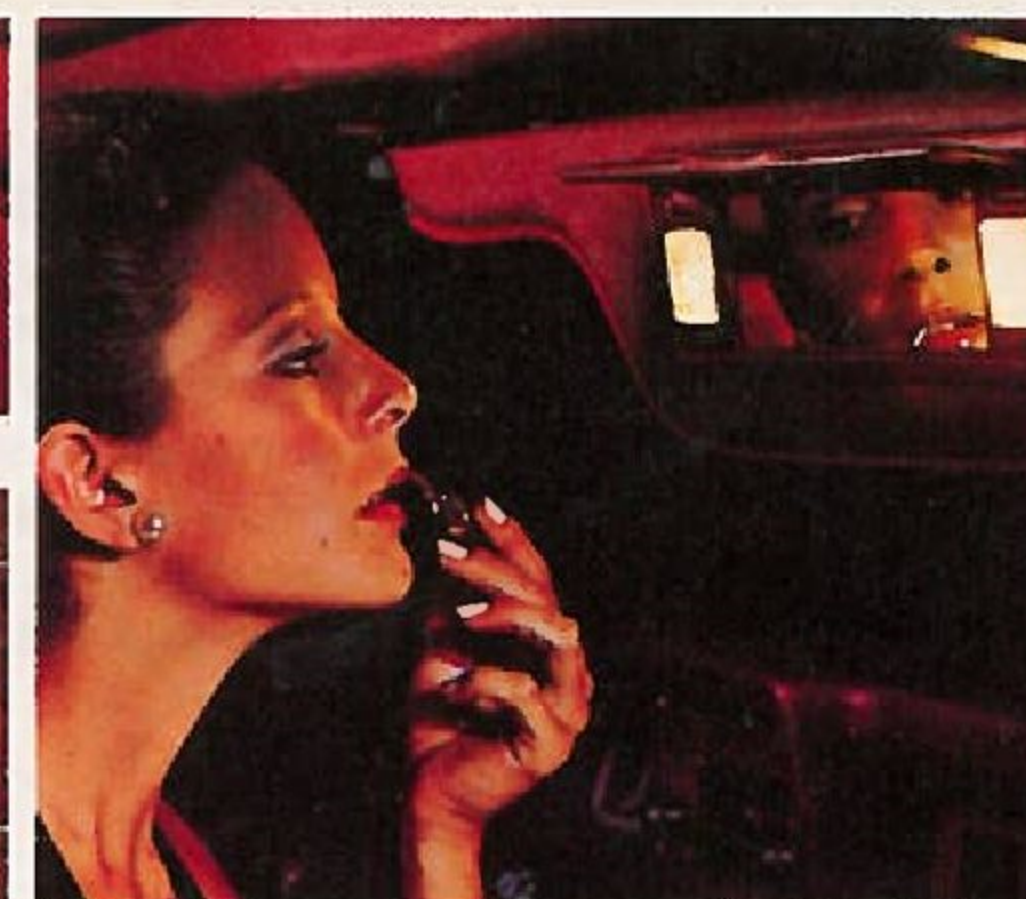


The Monarch 2-Door Coupe's ease of entry and exit is a luxury touch unusual in a car of this size.

The precision-size Mercury Monarch—a new car to inspire confidence in 1975.
Standard features on the Mercury Monarch Ghia: 250-1V "Six" engine · 3-speed manual transmission · Front disc brakes · Solid-state ignition · High-level ventilation · Inside hood release · Foot-operated parking brake · DR78x14 WSW steel-belted radial tires · Odense grain bodyside molding · Impact resistant bumper system · Articulated windshield wipers · Deluxe sound package · Dual note horn · Digital clock · Luxury steering wheel · Day/night interior mirror · Deep 22-oz. cut-pile carpeting · Left-hand remote control outside mirror · Odense grain vinyl roof · Unique Ghia wheel covers · Deluxe color-keyed seat belts · Carpeted luggage compartment · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.



Monarch Ghia optional seating surfaces of leather available in dark red, silver blue and tan.



Among Monarch's long list of fine options to help you "customize" your car: power glass Moonroof, power windows, AM/FM stereo radio with tape and illuminated visor vanity mirror.



Mercury Monarch 2-Door Coupe



Mercury Monarch 4-Door Sedan

Mercury Monarch

Monarch—a Mercury ride now in a new precision size. From individually adjustable front bucket seats to classic Hotchkiss-type rear suspension and standard steel-belted radials—this new-size car has the strength of unitized construction and has been engineered to give you a smooth, comfortable, quiet ride. Engineered, too, to give you economical gas mileage for today's driving. A smaller car whose precision size makes it notably easy to handle and park, yet a car that has much in terms of room and comfort that a larger car offers. A car designed to suit your needs and the times.



Mercury Monarch standard interior

From the luxurious cut-pile carpeting underfoot to the full contours of Monarch's instrument panel with high-gloss woodgrain vinyl, there is a look of rich luxury about the Monarch interior on the opposite page. Individually reclinable bucket seats are upholstered in supple vinyl, available in black, dark red, silver blue, green and tan. A Decor Option is also available in super-soft vinyl seat trim with map pocket and assist rails.

Standard features on the Mercury Monarch: 200-1V "Six" engine · 3-speed manual transmission · Front disc brakes · Solid-state ignition · High-level ventilation · Inside hood release · Foot-operated parking brake · BSW steel-belted radial tires · Impact resistant bumper system · Articulated windshield wipers · Locking glove box · Lighter · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.



Mercury Montego MX Brougham 2-Door Hardtop with Custom Trim Option



Mercury Montego MX Brougham 4-Door Pillared Hardtop



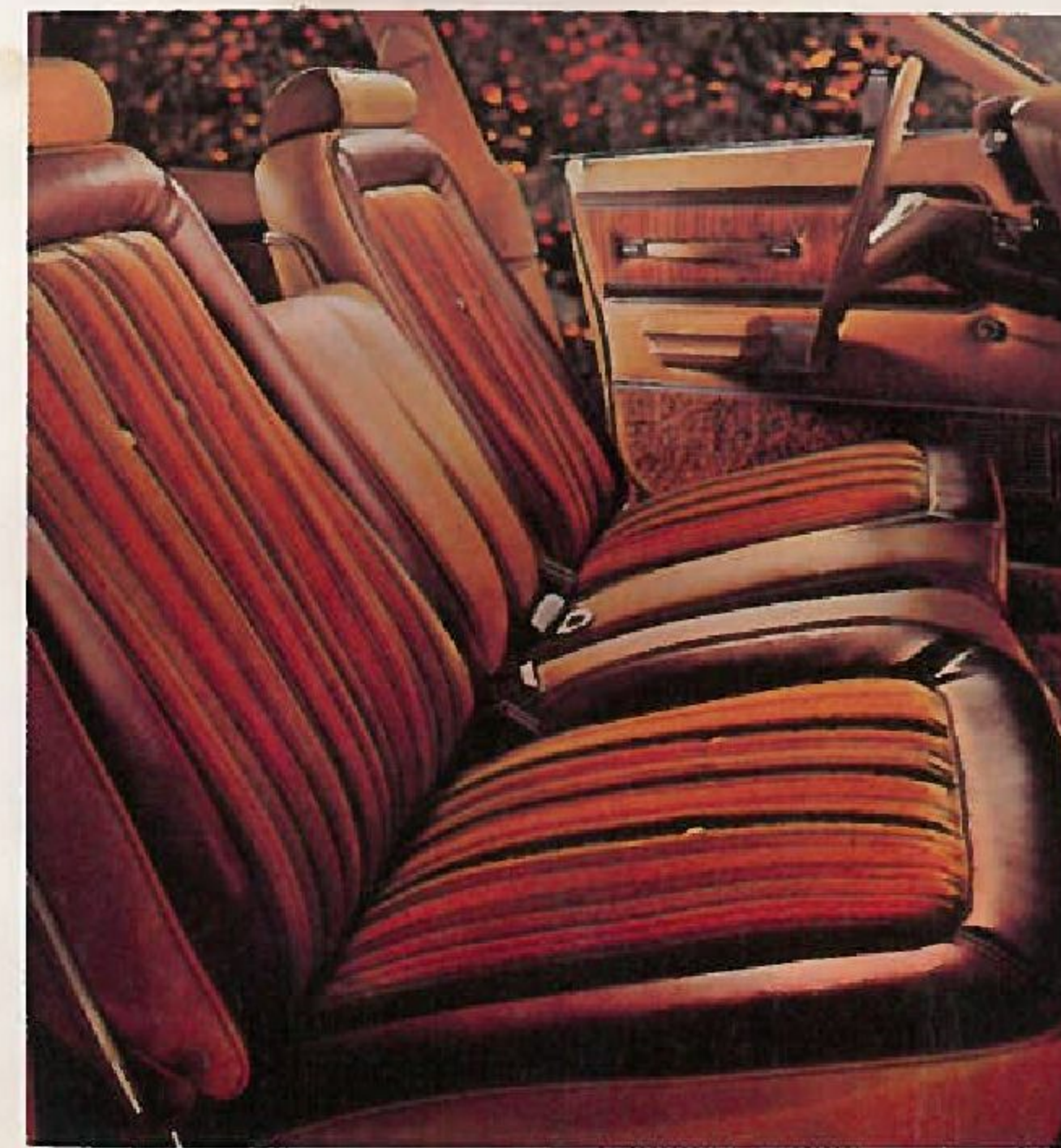
Custom Trim Option instrument panel for Montego MX Brougham

Mercury Montego MX Brougham—Custom Trim Option

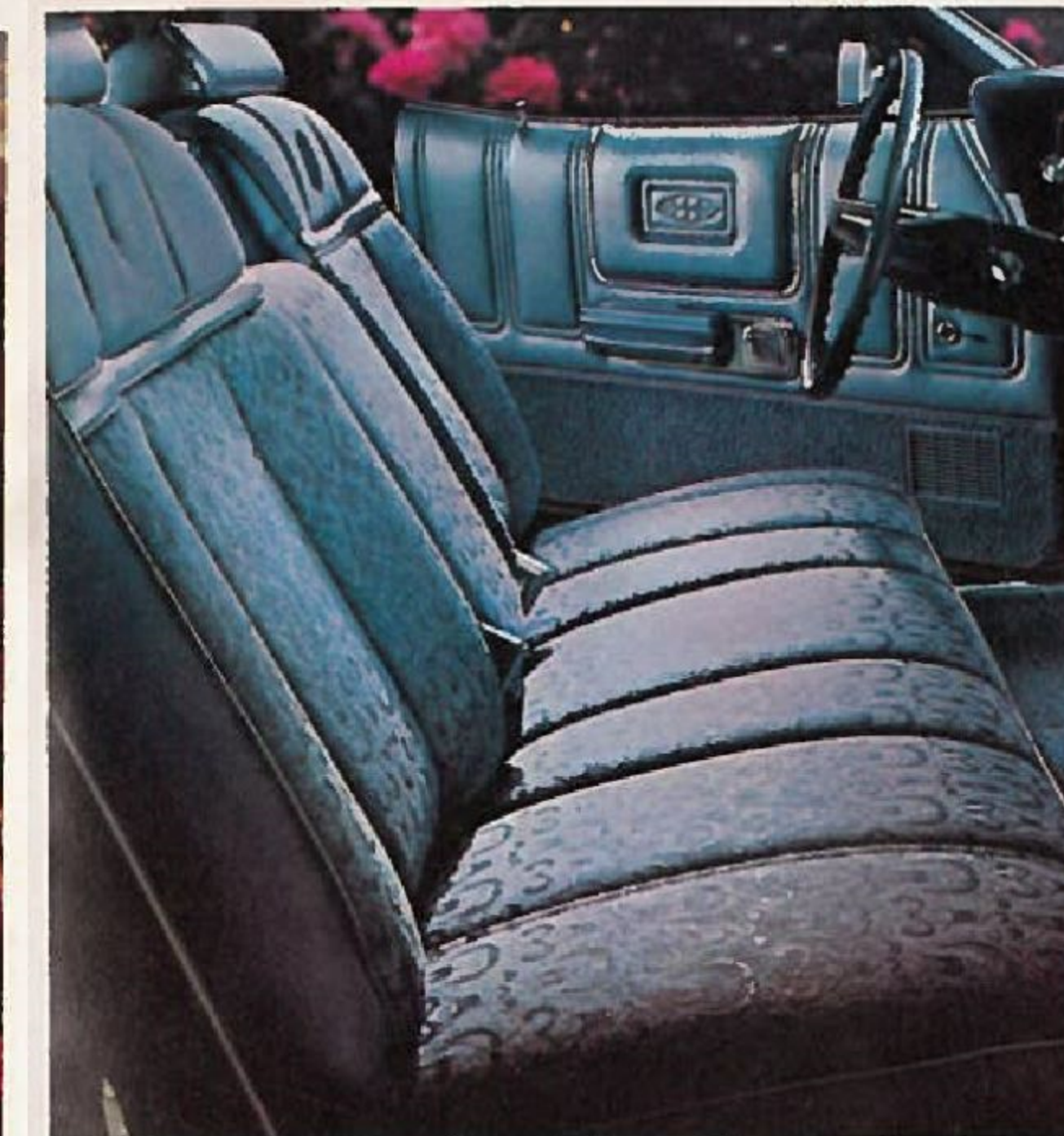
Here is our mid-size car in its most elegant guise. A luxurious look outside with a quiet and luxurious ride inside.

The elegant tone of this Montego MX Brougham interior with Custom Trim Option is highlighted by individually adjustable Twin Comfort Lounge Seats.

Standard features on the Mercury Montego MX Brougham with Custom Trim Option: 351-2V V-8 engine · Select-Shift automatic transmission · Power brakes; disc front, drum rear · Power steering · Solid-state ignition · BSW HR78x14 steel-belted radial tires · Impact resistant bumper system · Front bumper guards · Dual headlamps · Dual note horn · Super sound insulation package · Deluxe wheel covers · Vinyl roof · Luxury steering wheel · Visor vanity mirror on passenger side · Locking steering column · Concealed windshield wipers with new wiper-mounted washer jets · Color-keyed cut-pile carpeting · Door pull assist straps · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.



Mercury Montego MX Brougham with Custom Trim Option



Mercury Montego MX Brougham standard interior

Mercury Montego MX Brougham

The Montego MX Brougham, in either version shown, is a mid-size car that makes eminent good sense for the family facing today's rising costs. It allows you to enjoy luxury, riding comfort and high style at a mid-size car cost.

The Montego MX Brougham standard flight bench seat interior reflects a high level of interior luxury with individually contoured seats and a folding center armrest.

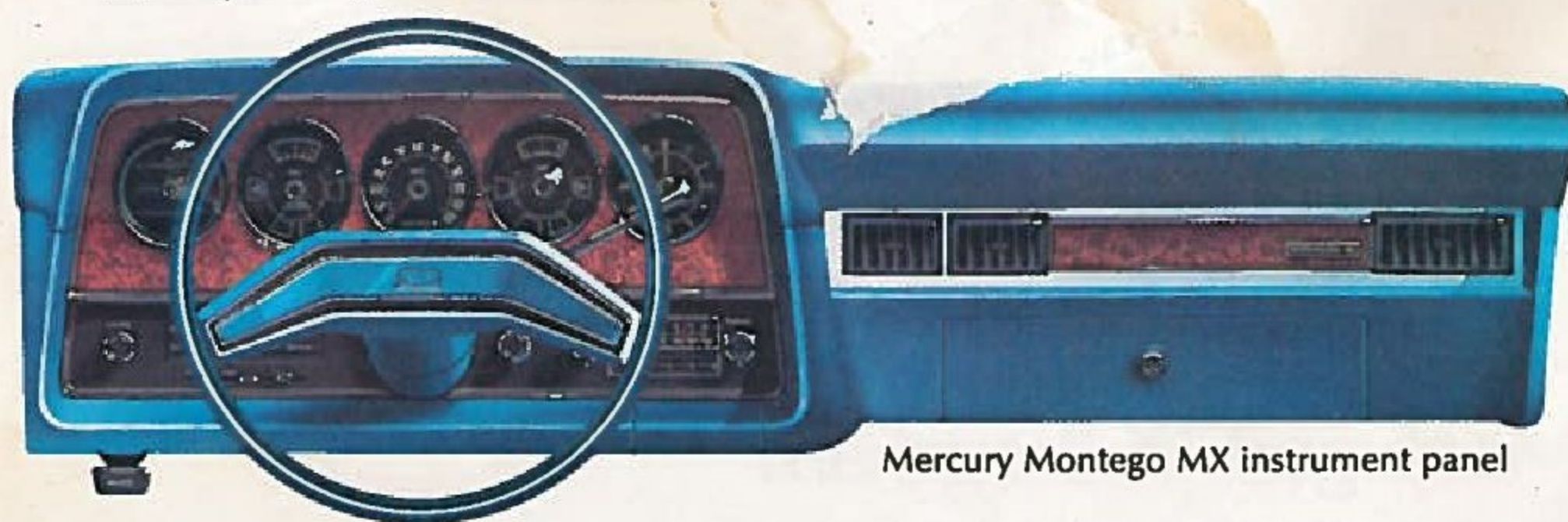
Standard features on Mercury Montego MX Brougham: 351-2V V-8 engine · Select-Shift automatic transmission · Power brakes; front disc, rear drum · Power steering · Solid-state ignition · HR78x14 BSW steel-belted radial ply tires · Impact resistant bumper system · Front bumper guards · Dual headlamps · Dual note horn · Deluxe sound insulation · Deluxe wheel covers · Deluxe steering wheel · Locking steering column · Concealed windshield wipers · Color-keyed cut-pile carpeting · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.



Mercury Montego MX 2-Door Hardtop



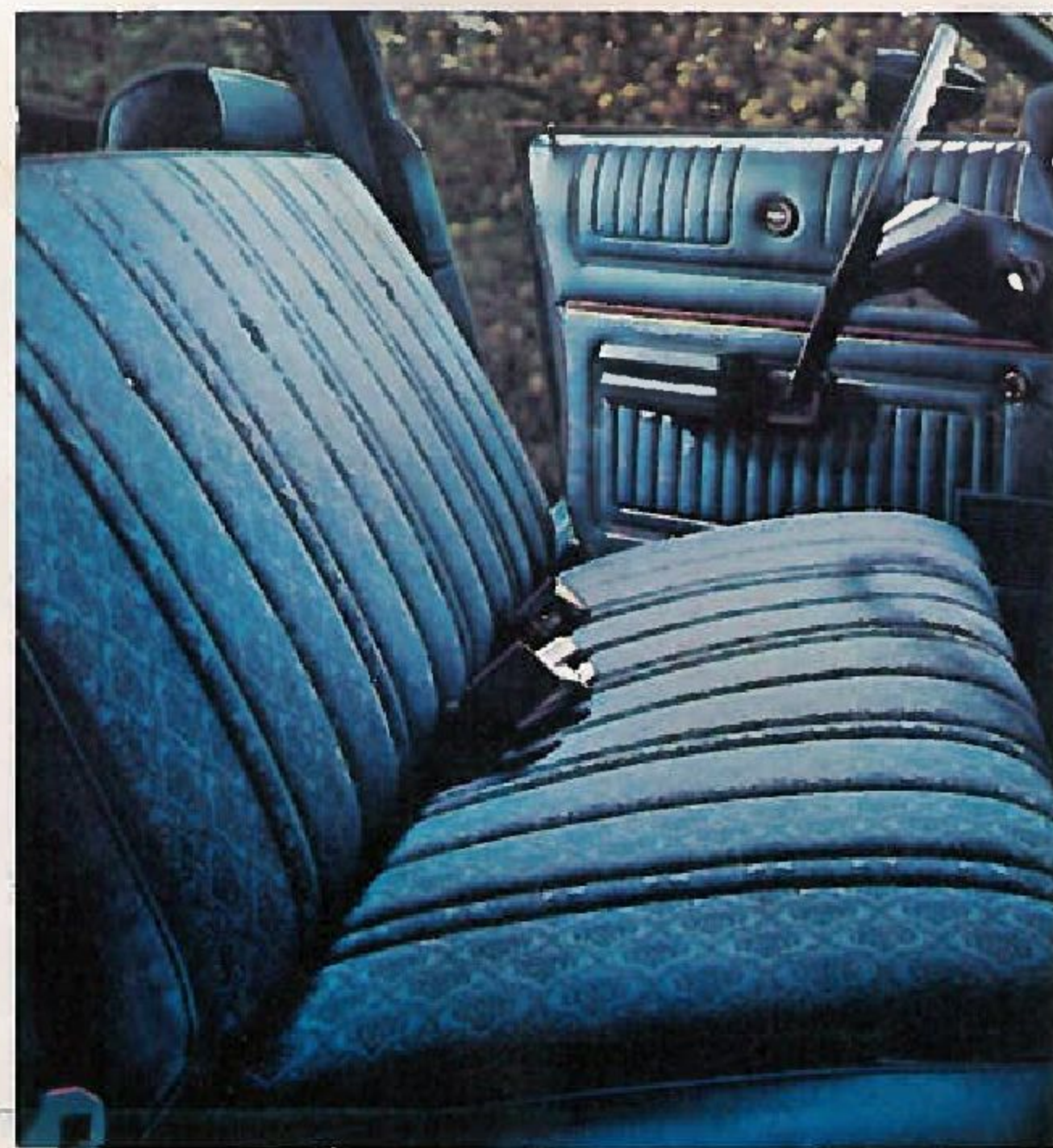
Mercury Montego 4-Door Pillared Hardtop



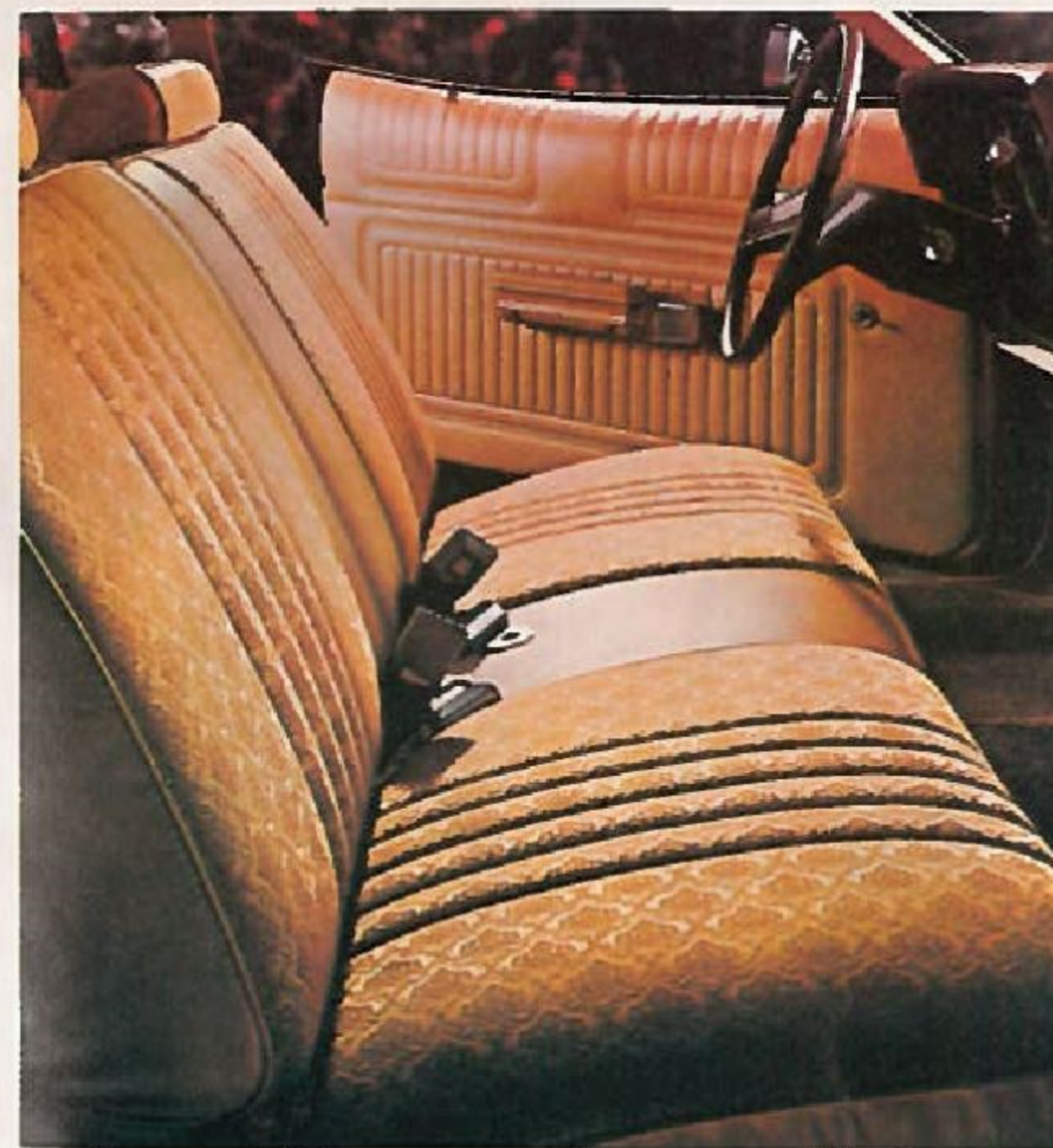
Mercury Montego MX instrument panel

Mercury Montego MX

One of the nicest things you'll like about your 1975 Montego MX or Montego is a feeling of soundness, stability and security as you drive. A lot of the fine ride is due to the comfortable low-back bench seats and high-stability suspension system tuned to standard steel-belted radials. **Standard features on Mercury Montego MX:** 351-2V V-8 engine · Select-Shift automatic transmission · Power brakes; front disc, rear drum · Power steering · Solid-state ignition · HR78x14 BSW steel-belted radial ply tires · Impact resistant bumper system · Front bumper guards · Dual headlamps · Deluxe sound insulation · Locking steering column · Concealed windshield wipers · Color-keyed cut-pile carpeting · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.



Mercury Montego MX standard interior in cloth-and-vinyl



Mercury Montego standard interior in cloth-and-vinyl

Mercury Montego

The extremely handsome Montego interior, shown in smartly tailored cloth-and-vinyl, is also available in all-vinyl at no extra cost. Available in black, blue or tan.

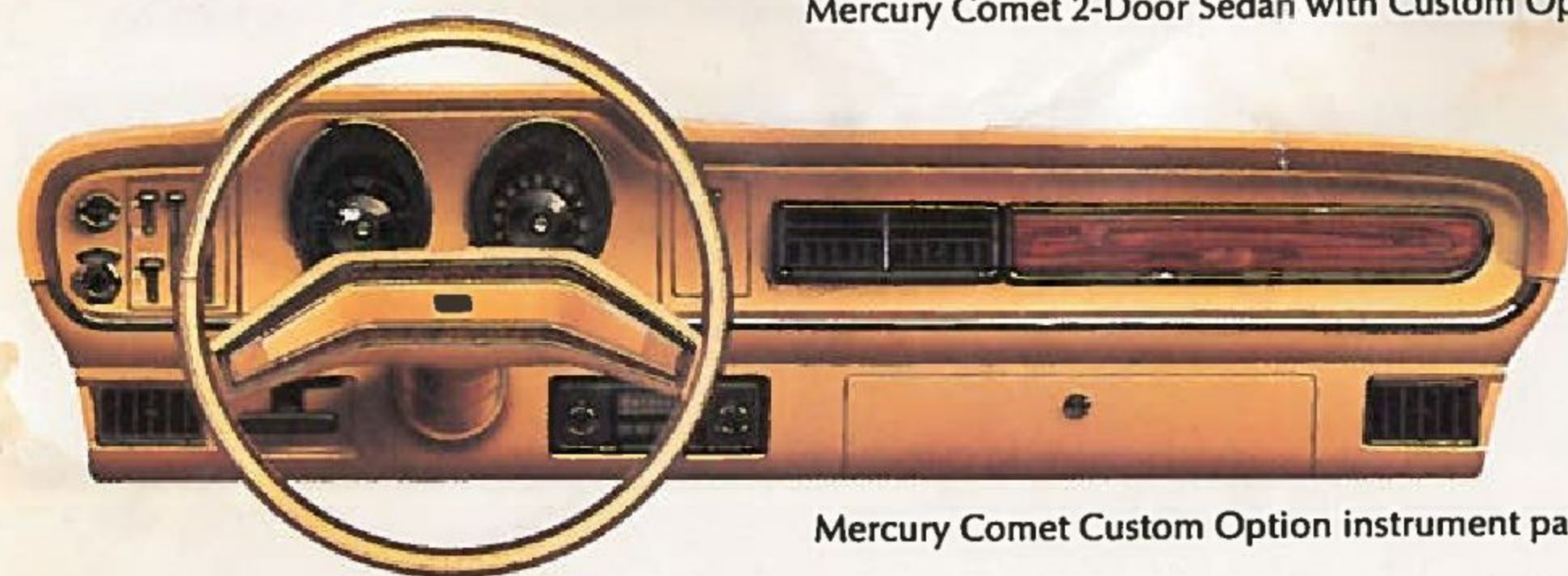
Standard features on Mercury Montego: 351-2V V-8 engine · Select-Shift automatic transmission · Power brakes; front disc, rear drum · Power steering · Solid-state ignition · HR78x14 BSW steel-belted radial ply tires · Impact resistant bumper system · Front bumper guards · Dual headlamps · Locking steering column · Concealed windshield wipers · Color-keyed cut-pile carpeting · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.



Mercury Comet 2-Door Sedan with Custom Option



Mercury Comet 4-Door Sedan

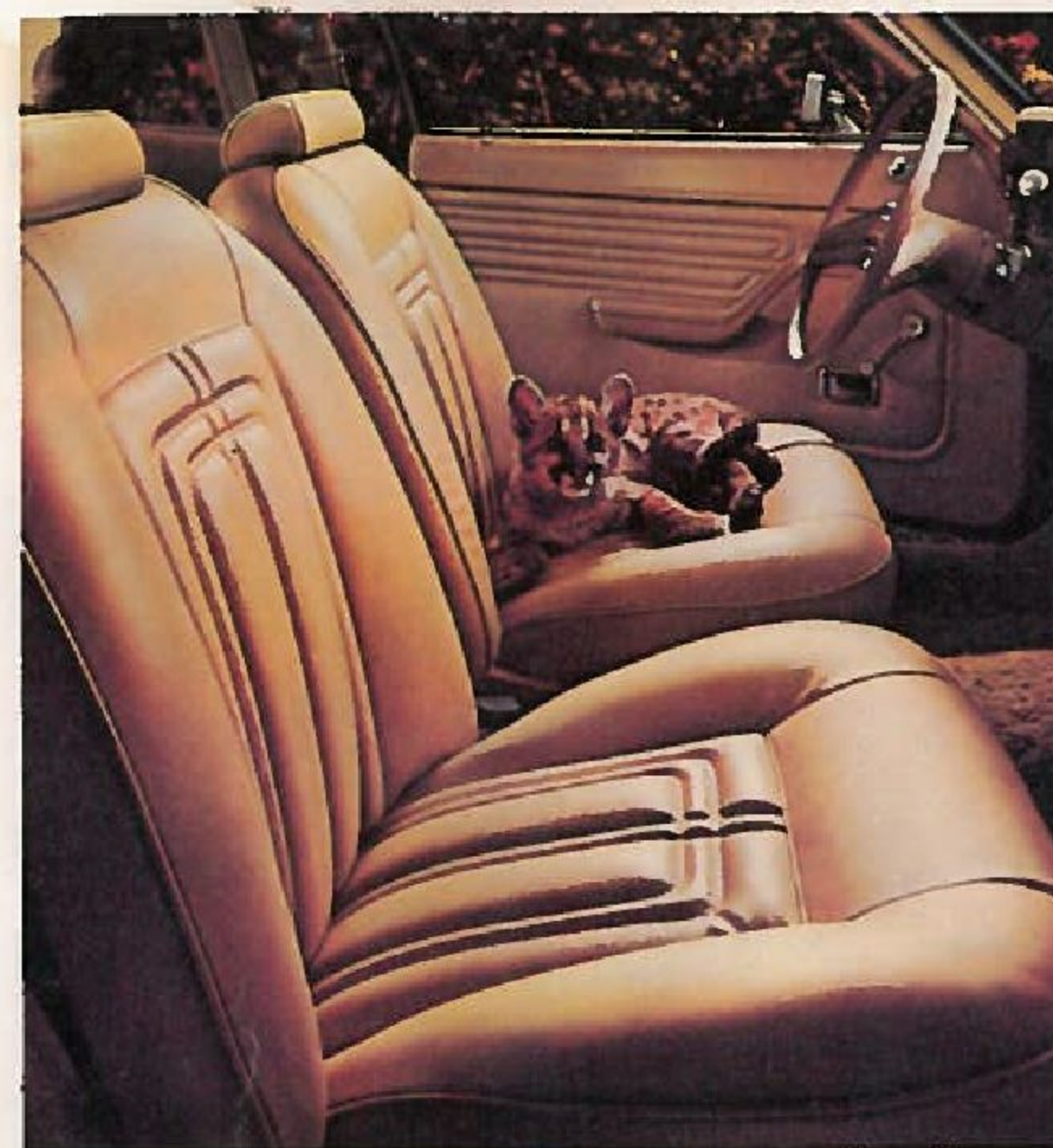


Mercury Comet Custom Option instrument panel

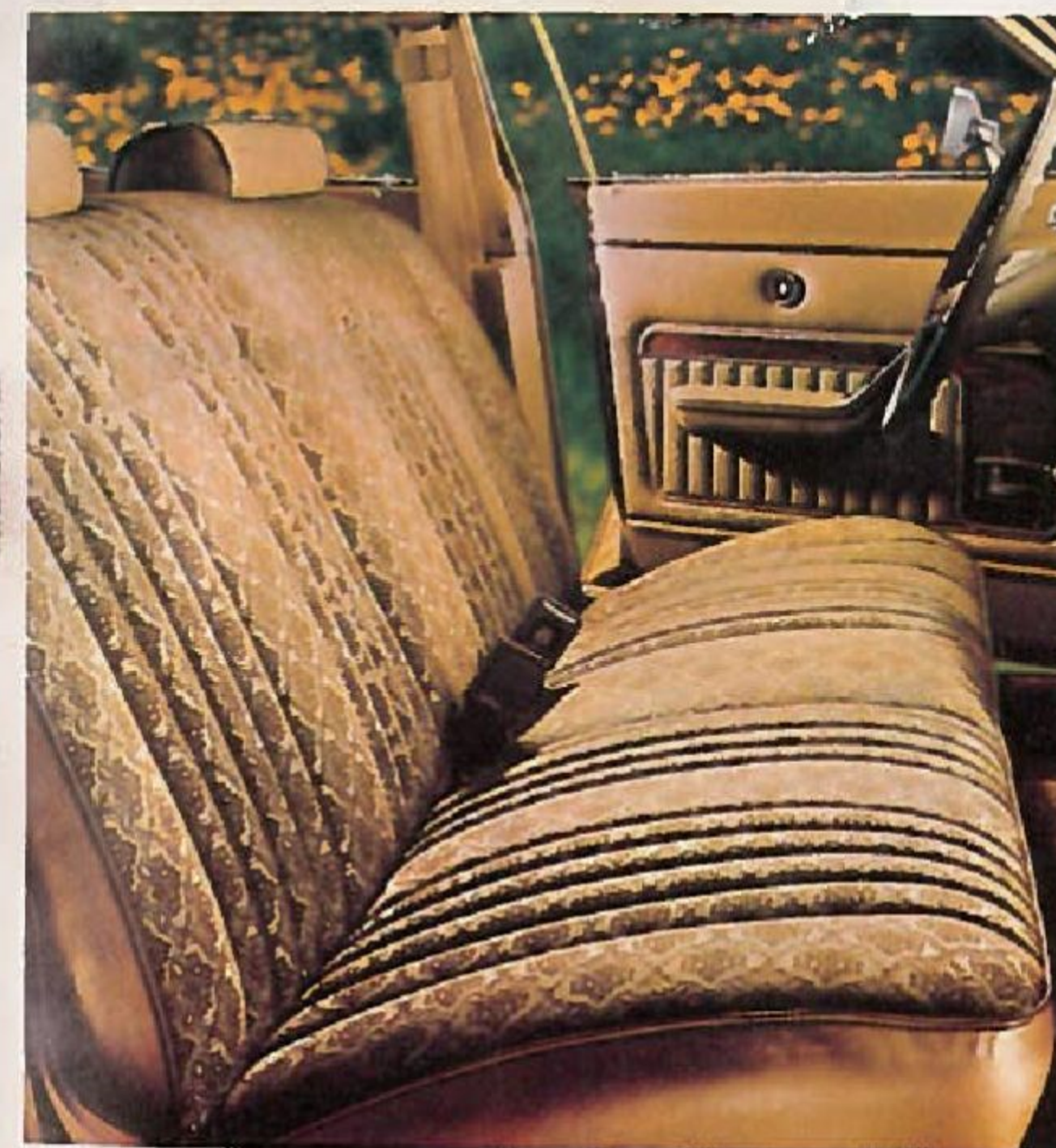
Mercury Comet with Custom Option

If you've thought the only way to save on gas is to drive a Plain Jane economy model, just look at our Comet with a little Cougar in it!

Standard equipment on the Mercury Comet with Custom Option: 200-1V "Six" engine · Fully synchronized 3-speed manual transmission · Steel-belted radial ply tires · Locking steering column · Front and rear bumper guards · Luxury level sound package · Dual hydraulic brake system with warning light · Blend-Air heater with 3-speed blower · Full-length bodyside molding with Odense grain vinyl insert · Deluxe color-keyed wheel covers · 2-speed windshield wipers w/washers · Deep cut-pile carpeting · Deluxe color-keyed safety belts · Leather-wrapped steering wheel · Dome dual/map reading lamp · Day/night rearview mirror · Reclining front bucket seats · Odense grain vinyl roof · Dual body paint stripes · Lighted glove box · Cigar lighter · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.



Mercury Comet Custom interior in vinyl



Mercury Comet standard interior in cloth-and-vinyl

Mercury Comet

Even our lowest priced Comet series has big-car ideas and big-car soundness. Like solid unibody construction with steel side beams in the doors and double-wall deck lid construction. This handsomely appointed standard Comet interior in cloth-and-vinyl or super-soft all-vinyl is available in black, blue, green or tan.

Standard features on Mercury Comet: 200-1V "Six" engine · Fully synchronized 3-speed manual transmission · BSW steel-belted radial tires · Locking steering column · Deluxe sound package · Dual hydraulic brake system with warning light · Blend-Air heater with 3-speed blower · Two-speed windshield wipers w/washers · 12-oz. cut-pile carpeting · Glove box · Color-keyed instrument panel with lighted dash · Deluxe steering wheel · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.



Mercury Marquis Station Wagon

Mercury Colony Park Station Wagon

Mercury Station Wagons

Colony Park and Marquis—the ultimate Mercury station wagons with the function of a wagon, the luxury of a limousine. Colony Park optional interior shown with leather seating surfaces.

Standard features on Marquis Station Wagon: 400-2V V-8 engine · Select-Shift automatic transmission · Solid-state ignition · Carpeted load floor · Impact resistant bumper system with front bumper guards · BSW JR78x15 steel-belted radial tires · 3-way tailgate · Power rear window · Power steering · Power front disc brakes · Power ventilation system · Concealed windshield wipers · Deluxe wheel covers · Deluxe steering wheel · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.

Additional features exclusive to Colony Park: Electric clock · Flight bench seat with center armrest · Visor-mounted vanity mirror · Simulated rosewood paneling on bodysides and tailgate · Full-length fender peak molding · Deep 22-oz. color-keyed cut-pile carpeting · Door pull and seat back assist straps · Brougham wheel covers · Deluxe seat and shoulder belts.

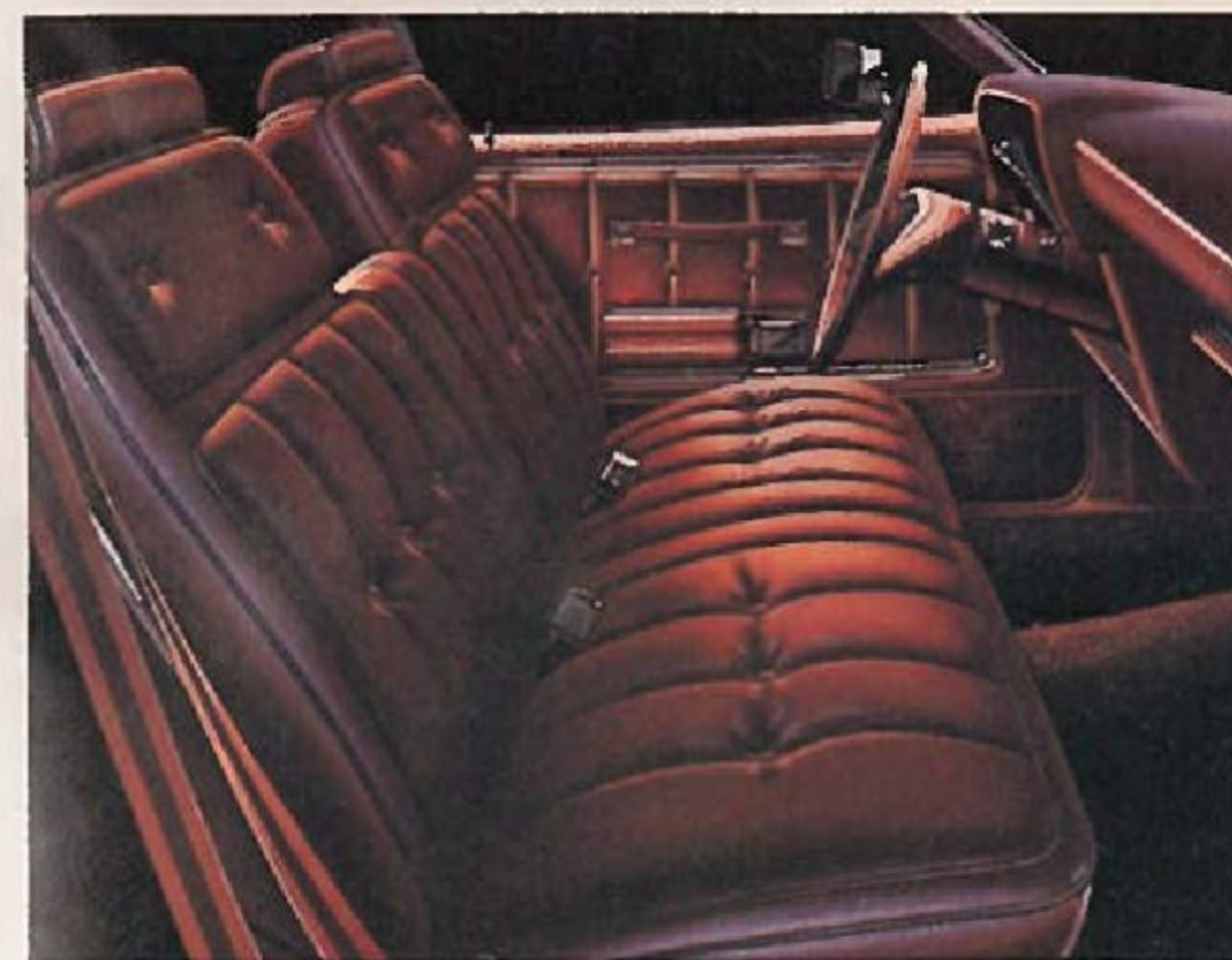


Colony Park interior with Grand Marquis Luxury Trim Option



Mercury Montego MX Villager Station Wagon

Mercury Montego MX Station Wagon



Montego MX Villager interior with Custom Trim Option

The handsome Montego wagons—MX Villager and MX—offer ride and glamorous good looks that are distinctive in their class.

Montego MX Villager Station Wagon interior is shown in saddle in the Custom Trim Option, at extra cost, which features the Twin Comfort Lounge Seats.

Standard features on Montego MX Station Wagon: 351-2V V-8 engine · Select-Shift automatic transmission · Solid-state ignition · Power front disc brakes · Power steering · 3-way tailgate · Dual headlamps · BSW HR78x14 steel-belted radial tires · Deluxe sound insulation · Impact resistant bumper system with front and rear bumper guards · Color-keyed cut-pile carpeting · Carpeted load floor · Inside hood release · Upper body paint stripes · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional.

Additional features exclusive to Montego MX Villager: Power tailgate window · Dual note horn signal · Deluxe steering wheel · Woodgrain vinyl paneling on bodysides and tailgate · Flight bench seat with folding center armrest.



Capri V-6 with Decor Group Option

Capri

Sexy European cars with great style and performance have had, all too often, prices that run into five figures. Until Capri, that is . . . the sexy European. But price is just one reason why Capri sold more cars in its first four years in America than any other import in history. Capri is a combination of European craftsmanship, road manners and fuel economy, 32.4 miles to the gallon.

That figure is based on a 379-mile highway test that was conducted by General Environments Corporation on February 19, 1974, through Arizona and California. Capri with a standard 4-cylinder engine and 4-speed transmission, broken in to the equivalent of 6,000 miles, delivered 32.4 miles per gallon when driven by a non-professional driver never exceeding 50 miles an hour.

No two drivers, or even cars are exactly alike, so you might average less, or for that matter, more, because mileage varies according to maintenance, equipment, total weight, driving habits and

road conditions. Drive one soon! The Capri V-6 shown above, or the Capri 2000.

The Capri 2000. Its standard interior is carefully detailed by European craftsmen. An influence very apparent in this luxuriously upholstered and appointed interior, spacious enough for four adults. Body-contoured front bucket seats can be adjusted to suit driver and passenger preference. The seat backs, for example, can be fixed in any of five positions. But as Capri owners know, this has always been a car exceptionally well-equipped.

Powered by a very willing, yet surprisingly economical, 2-liter 4-cylinder OHC engine. With precise rack-and-pinion steering, power-assisted front disc brakes, and smooth 4-speed manual transmission also standard. As are steel-belted radial tires, front and rear torsional stabilizer bars, and more. Such as the full instrumentation group, including tachometer, and gauges for

Optional Decor Group interior

oil pressure, battery charging, temperature and fuel. And an electric rear window defroster, which although standard can be deleted for a price reduction, except in the State of New York.

The V-6. Everything the 2000 is . . . and more. This is a much more powerful Capri, yet overall performance — including fuel economy — is very much in balance. Engine displacement is 2.8 liters. Consistent with its larger engine, some components have been increased in size. For example, the steel-belted radial ply tires are 185/70 HR x 13.

The clutch and rear brakes are larger and the rear axle ratio is slightly lower than for the Capri 2000. The exhaust is a dual-pipe system. Visually, the V-6 differences from the 2000 are blackout back and rocker panels and a discreet V-6 emblem at the rear of the front fenders. Capri V-6. The other sexy European.

Many Capri owners prefer to have their car outfitted in the popular optional Decor Group illustrated here. After all, when a car gives you so much standard . . . why not a few extras? Depending on the exterior color, the Decor Group interior is available in black, tan or saddle. Handsomely trimmed components range from wrapped steering wheel and gearshift lever to the full console with its handy stowage compartment. Firmly comfortable front bucket seats recline fully. And their body-contoured design is repeated in the rear seating arrangement. A suspended clock, adjustable map light, dual horns, and remote control side-view mirror are other convenience features of the Decor Group.

Capri instrument panel with optional Decor Group steering wheel.



**Ford Motor Company Lifeguard Safety Design Features
you will find on every 1975 Lincoln or Mercury:**

Occupant Protection

- Safety-designed front end structure
- Safety-designed roof structure
- Steel guard rails in side doors
- Double-yoke safety door latches and safety hinges
- Integral lap and shoulder belts with individual lap and shoulder belt retractors and starter interlock for front outboard occupants
- Positive reminder warning light and buzzer for all front seat occupants
- Lap belts with mini-buckles for center front and all rear seating positions with retractors for rear outboard occupants
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety-designed door handles
- Energy-absorbing instrument panel with padding for right and center front passenger
- Padded sun visors
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on two-door vehicles
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons (on all cars equipped with radios)
- Head restraints or high-back seat for front outboard occupants
- Safety glove box latch
- Inside yieldaway rearview mirror

- Impact-absorbing laminated safety glass windshield
- Flame resistant interior materials

Operating Safety

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

Anti-Theft

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

1975 LINCOLN-MERCURY MAJOR SPECIFICATIONS

Model	Wheel-base	Overall Length	Standard Engine	Standard Transmission	Optional Engines	Luggage /Cargo Capacity
Continental Mark IV	120.4"	228.1"	460-4V V-8	Select-Shift Automatic	N.A.	14.3 cu. ft.
Lincoln Continental	127.2"	232.9"	460-4V V-8	Select-Shift Automatic	N.A.	19.3 cu. ft.
Grand Marquis Marquis Brougham Marquis	124.0"	229.0"	460-4V 460-4V 400-2V V-8	Select-Shift Automatic	N.A. N.A. 460-4V V-8	22.7 cu. ft.
Cougar XR-7	114.0"	215.5"	351-2V V-8	Select-Shift Automatic	400-2V V-8 460-4V V-8	16.5 cu. ft.
Monarch Ghia Monarch	109.9"	199.9"	250-1V "Six" 200-1V "Six"†	3-Speed Manual	302-2V V-8## 250-1V "Six" 351-2V V-8##	14.0 cu. ft.
Montego MX Brougham Montego MX Montego	114.0"*	215.5"***	351-2V V-8	Select-Shift Automatic	400-2V V-8# 460-4V V-8 460-4V V-8	16.5 cu. ft.
Comet (2-door models) Comet GT	103.0"††	190.0"‡	200-1V "Six"†	3-Speed Manual	302-2V V-8## 250-1V "Six"	11.3 cu. ft.
Mercury Station Wagons (2-seat models)	121.0"	227.0"	400-2V V-8	Select-Shift Automatic	460-4V V-8	94.6 cu. ft.
Montego Station Wagons (2-seat models)	118.0"	224.4"	351-2V V-8	Select-Shift Automatic	400-2V V-8# 460-4V V-8	84.9 cu. ft.
Capri 2000 Capri V-6	100.8"	174.0"	2000 cc OHC "4" 2800 cc OHV V-6	4-Speed Manual	N.A.	8.2 cu. ft.

*2-Door Hardtop; 118.0" 4-Door Pillared Hardtop.
 **2-Door Hardtop; 219.5" 4-Door Pillared Hardtop.
 †Not available in California.
 ††2-Door; 109.9" 4-Door.

#Not available with Trailer Packages 11 or 111.
 ##Automatic transmission required in California.
 ‡2-Door; 196.9" 4-Door.

GENUINE MOTORCRAFT PARTS—Your new Continental or Mercury comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolite Power-Tip Spark Plugs, Motorcraft shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts and Autolite Spark Plugs whenever replacement is necessary.

Information herein was correct at time of printing. Lincoln-Mercury Division reserves the right to change or discontinue specifications or designs at any time without incurring any obligations. Some features shown or previously described are optional equipment available at extra charge. Some options are required in combination with other specified options.

