



COUGAR



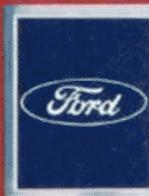
MERCURY MARQUIS



LINCOLN

Versailles

Bobcat



MERCURY
LINCOLN



MONARCH

CAPRI



**FOR 1979
LINCOLN-
MERCURY
SHOWS YOU
THE LIGHT**

**...with a
wide range
of new car
values.**

ZEPHYR



Lincoln-Mercury dealers celebrate two record setting years with a super sale...with these small cars in our inventory carrying a special value discount directly from Lincoln-Mercury.

Lincoln-Mercury shows you the light

SUPER SAVINGS ON SEXY NEW CAPRI



30%
discount on
this Capri
Special Value
Equipment Group
with standard 2.3 litre engine*

Above illustration includes automatic transmission, AM/FM stereo radio and tilt steering wheel available at extra cost.

- Console
 - Digital electronic clock with date and elapsed time
 - Warning lights for low fuel, low windshield washer fluid, and low-beam headlamp and brakelight lamp failure
- Rocker Panel Molding
- B78x14 BSW Tires
- Sport Wheel Covers
- Interior Accent Group
 - Deluxe sound package
 - Low-back bucket seats with deluxe seat trim
 - Inertia seat-back release
 - Color keyed seat belts with shoulder-belt tension reliever
 - Visor vanity mirror

1979 MERCURY BOBCAT...NEW STYLING. MORE EQUIPMENT. YET STICKER PRICED LOWER THAN A COMPARABLY EQUIPPED '78



THESE STANDARD ITEMS ON A CAR STICKER PRICED LESS THAN 1978:**

- Electric Rear Window Defroster
- Bumper Protection Group
- AM Radio (may be deleted for credit)
- 4-Speed Manual Transmission
- Front Disc Brakes
- Carpeting
- Tinted Glass all around
- Fold-Down Rear Seat
- Styled Steel Wheels
- Steel Belted Tires
- Solid-State Electronic Ignition

25% discount on Runabout and Station Wagon Special Value Equipment Groups with standard 2.3 litre engine*

- Dual Racing Mirrors
- Deluxe Interior Trim
- Deluxe low-back bucket seats
- Higher level door and seat trim
- Deluxe color-keyed seat belts
- Luxury sound package
- Load floor carpet
- Sports Instrumentation Group (Runabout only)
 - Tachometer, temperature gauge and ammeter
- Sports steering wheel
- Higher axle ratio (3 door with 2.3 litre manual)
- Luggage Carrier (Station Wagon only)

**Based on comparison of final 1978 sticker prices to 1979 sticker prices of comparably equipped cars (as of 1/15/79).

CLASSIC STYLING...LUXURIOUS EQUIPMENT LEVEL... RIDE ENGINEERED... '79 MERCURY MONARCH... STICKER PRICED LESS THAN YOU WOULD THINK

50% discount
on this Monarch Special Value
Equipment Group
with standard 4.1 litre engine*

- Special Body Side Tu-Tone Paint Treatment
- Full or Landau Vinyl Roof
- Wide, Color Keyed Body Side Molding
- Bumper Protection Group
 - Front and rear rub strips
 - Front and rear bumper guards



- Upper Body Side, Hood and Deck Lid Paint Stripes
- Styled Steel Wheels with Trim Rings (upgrade available to optional wire or aluminum wheels)

PUT A CHARGE IN YOUR LIFE WITH BIG SAVINGS ON ZEPHYR

50%

discount on
these 2 door,
4 door and Z-7
Sport Coupe
Special Value
Equipment
Groups with
standard
2.3 litre engine*



- Unique Tu-Tone Paint Treatment
- Styled Wheel Covers
- Dual Mirrors
- Vinyl Roof
- Bright Window Frames (standard on Z-7)
- Full Length Body Side Molding (standard on Z-7)
- Flip-Up Moon Roof (Z-7 only)



- Unique Accent Interior with Luxury Decor Door Panels and Luxury Woodgrain Appliques
 - Pleated seat trim
 - Deluxe steering wheel hub
 - Deluxe sound package

25%

discount on
this Zephyr
Station Wagon
Special Value
Equipment
Group with
3.3 litre engine*



- Luxury Interior Option
 - Flight bench seat
 - Woodgrain dash appliques
 - Deluxe sound package
 - Luxury level carpeting
- Styled Wheel Covers
- Bright Window Frames
- Dual Mirrors



Above illustration includes AM/FM stereo radio, vent windows and power windows available at extra cost.

*Based on a comparison of traditional sticker pricing of options purchased separately and as a package.



The all new 1979 Marquis...a totally new expression of a rich heritage

Lincoln-Mercury
shows you
the light



Introducing the all-new 1979 Mercury Marquis.

Take the Ten Minute Test Drive and discover a new Marquis standard of driving comfort.

You owe it to yourself to spend ten minutes comparing the 1979 Marquis to last year's Marquis, and comparing its EPA Interior Volume Index ratings to any full-size car.

Minute 1: Check the luggage capacity.
No American car has more. With the new mini spare, there's even more room than last year.

Minute 2: Settle into a more spacious interior.
More shoulder room and hip room than any '79 Buick, Olds or Cadillac; there's nearly half a foot more hip room in front. The '79 Marquis is even roomier than last year.

Minute 3: Marquis takes corners flatter.
Marquis has a new rear suspension. A four-bar link design with axle centered coil springs, front mounted shock absorbers and larger bushings at all suspension points.

Minute 5: On bumps, dips—more stability.
Lincoln-Mercury took years creating a tradition of Marquis riding comfort. Ten minutes on the

road and you'll discover how far we've come in 1979.

Minute 7: Marquis handles with new maneuverability.

A reduced steering ratio makes steering more responsive, maneuvering in tight places easier.

Minute 9: You view the road through expanded glass area.

More glass, a lower hood and new seating give you a commanding view of the road.

Minute 10: You can read more visible instruments, and operate more accessible controls.

Dials are positioned to be read easily. Horn, wipers, high beam switches are mounted on the steering column virtually at your fingertips.

Take the Ten Minute Test Drive yourself. You owe it to yourself.

A new Marquis standard of driving comfort.



Marquis Station Wagons have a total interior volume of 165 cubic feet, one cubic foot more than the spacious 1978 model.

With 48.2" width, the '79 Marquis Station Wagon retains the capability of accommodating a four foot wide sheet of plywood.

Marquis Station Wagon... all new with greater EPA interior ratings than last year

Mercury Grand Marquis 2 door... a new level of elegance for 1979



XR-7...an exciting extension of Cougar's untamed personality

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



New for '79, Cougar XR-7's Dark Red Exterior

Lincoln-Mercury shows you the light



Champagne Tu-Tone

XR-7. A unique personal car

Cougar XR-7 represents excitement in a sporty personal car, and offers a choice of more than sixty options.

1979 Mercury Cougar XR-7 with Chamois Decor Group Option



Chamois Decor Group Option
Bucket Seats in Huntsman Cloth with Saddle Vinyl Trim.

Until you have experienced a 1979 Lincoln Versailles... the best is yet to come

LINCOLN LUXURY AND DISTINCTION IN A TRIM SIZE. The pride of owning a Lincoln distilled to a 110 inch wheelbase. Your choice of custom roof designs make the new Versailles a most personal luxury car.

Black and Silver Tu-Tone



Lincoln leads with luxury



The Lincoln Continental Town Coupé in Medium Turquoise, with optional coach roof, wire wheel covers, premium body side molding and custom paint stripes . . . A formal look in a coupé.



THE COLLECTOR'S SERIES LINCOLN CONTINENTAL. The highest expression of luxury among cars that trace their lineage to the famed quality and distinction of the great Lincolns of the past. A Collector's Series Mark V is also available.



CARTIER DESIGNER EDITION MARK V . . . Light Champagne with a Landau Roof . . . as understated as a diamond solitaire. Other Designer Editions available: Bill Blass, Givenchy and Pucci.

Lincoln-Mercury shows you the light

LINCOLN-MERCURY DIVISION

