



Lincoln-Mercury  
previews a  
luxurious  
new car  
for 1975...



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

## The Precision-Size Mercury Monarch



Mercury Monarch Coupe. Shown with optional WSW tires and bumper protection group.



Mercury Monarch standard vinyl interior.  
Floor shift and automatic transmission optional.

### 1975 Mercury Monarch

The suspension is tuned to standard steel-belted radials. The steering is quick and requires little effort. And inside, the front bucket seats recline for added comfort. Consider, for 1975, the many advantages of the new precision-size Monarch. Consider its economy of operation . . . ease of handling . . . interior spaciousness.

Mercury Monarch standard features include: 200-1V 6-cylinder engine\*. Solid-state ignition · Steel-belted radials · Front disc brakes · 19.2 gal. fuel tank · High-level ventilation · Cut-pile carpeting · Instrument panel with high-gloss woodgrain vinyl.

\*250-1V 6-cylinder in California.



Mercury Monarch Ghia optional luxury cloth interior.  
Floor shift and automatic transmission optional.

## 1975 Mercury Monarch Ghia

Precisely tailored to today's driving needs, Mercury Monarch is engineered to give you good gas mileage and comfort for five adults. Over a foot shorter than last year's average mid-size car, the 4-door Monarch has more headroom, front and rear, and nearly as much legroom.

The top-of-the-line Mercury Monarch Ghia offers a host of standard features including: Vinyl roof with matching bodyside moldings · Digital clock · Unique Ghia wheel covers · Deluxe sound and ride package · WSW steel-belted radials · Fully reclining bucket seats · Seat back map pockets · Roof-mounted passenger assist handles.

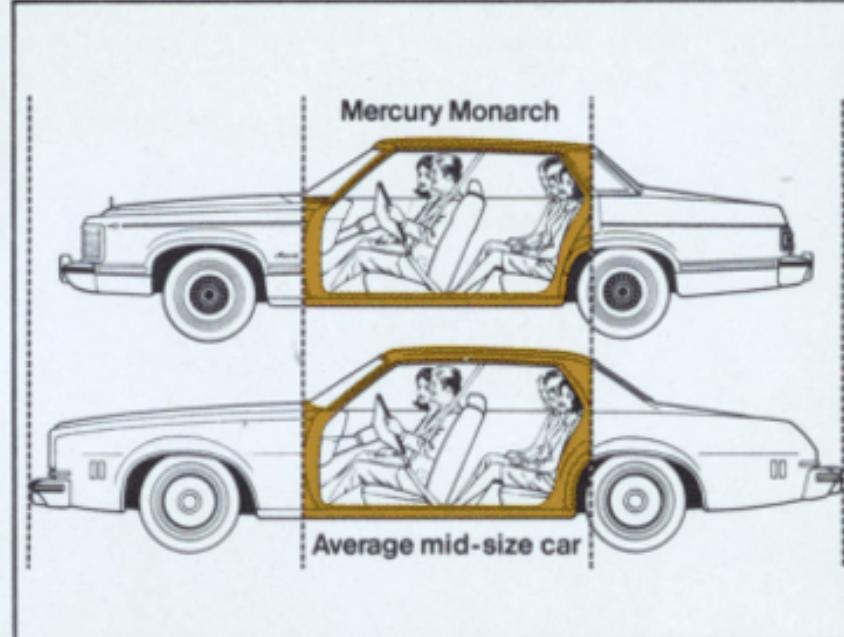
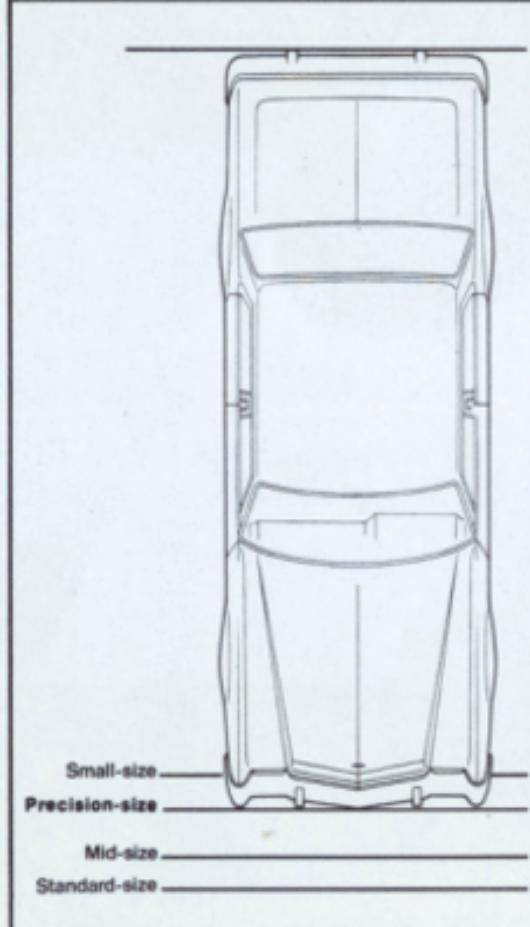
## The idea behind Monarch's Precision Size

The idea behind the new precision-size Monarch is simple: to fit the car to the people, not fit people to the car. Monarch was engineered to get rid of excess inches and pounds that fail to add meaningful room or strength. The result: a luxurious car trim enough to get good gas mileage yet roomy enough to accommodate five adults in comfort.

The precision-size Mercury Monarch — a luxurious new car for 1975.

### MERCURY MONARCH

LINCOLN-MERCURY DIVISION



### ADDITIONAL MERCURY MONARCH FACTS:

Wheelbase 109.9" · Overall Length 199.9"  
· Width 74.0" · Height 53.4" · Tread (Front) 58.5"  
· Tread (Rear) 57.7" · Standard Engine 200-1V  
6-cylinder\* · Optional Engines 250-1V 6-cylinder  
(std. on Ghia), 302-2V V-8 and 351-2V V-8.

\*250-1V 6-cylinder in California.

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