
MARQUIS



FOR 1981 FROM
LINCOLN
MERCURY

A SUPERB RIDE... AND MORE.

Marquis is the most luxurious Mercury you can buy. It has long been known for its classic styling, six-passenger comfort, and superb ride. But the new Mercury Marquis for 1981 offers more. Much more.

Today, Lincoln-Mercury is working to meet the needs of our energy-conscious age. The 1981 Mercury Marquis has an Automatic Overdrive Transmission that incorporates a fourth forward gear. When your car reaches cruising speed (about 40 mph), the transmission automatically moves into the automatic overdrive mode for maximum efficiency. This advanced engineering feature is standard on every 1981 Marquis.

Marquis for '81 is available in both two-door and four-door models. It ranges from the most affordable Marquis to the handsome Marquis Brougham to the most elegant Grand Marquis. Two station wagon choices round out the Marquis line. Read on, and choose for yourself.

Some of the equipment shown may be available only at extra cost, and only on specific models. Please see pages 13 to 15 for specific information regarding standard and optional equipment.



GRAND MARQUIS



MERCURY GRAND MARQUIS 4-door in Medium Fawn Metallic with Formal Coach Roof option.

The essence of elegance.

The 1981 Grand Marquis combines classic exterior styling with interior opulence . . . to create an aura of dignity and well-being.

Inside, rich figured mahogany woodtone appliqués accent the instrument panel and luxury steering wheel, shown with optional "Tilt" feature and speed control. Twin Comfort Lounge seats with individual center armrests are standard. These are independently movable front seats with a bench seat appearance when aligned evenly. Shown at right in luxury cloth, they are also available in soft, supple leather with vinyl trim. The rear seat is also spacious and luxurious. It features center armrest, convenient assist straps, and front seatback map pockets.

Power brakes, power steering, and power windows are just a few of the many standard features of Grand Marquis. Plus an AM/FM stereo radio. For richer, fuller sound reproduction, add the Premium Sound System option which includes six speakers and a power amplifier.

Outside, the clean, sculptured lines of Grand Marquis are accentuated by the distinctive optional Formal Coach Roof (shown above) or the standard Coach Roof (below).

Both elegant.



MERCURY GRAND MARQUIS 2-door in Dark Cordovan Metallic with vinyl Coach Roof.



GRAND MARQUIS standard Twin Comfort Lounge seats in Medium Fawn luxury cloth.

MARQUIS BROUGHAM



MERCURY MARQUIS BROUGHAM 2-door in Dark Pine Met., White Coach Roof.

The feeling of comfort.

Marquis Brougham invites you to relax and experience its many comforts.

Standard Twin Comfort Lounge seats are available in luxury cloth (shown right) or optional vinyl. You may add six-way power with individual recliners for even more convenience. And, of course, either interior accommodates six passengers comfortably. Also standard are AM/FM stereo radio, power windows, analog clock, deluxe seat belts, warning chimes, full-length door armrests with woodtone appliqués, door assist straps, and plush carpeting on the floor and lower door panels.

Experience the superb Marquis ride. It results from a combination of luxury sound insulation, low profile radial tires, sturdy full-frame body construction, and a suspension system designed to keep road noise and vibration to a minimum.

Note the distinctive Marquis Brougham exterior features: vinyl Coach Roof; Coach Lamps; deluxe wheel covers; hood accent stripes; left-hand remote-control mirror; and wide, bright lower bodyside moldings.

Comfort. Engineering. Style. You'll find them all in Marquis Brougham.



MERCURY MARQUIS BROUGHAM 4-door in Light Pewter Metallic with Black Coach Roof.



MARQUIS BROUGHAM Twin Comfort Lounge seats in Pine Wilshire cloth.

MARQUIS



MERCURY MARQUIS 4-door in Medium Red with optional full vinyl roof.

The standards of Marquis.

Every Marquis sedan comes with an impressive range of standard equipment such as AM radio; power brakes and steering; radial tires; full wheel covers; and bright, white halogen sealed-beam headlamps. A new, trim 4.2 liter (255 CID) V-8 engine with Automatic Overdrive Transmission. Stalk-mounted controls for windshield wipers, turn signals, and horn. Dual pod instrument cluster with figured mahogany woodtone appliqués. And more.

Standard Marquis seating is a Flight Bench seat (shown right) in a new sew style with new cloth seat trim. Also available in vinyl. Marquis has plenty of room for six passengers—and their luggage. Its 22.4-cubic-foot trunk allows upright storage of items as large as suitcases.

For 1981, Marquis offers many new options including nine new exterior paint colors, five new Tu-Tone combinations, and three new vinyl roof colors. Illuminated visor vanity mirrors. New door-mounted remote-control mirrors. And new puncture-resistant, self-sealing radial tires. For a complete list of standard and optional equipment, please see pages 13-15.

Mercury Marquis. It offers more.



MARQUIS standard Flight Bench seat in Red Rochdale cloth.

MARQUIS WAGONS



MERCURY MARQUIS COLONY PARK WAGON in Antique Cream.

The luxury of space.

Marquis incorporates the comfort and elegance of its sedans into the special conveniences of its station wagons: the handsome Marquis Wagon and the distinctive Marquis Colony Park, both pictured on this page.

Standard seating is a plush vinyl Flight Bench seat, or you may prefer the optional Duraweave vinyl Flight Bench seat. Both are shown on page 15. Another interior option, removable dual facing rear seats, can enhance the versatility of your wagon.

Marquis wagon's six-passenger roominess is impressive. And so is its cargo space: 89.6 cubic feet with rear seat down and 52.6 cubic feet with rear seat up. Special touches are a lockable stowage compartment and removable load floor carpet. A 5.0L V8 (302 CID) V-8 engine with Automatic Overdrive Transmission is also standard.

The Marquis Colony Park is the most luxurious Marquis wagon. Outside, it has rich-looking rosewood-tone appliqués on the bodyside and tailgate, with matching bright and woodgrain rails. It also features Coach Lamps, power windows, and an AM/FM stereo radio. For a full list of Colony Park equipment, see page 13. And for even more interior luxury in your Colony Park wagon, consider ordering the Grand Marquis Decor option described on page 14.

In Marquis wagons, luxury and space go together. Beautifully.

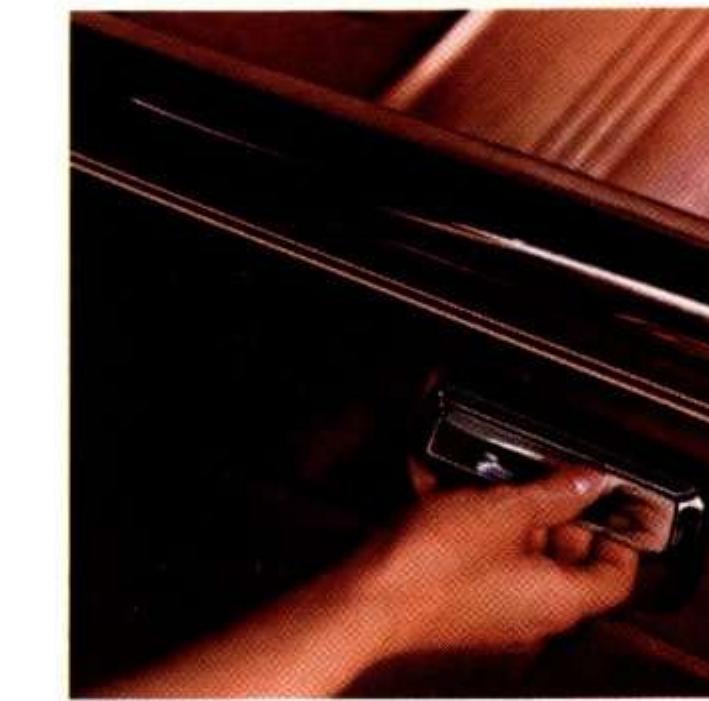


MERCURY MARQUIS WAGON in Dark Cordovan Metallic.



COLONY PARK Twin Comfort Lounge seats in optional Sand luxury cloth.

OPTIONS



ILLUMINATED ENTRY SYSTEM. When you lift the door handle, a ring of light appears around the keyhole. And, at the same time, the interior lights go on. A great convenience feature.



12

LUXURY STEERING WHEEL WITH TILT FEATURE. Tilt steering wheel (left) adjusts to five possible positions. Also tilts to allow easy entry and exit from the driver seat.

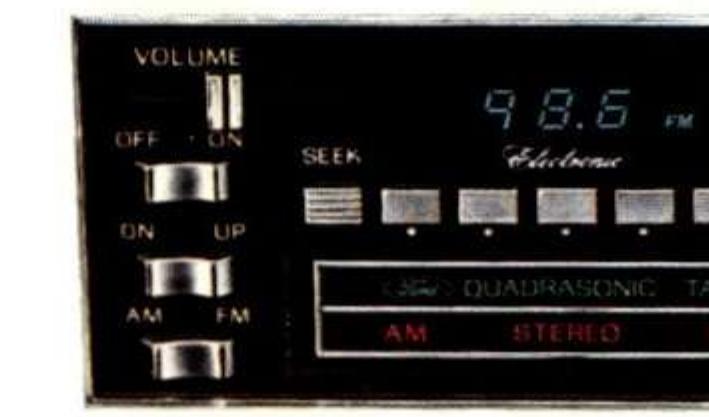
13

ELECTRIC REAR WINDOW DEFROSTER helps keep your rear window free of frost, ice, and snow.



14

AIR CONDITIONING is available with the manual or automatic temperature control.



RADIO. Electronic AM/FM Stereo Search radio with 8-Track Tape (shown above) is one of eight Marquis radio choices, including CB. Add optional Premium Sound System to any of the stereo radios for greatly improved sound quality. This System includes two additional door speakers, high-fidelity rear speakers, and power amplifier.



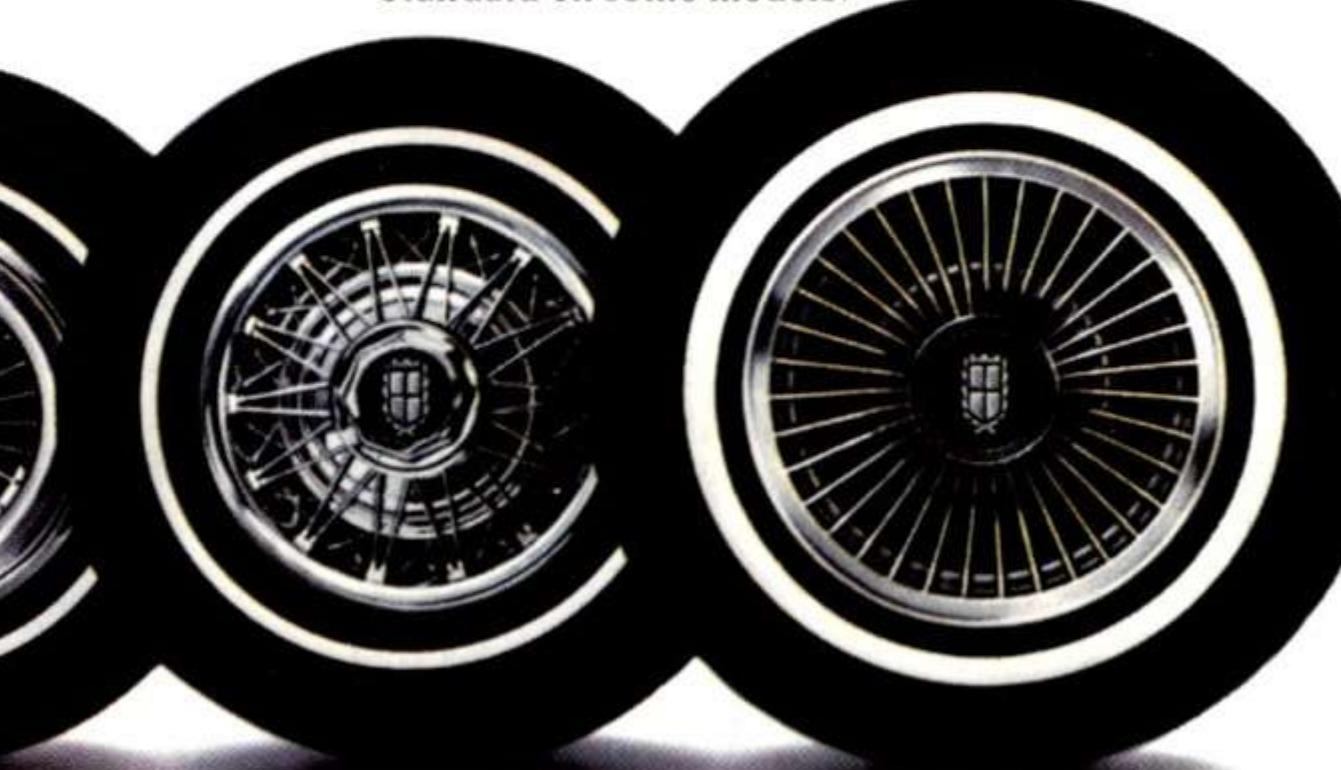
15

ELECTRIC DIGITAL CLOCK displays day/date/elapsed time.



16

SPEED CONTROL to lessen fatigue on long trips. Includes luxury steering wheel and "resume" feature.



17

WHEELS AND WHEEL COVERS. Dress up your car with (left to right) luxury wheel covers, wire wheel covers, turbine-spoke cast aluminum wheels.

POWER

- POWER ANTENNA
- POWER DOOR LOCKS
- POWER SEATS
- POWER WINDOWS*

* Standard on some models.

MAKE YOUR OWN CHOICES



MARQUIS 4-DOOR SEDAN

Standard features on all Marquis:

- Hood ornament
- Dual halogen headlamps
- Bright headlamp and parking lamp surround moldings
- Full wheel covers
- Bright rocker panel moldings
- Simulated fender louvers
- Front bumper guards
- Wraparound taillamps
- Bright belt, wheel-lip, roof drip, and window frame moldings

STANDARD INTERIOR FEATURES

- Six-passenger seating capacity
- Flight Bench seat trimmed in cloth
- Seat cushion side shields
- Four-spoke color-keyed steering wheel
- Dual pod instrument cluster with woodtone instrument panel appliques
- Steering-column-mounted stalk controls for washer/wiper, high/low headlamp beam, horn, and turn signals
- Nylon color-keyed cut-pile carpeting
- Glove box light
- Left-hand remote-control mirror
- Cigar lighter
- Day/night mirror
- Lockable glove box
- Luggage compartment light

STANDARD FUNCTIONAL FEATURES

- AM radio
- Power steering
- Power brakes: front disc, rear drum
- 4.2 liter VV (255 CID) V-8 engine
- Automatic Overdrive Transmission
- Front stabilizer bar
- Coil spring front suspension
- Four-bar link rear suspension
- Steel-belted radial WSW tires
- Deep well luggage compartment
- Concealed electric windshield wipers
- 60-amp alternator
- 36-amp maintenance-free battery
- Coolant recovery system
- Mini-spare tire
- Luxury sound package
- Automatic parking brake release



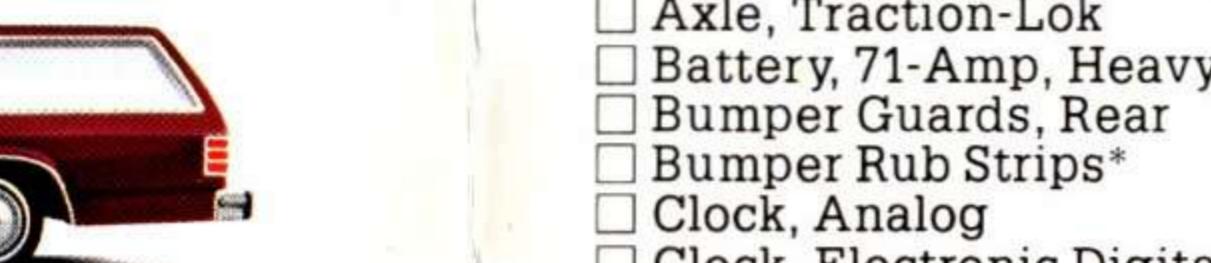
MARQUIS BROUHAM 2-DOOR SEDAN



MARQUIS BROUHAM 4-DOOR SEDAN

Includes all Marquis standard features plus these additions and/or differences:

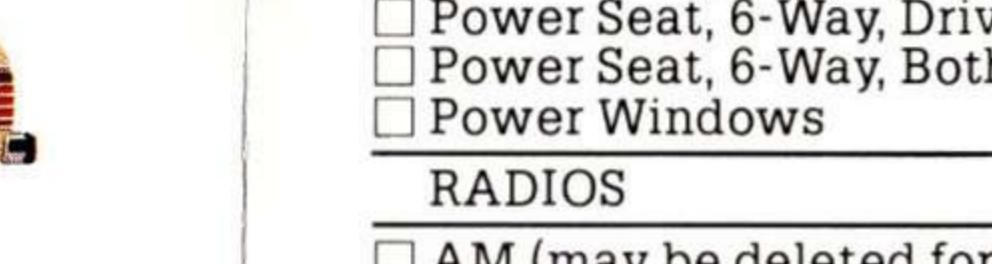
- AM/FM stereo radio
- Vinyl Coach Roof
- Coach Lamps
- Analog clock
- Power windows
- Twin Comfort Lounge seats trimmed in Brougham cloth
- Deluxe door and quarter trim
- 18-ounce carpeting
- Full-length armrest
- Color-keyed deluxe seat belts
- Seat side shields with woodgrain inserts
- Door pull straps
- 14-ounce carpeting on lower door panels
- Deluxe wheel covers
- Brougham nameplate on trunk
- Wide, bright lower bodyside moldings
- Hood accent stripes
- Dual instrument panel courtesy lights
- Delete simulated fender louvers



MARQUIS WAGON

Includes all Marquis standard features plus these additions and/or differences:

- 5.0 liter VV (302 CID) V-8 engine
- Flight Bench seat in vinyl
- Three-way tailgate
- Power tailgate window, tinted
- Conventional spare tire/wheel
- Removable load floor carpet
- Lockable stowage compartment
- Heavy-duty frame
- Rear bumper guards
- Rear bumper step pad
- Rear and black tailgate window molding
- Integral backup lights and taillamps
- Hood accent stripes
- Dual instrument panel courtesy lights
- Delete simulated fender louvers



MARQUIS COLONY PARK WAGON

Includes all Marquis Wagon standard features plus these additions and/or differences:

- AM/FM stereo radio
- Power windows
- Vinyl Twin Comfort Lounge seats
- Coach Lamps
- Analog clock
- Deluxe door and seat trim
- Seat belt warning chimes
- Full-length door armrests with pull straps
- Dual instrument panel courtesy lights
- Deluxe wheel covers
- Deluxe seat belts
- 18-ounce passenger floor carpet
- Rear seat center armrest
- Luxury steering wheel
- Visor vanity mirror
- Rear seat and door pull straps
- Map pockets in front seatback
- 18-ounce carpeting
- Dual beam dome/map light
- Tinted glass
- Fully carpeted trunk
- 5.0 liter VV (302 CID) V-8 engine (4-door)

MORE CHOICES

Marquis
Brougham
Grand
Marquis
Wagon
Colony Park

ENGINES/TRANSMISSIONS

- Air Conditioning, Auto. Temp. Control
- Air Conditioning, Manual
- Autolamp—On/Off Delay System
- Axle, Traction-Lok
- Battery, 71-Amp, Heavy-Duty
- Bumper Guards, Rear
- Bumper Rub Strips*
- Clock, Analog
- Clock, Electronic Digital
- Cornering Lamps
- Defroster, Electric Rear Window
- Extended Service Plan (see page 16)
- Glass, Tinted Complete
- Illuminated Entry System
- Luggage Compartment Trim
- Luggage Rack

- 4.2 Liter VV (255 CID) V-8
- 5.0 Liter VV (302 CID) V-8
- 5.8 Liter VV (351 CID) V-8
- Automatic Overdrive Transmission

*Not available on 4-door.

†Standard on 4-door.

OPT

STD

STD

STD

NA

OPT

OPT</

MARQUIS SPECIFICATIONS

	2-Door	4-Door	Station Wagons
Wheelbase	114.3"	114.3"	114.3"
Turning Diameter	39.2'	39.2'	39.2'
Overall Length	212.3"	212.3"	218.0"
Overall Width	77.5"	77.5"	79.3"
Wheel Tread—Front	62.2"	62.2"	62.2"
—Rear	62.0"	62.0"	62.0"
Headroom—Front	37.9"	37.9"	38.8"
—Rear	37.2"	37.2"	39.1"
Legroom			
—Front (Max.)	42.1"	42.1"	42.1"
—Rear (Min.)	40.6"	40.6"	39.4"
Hiproom—Front	61.2"	61.2"	61.2"
—Rear	58.0"	56.9"	54.2"
Shoulder Room			
—Front	61.7"	61.7"	61.7"
—Rear	61.0"	61.7"	61.7"
Fuel Tank Capacity*			
(Gals.)	20	20	20
Luggage Capacity w/Mini-spare			
(Cu. Ft.)	22.4	22.4	—
Wagon Cargo Volume			
Behind Front Seat			
(Cu. Ft.)	—	—	89.6
Behind Rear Seat			
(Cu. Ft.)	—	—	52.6

*In California, 18 gal. on Sedans and 18.5 gal. on Wagons with 5.0L engine.



EXTENDED SERVICE PLAN

Ford Motor Company's optional Extended Service Plan covers certain selected components on new Lincoln-Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Your Lincoln-Mercury Dealer will be happy to give you complete details of the Plan, which is available on cars sold and normally operated in the 50 United States.

Buy or lease your Marquis from your Lincoln-Mercury Dealer.

CORROSION PERFORATION WARRANTY

Ford Motor Company offers a limited three-year corrosion perforation warranty excluding exhaust system components on all new 1981 Lincoln-Mercury automobiles. And it's free.

The warranty states that any part which, in normal use, develops perforation from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling Dealer after inspection by a Ford representative. Exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

This warranty valid only in the 50 United States.



QUALITY REPLACEMENT PARTS FROM FORD

...FOR SURE

Your new Mercury Marquis comes equipped with factory-engineered and approved parts including a dependable Motorcraft battery, shock absorbers, spark plugs, long life oil filters, and motor oil. For continued top performance, be sure to specify genuine Motorcraft parts whenever replacement is necessary.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed are subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay.

GAS MILEAGE

At the time this catalog was published, 1981 EPA estimates were not available. Marquis should, however, post good miles-per-gallon ratings as it did in 1980. For the latest information, consult your Lincoln-Mercury Dealer or the 1981 EPA Gas Mileage Guide.

Form No. P-101 Litho in U.S.A. 8-80 (150M)

MERCURY MARQUIS

LINCOLN-MERCURY DIVISION



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LINCOLN

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