
COUGARS



FOR 1981 FROM

LINCOLN MERCURY

AN ALL-NEW, LUXURIOUS COUGAR SEDAN...AND THE POPULAR COUGAR XR-7.

The Cougar lineup this year includes an all-new kind of Cougar—a Cougar that takes its youthful spirit from the Cougar XR-7, but offers a high level of style, comfort, spaciousness, and practicality in a sedan.

Cougar is sized for one of the most popular segments of the new car market—and comes in two- and four-door versions—and in three levels: the base Cougar, Cougar GS, and the luxurious Cougar LS, which is offered as a four-door only. Cougar styling shows the trim, sleek imprint of European influence. Inside, the accent is on American-type standard-size comfort and convenience, with the luxury touches of full-sized cars of the past. Fuel-efficient engine choices range from a Four to a Six to a V-8.*

But if your preference runs to a more personal car, choose the special zest and glamour that the sporty XR-7 offers you. The 1981 XR-7 comes in two levels: base and GS. With the GS, you can also select the luxurious LS interior or sporty Recaro Seat Option. On the XR-7 you can choose from a Six and two V-8s. And with the V-8s, you can order the innovative Automatic Overdrive Transmission which, at cruising speed (about 40 mph), shifts into overdrive, to improve your highway fuel economy.* Take a demonstration drive and experience roadability, styling, and exceptional features in the great Cougar tradition.

*EPA ratings not available at time of printing. Data may now be available. See your local Dealer.

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.



COUGAR XR-7 GS, in Fawn, with optional half-vinyl luxury roof, TR-type tires, and aluminum wheels

NEW FOR '81: COUGAR LS

The Cougar spirit is growing. There's the Cougar XR-7, shown left and on pages 8-11. And now the XR-7-inspired new Cougar sedan. The top-of-the-line Cougar LS four-door sets a high mark for luxury in the mid-size class with such standard LS features as a half-vinyl roof (see below); reclining Twin Comfort Lounge seats (right) in your choice of cloth or optional leather with vinyl trim (see page 15 for more details on seats); 18-ounce cut-pile carpeting; deluxe steering wheel; a seat belt reminder chime; and deluxe sound insulation.

Options include front vent windows, Tu-Tone paint, and TR-type tires and wheels. Comfort and luxury with the spirit of the Cat—that's Cougar.





COUGAR LS Twin Comfort Lounge seats with seating surfaces upholstered in optional soft pleated leather in Medium Fawn.



COUGAR GS four-door, in optional Tu-Tone Light Pewter Metallic/Medium Pewter Metallic, with optional Light Pewter vinyl roof and wire wheel covers.

COUGAR two-door, in Antique Cream with optional Dark Brown vinyl roof and standard wheel covers.





COUGAR GS

In the Cougar GS, you ride in the comfort of standard vinyl bucket seats. Optional seats are the Twin Comfort Lounge seats (left) or the Flight Bench seat. (All three seats share the same elegant sew style.) With the Flight Bench seat, your Cougar becomes a six-passenger sedan. Its efficient design makes Cougar surprisingly spacious inside, with a large, flat-floored trunk in back—16.8 cubic feet of usable luggage space. Cougar GS includes such niceties as a luxury four-spoke steering wheel with woodtone insert, 18-ounce cut-pile carpeting, hood and bodyside accent paint stripes, luxury bodyside moldings, and deluxe sound insulation package.

COUGAR GS optional Twin Comfort Lounge seats (left), trimmed in Dark Red pleated cloth.



COUGAR

When you consider such standard equipment as pleated seat upholstery, four-spoke steering wheel, color-keyed carpeting, woodtone instrument panel—along with the space and riding qualities of a Cougar—you see that Cougar is a lot of car to begin with. It has modified MacPherson strut-type front and four-bar link coil-spring rear suspension systems—similar to those on the XR-7. The standard engine/transmission team is the proven and efficient 2.3 liter Four, with four-speed manual transmission. Optional engines include the 3.3 liter Six and a 4.2 liter V-8. Optional transmission is the smooth SelectShift automatic.

COUGAR interior (left), with low-back vinyl bucket seats, in Caramel.



COUGAR XR-7, WITH LS OPTION

The lithe, sleek styling that's unmistakably XR-7 tells you that this is a special breed of Cat... with the spacious, gracious interior of a very personal car. The elegant XR-7, with the LS Option, includes standard features such as luxurious Twin Comfort Lounge seats (see page 15 for more information on seating), power windows, seat-belt chimes, a carpeted luggage compartment, and many more. Cougar XR-7. It's just not like everybody else's car.

XR-7 optional Electronic Instrument Panel (shown left) includes digital speedometer, fuel gauge, and day/date/elapsed time clock. Shown here with luxurious four-spoke steering wheel.

XR-7 LS Interior (shown right) with reclining Twin Comfort Lounge seats and dual fold-down center armrests, in elegant Dark Red cloth.

COUGAR XR-7GS (shown below), in Medium Red, with optional luxury half-vinyl roof, TR-type tires and aluminum wheels.





COUGAR XR-7 GS

Along with the special spirit that marks it uniquely XR-7, the GS Option offers these standard features: luxury steering wheel; thick, color-keyed carpeting; a visor vanity mirror on the passenger side; and Twin Comfort Lounge seats (shown at left). Or you may prefer to order your GS with either the LS or sporty Recaro Seat Option. Recaro buckets (shown below with console) are European specialty seats, used in aircraft and race cars, adapted here to the XR-7 for your extraordinary personal comfort. They offer four adjustments: The seatback recliner is infinitely adjustable; there's a removable lumbar support cushion; you can raise or lower the headrests to your exact height and comfort; and a depth thigh support cushion allows adjustment of seat depth.

COUGAR XR-7 GS Twin Comfort Lounge seats (left) in optional Medium Wedgewood Blue vinyl.



COUGAR XR-7

Like all XR-7s, the base model includes such standard equipment as rack-and-pinion steering, maintenance-free battery, full wheel covers, white sidewall radial tires, AM radio (may be deleted for credit), dual halogen headlights, Flight Bench seat with center armrest, two-tier instrument panel, woodtone instrument panel appliqué, color-keyed cut-pile carpeting, trip odometer, four-spoke color-keyed steering wheel, SelectShift automatic transmission, fluidic windshield washer system, dual-note horn, and much more.

Optional Recaro Seat Interior (GS only), in Dark Red (left).

OPTIONS



MOONROOF Let the sunshine, fresh air, and the moonlight in with this easy-to-handle, flip-up, removable feature.

AUTOMATIC OVERDRIVE (Cougar XR-7 only) is a unique type of transmission, available only on V-8 engines. When your car reaches cruising speed (about 40 mph), the transmission automatically moves into a fourth automatic overdrive gear for a reduction in engine rpm which improves highway fuel economy.

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TILT STEERING WHEEL (shown left) adjusts to one of five positions. Also tilts to allow easy entry and exit from the driver's seat.



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

POWER

- POWER ANTENNA (XR-7 only)
- POWER DOOR LOCKS
- POWER SEATS
- POWER TRUNK RELEASE
- POWER WINDOWS



AIR CONDITIONING is available either with automatic (XR-7 only) or manual temperature control.



AM/FM STEREO with 8-track tape (shown left) is one of a number of superb radio choices for either Cougar or Cougar XR-7. (See page 14 for further information.) Add the optional Premium Sound Package to any of your stereo radio choices and you get vastly improved sound from two additional door speakers (XR-7 only), high-fidelity rear speakers, and power amplifier.

SPEED CONTROL, with "resume" feature, makes driving easier on long trips. Maintains the speed you select.



WHEELS. Left to right: full wheel cover (standard on Cougar, Cougar GS, Cougar XR-7); luxury wheel cover (standard on Cougar LS and XR-7 GS); wire wheel cover; aluminum wheel (available only with TR-type tires—BSW only on Cougar); cast aluminum wheel (Cougar only).



COUGAR XR-7 GS in Medium Blue Metallic with Midnight Blue vinyl roof and luxury wheel covers.

COUGAR XR-7 in Black, with wire wheel covers.



INTERIOR SEATING CHOICES—Cougar



☐ Vinyl Bucket Seats. Standard on

COUGAR. Colors: Caramel, Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn.



☐ Flight Bench Seat in cloth or vinyl. Optional

on COUGAR at no extra cost. Colors: Caramel (vinyl only); Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn.



☐ Vinyl Bucket Seats. Standard on

COUGAR GS. Colors: Caramel, Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn, Spruce.



☐ Twin Comfort Lounge Seats. Optional on

COUGAR GS in cloth or vinyl. Colors: Caramel (vinyl only); Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn, Spruce.



☐ Cloth or vinyl Flight Bench Seat. Optional on

COUGAR GS at no extra cost. Colors: Caramel (vinyl only); Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn, Spruce.



☐ Twin Comfort Lounge Seats. Standard on

COUGAR LS in cloth. Leather with vinyl trim optional. Colors: Dark Red, Medium Wedgewood Blue, Medium Fawn.

INTERIOR SEATING CHOICES—Cougar XR-7



☐ Flight Bench Seat in cloth. Standard on

COUGAR XR-7. Vinyl optional. Colors: Medium Fawn, Dark Red, Medium Blue, Dove Grey.¹



☐ Twin Comfort Lounge Seats. Standard with

the LS OPTION in luxury cloth. Leather with vinyl trim optional. Colors: Medium Fawn, Dark Red, Medium Blue, Dove Grey, Vaquero.²



☐ Optional Low-Back Bucket Seats. Available on

COUGAR XR-7 and COUGAR XR-7 GS in vinyl. Colors: Vaquero (GS only); Medium Fawn, Dark Red, Medium Blue, Dove Grey.¹ Includes console.



☐ Twin Comfort Lounge Seats in cloth with

left- and right-hand recliners. Standard on COUGAR XR-7 GS, optional on COUGAR XR-7. Available in vinyl. Colors: Vaquero (GS only); Med. Fawn, Dark Red, Med. Blue, Dove Grey.¹



☐ Recaro Seat Option (includes console). Cloth

only. Available on COUGAR XR-7 GS. Colors: Dark Red, Medium Blue, Dove Grey, Vaquero.

¹Vinyl is also available in White with color-keyed trim accents.

²Leather is also available in White with color-keyed trim accents.

EXTERIOR COLOR CHOICES

1	2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17											
18	19	20											

STANDARD COLORS

- ☐ 1. Black
- ☐ 2. White
- ☐ 3. Dove Grey*
- ☐ 4. Silver Metallic*
- ☐ 5. Medium Grey Metallic*
- ☐ 6. Light Pewter Metallic**
- ☐ 7. Medium Pewter Metallic**
- ☐ 8. Antique Cream**†
- ☐ 9. Pastel Chamois**†
- ☐ 10. Fawn
- ☐ 11. Dark Brown Metallic
- ☐ 12. Medium Red
- ☐ 13. Dark Cordovan Metallic*
- ☐ 14. Light Medium Blue*
- ☐ 15. Midnight Blue Metallic
- ☐ 16. Med. Dark Spruce Metallic**

OPTIONAL GLAMOUR PAINTS

- ☐ 17. Medium Fawn Metallic
- ☐ 18. Medium Bittersweet Metallic*
- ☐ 19. Medium Blue Metallic
- ☐ 20. Light Spruce Metallic**†

NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. Please see your Lincoln-Mercury Dealer for accurate color chips.

*Cougar XR-7 only **Cougar only
†NA on Cougar LS

COUGAR SPECIFICATIONS

	Cougar 2-Door/ 4-Door	Cougar XR-7
Wheelbase	105.5"	108.4"
Turning Diameter	39.0'	39.0'
Overall Length	196.5"	200.4"
Overall Height	52.9"	53.0"
Overall Width	71.0"	74.1"
Tread—Front	56.6"	58.4"
—Rear	57.0"	57.2"
Headroom—Front	38.4"	37.5"
—Rear	37.4"	36.7"
Legroom		
—Front (Max.)	41.7"	41.6"
—Rear (Min.)	35.1"	36.5"
Shoulder Room		
—Front	56.2"	56.0"
—Rear	57.7"	55.6"
Hiproom—Front	56.1"	55.9"
—Rear	53.7"	52.0"
Luggage/Cargo		
Capacity (Cu. Ft.)	16.0	17.7
Fuel Tank Capacity (Gals.)	14.0	17.5
Curb Weight (Lbs.)	2804/ 2849	3080



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 Cougar or Cougar XR-7 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.



...FOR SURE

Your new Mercury Cougar and Cougar XR-7 come 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. Cougars should, however, post good miles-per-gallon ratings. For the latest information, consult your Lincoln-Mercury Dealer or the 1981 EPA Gas Mileage Guide.

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MERCURY COUGARS

LINCOLN-MERCURY DIVISION

