

MERCURY

BOBCAT/80

NEW SPORT OPTION STYLING
OPTIONAL FLIP-UP MOONROOF

OPTIONAL SPORTS
INSTRUMENTATION GROUP

OPTIONAL CAST
ALUMINUM WHEELS





MERCURY BOBCAT 3-DOOR RUNABOUT

The Lively and Reasonable Little Cat!

A PLEASURE TO OWN. We designed Bobcat for people who demand the most of their new car dollar. And for people who want a car of many talents. Today, the 1980 Bobcat Runabout may be just what you're looking for. It is:

- Loaded with standard equipment
- Available with over 40 options
- The lowest sticker priced Mercury
- A sporty and versatile little car

We think you'll agree that, like its predecessors, this cat is a *solid value for the money!*

NEW EXTERIOR FLAIR! To liven up your 1980 Runabout, you can choose between two packages. The Runabout in the foreground features the *new Sport Option*. It's the sportiest looking Runabout ever! Check the front air dam, racy rear spoiler, sporty paint and tape treatment and optional cast aluminum wheels. Its handsome mate features the *Sports Accent Group*, shown with the new Tu-tone paint option. It can be distinguished by the tape and paint treatment on the lower bodyside and lower



Runabout standard interior in black vinyl



Standard rear window defroster



Deluxe interior in Wedgewood blue Scanda cloth—also available in medium red, caramel and Vaquero colors

back panel. Each package offers a wealth of sporty accents detailed on page 7.

INSIDE THE EMPHASIS IS ON COMFORT AND GOOD LOOKS. The 1980 Runabout lives up to its reputation for comfort and style on the inside, too. The optional Deluxe Interior pictured above is shown with low-back bucket seats, smartly designed door and seat trim and deluxe steering wheel. And for such a little package there's plenty of head and leg room to stretch out in. (See specifications chart on page 8.)

Bobcat 3-Door Runabout Standard Equipment includes:

- 2.3 litre OHC 4-cylinder engine
- Floor-mounted 4-speed transmission†

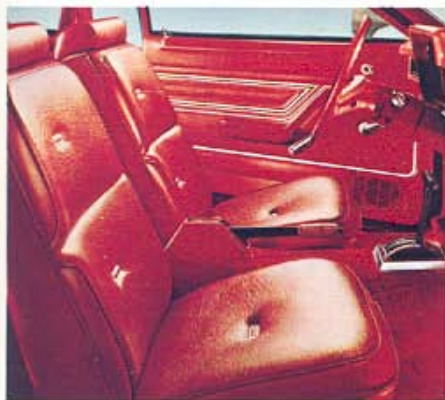
- Rack-and-pinion steering
- Black sidewall steel-belted radial tires
- AM radio (may be deleted for credit)
- Tinted glass
- Front stabilizer bar
- Solid-state ignition
- Electric rear window defroster
- Bumper protection group
- High-back bucket seats with vinyl trim
- Cargo area carpet
- Styled steel wheels
- Instrument panel woodtone applique
- Inside hood release
- Economy spare tire

†Select-Shift automatic transmission required on 2.3 litre engine in California.

NOTE: Some items are optional. See notable standard features, measurement and color code reference listed throughout this catalog.



Optional Sports Instrumentation Group, including tach, gauges and sports steering wheel



Deluxe interior trim option—also available in light Wedgewood blue, black, caramel and Vaquero colors.

One of the most pleasing features about the Bobcat and Villager Wagons is the wide flexibility they offer. Take the generous luggage capacity, for example. With the rear seat up, there is over 31 cubic feet of cargo space based on the E.P.A. Cargo Volume Index and enough interior room to accommodate four adults. Just flip a lever, and the rear seat folds down and over 57 cubic feet of cargo space is at your disposal. Just right for hauling everything from skis to fishing rods on those weekend trips.

Remember this, too. Bobcat wagons are engineered to be more than cargo carriers. Comfort and convenience for you and your family is given every consideration with interiors designed to make you feel right at home. Prove it to yourself by sitting in the stylish front bucket seats. Sit back. Relax. Feel the upholstery. Acquaint yourself with the instruments at your fingertips. Then turn the key and take a test drive.

And here's something else to think about. Bobcat and Villager Wagons are designed to be nimble. For instance, both wagons have a 94.8" wheelbase plus rack-and-pinion steering for more precise handling. You get all this at a Bobcat price.

DRESS YOUR WAGON WITH DESIRABLE OPTIONS. The options pictured



Optional white sidewall steel-belted radial



Optional AM/FM Stereo radio

THE 1980 MERCURY BOBCAT AND VILLAGER WAGONS—LOADED WITH VALUE AND READY FOR THE ROAD!

If a wagon that looks good makes you feel good, the Villager Wagon, shown here, goes a long way to please you. It's designed with rosewood-tone appliques on bodyside and tailgate.

on this page are just some of the ways you can tailor Bobcat to suit your taste. Standard steel-belted radials can be dressed with optional white sidewalls, as shown in the upper right corner. Then couple them with any of six wheel designs. An AM/FM Stereo is just one of four radios you can choose. (The standard AM radio may be deleted for credit.) You can equip your wagon with an optional roof luggage carrier, too.

Bobcat Wagon Standard Equipment (In addition to Bobcat 3-Door Runabout features on Page 3)

- Hinged quarter window
- Liftgate open warning system
- Cargo area lamp
- Three pod vertical taillamps

Bobcat Villager Standard Equipment (In Addition to Bobcat Wagon features above)

- Rosewood-tone appliques with woodtone bodyside moldings
- Rosewood-tone liftgate applique
- "Villager" block letters on liftgate
- Load floor carpet

NOTE: Some items are optional. See notable standard features, measurements and color code reference listed throughout this catalog.



Optional deluxe interior trim with Vaquero Scanda cloth seat trim option





BOBCAT EXTERIOR COLORS

Standard Colors

- 9D White
- 1G Silver Metallic
- 2P Bright Red
- 3F Light Medium Blue
- 7M Dark Pine Metallic
- 3J Bright Blue
- 6N Bright Yellow

- 8A Dark Chamois Metallic
- 5T Bright Caramel
- 8N Dark Cordovan Metallic
- 2G Bright Bittersweet

Optional Glamour Paint

- 2H Medium Red Metallic

Optional Tu-Tone Combinations

- Bright Blue/Light Medium Blue
- Dark Chamois Metallic/Bright Caramel
- Dark Cordovan Metallic/Bright Bittersweet
- Medium Red Metallic/Silver Metallic

NOTE: Colors shown here are a printed representation. For accurate color selection, see your Lincoln-Mercury dealer.

NOTE: See page 2 for Tu-tone color scheme

CHOOSE FROM OVER 40 COMFORT, CONVENIENCE AND SPORT OPTIONS

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. We suggest that before taking delivery of the vehicle you verify that it includes the optional equipment you ordered or if there are changes they are acceptable to you. Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.

- Roof luggage rack
- Flip-up removable moonroof
- Sport Option—rear spoiler
- Sport Option—front air dam
- Dual racing mirrors
- Manual air conditioning
- (L. to R.) White forged aluminum wheels, deluxe wheel covers, wire wheel covers, white style steel wheels, forged aluminum wheels, cast aluminum wheels.

Corrosion Penetration Warranty. Ford Motor Company offers a three year, unlimited mileage corrosion warranty on all new cars purchased or leased on or after July 11, 1979. And it's free.

The warranty states that any part which, in normal use, rusts through 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.



CONSIDER THE FORD EXTENDED SERVICE PLAN. While you're ordering options for your Mercury Bobcat, consider ordering Ford Motor Company's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company and honored by participating Lincoln-Mercury dealers nationwide. Ask your dealer for details.

MERCURY BOBCAT OPTIONS

AVAILABILITY

	Bobcat Runabout	Bobcat Wagon	Villager Wagon
PERFORMANCE RELATED			
2.3 Litre (1-4) Engine	Std.	Std.	Std.
Select-Shift Automatic Transmission	X	X	X
Higher Performance (3.08:1) Axle Ratio (1)	X	NEC (1)	NEC (1)
Heavy-Duty (54 AH) Battery	X	X	X
Sports Instrumentation Group (2)	X	X	X
Power Disc Brakes (3)	X	X	X
Power Steering, Variable Ratio	X	X	X
COMFORT & CONVENIENCE			
Air Conditioning (4)	X	X	X
Convenience Group (5)	X	X	X
Light Group (6)	X	X	X
Luggage Carrier—Roof	NA	X	X
Moonroof—Flip-up/Removable (7)	X	NA	NA
Radio—AM/FM Monaural	X	X	X
Radio—AM/FM Stereo	X	X	X
Radio—AM/FM Stereo with Cassette Tape	X	X	X
Seat, Bucket—Four-way Manual (8)	X	X	X
APPEARANCE & PROTECTION			
Appearance Protection Group (9)	X	X	X
Carpet, Load Floor (10)	Std.	X	Std.
Door, Third All-Glass	X	NA	NA
Interior Accent Group (11)	X	X	X
Luggage Compartment Cover	X	NA	NA
Mirrors, Dual Racing	X	X	X
Molding, Narrow Protective Bodyside	X	X	X
Molding, Rocker Panel	Std.	Std.	X
Paint, Glamour	X	X	X
Protection, Lower Bodyside Vinyl Coating	X	X	X
Sports Accent Group (12)	X	X	X
Sport Option (13)	X	NA	NA
Tires, White Sidewall Steel-Belted Radials	X	X	X
Tires, Raised White Letter Steel-Belted Radials	X	X	X
Trim, Deluxe Interior (14)	X	X	X
Trim, Scanda Cloth	X	X	X
Wheel Covers, Deluxe	X	X	X
Wheel Covers, Wire	X	X	X
Wheels, Four Cast Aluminum	X	X	X
Wheels, Four Forged Aluminum	X	X	X
Wheels, Four White Forged Aluminum	X	X	X

X—Available NEC—No Extra Charge NA—Not Available Std.—Standard
The above is only a partial list of options. See your dealer for a complete list.

- 3.08:1 axle ratio available only on Runabout with 2.3 litre engine with manual transmission. Standard ratio is 3.40:1 on station wagons with automatic transmission.
- Includes tachometer, temperature gauge and ammeter; soft-rim sports steering wheel. Also, higher axle ratio in Runabout with 2.3 litre engine and manual transmission.
- Required with flip-up moonroof and Sport Option.
- Tinted glass standard. Includes heavy-duty radiator.
- Includes day/night inside mirror, glove box lock, pivoting quarter window (standard on station wagons), passenger side visor vanity mirror, deluxe color-keyed seat belts and interval windshield wipers.
- Includes adjustable map light (deleted with flip-up removable moonroof option), engine compartment light, glove box light, ashtray light, headlamps-on warning buzzer, and third door courtesy light switch on Runabout.
- Requires power disc brakes. Includes storage bag. Available on Runabout only.
- Available on high or low-back bucket seats. Driver's side only.
- Includes door edge guards, front floor mats, and rear license plate frame only unless front plate bracket is specified.
- Standard on all models except automatic transmission in California and base station

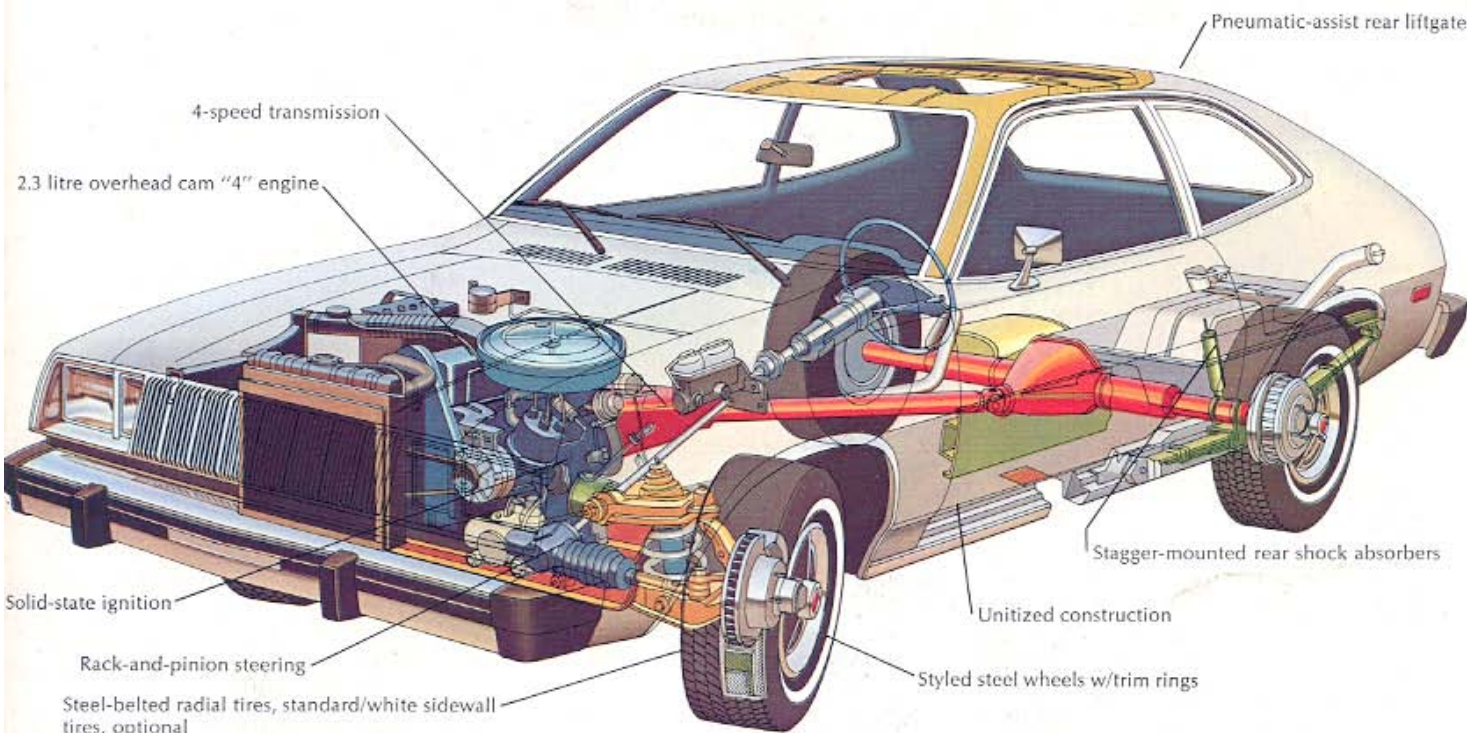
wagon model in all states.

(11) Includes deluxe seat and shoulder belts, day/night inside rear view mirror, left-hand remote control mirror and deluxe 2-spoke color-keyed steering wheel. Sports steering wheel included when Sports Instrumentation Group is ordered.

(12) Includes lower bodyside and lower back panel paint/tape treatment (Runabout only), leather-wrapped sports steering wheel, deluxe low-back bucket seats, high-level seat and door trim, deluxe seat belts, sound package, gold color bodyside tape stripe (Villager only). Not available with Sport Option, deluxe interior trim, Interior Accent Group or Tu-tone paint.

(13) Includes sports steering wheel, front air dam, dual racing mirrors (black), rear spoiler, white styled steel wheels/trim rings, argent painted grille/headlamp doors, black windshield moldings, all-glass third door, black domed hood and lower bodyside/rear end tape. Not available with rocker panel molding, wide bodyside molding, Sports Accent Group, and Tu-tone paint. Requires power brakes.

(14) Includes deluxe low-back bucket seats, higher level door and seat trim, deluxe seat belts, deluxe steering wheel (or sports steering wheel with Sports Instrumentation Group order) and sound package, including carpeting in load area. Not available with Sports Accent Group or Interior Accent Group.



MERCURY BOBCAT. ITS NAME IS BACKED BY SOLID ENGINEERING.

Rack-and-Pinion Steering standard. The 1980 Bobcat, like many expensive European sports cars, has rack-and-pinion steering for precise handling. Optional variable ratio power steering is also available for your new Bobcat.

2.3 Litre Engine and Manual Transmission standard. The 2.3 litre 4-cylinder "OHC" engine is teamed with a 4-speed manual transmission to help maximize economy. An optional Select-Shift automatic transmission is also available.

Stagger-mounted shock absorbers. To assist control, rear shock absorbers on Bobcat are angle mounted to slant inward. Large rubber bushings are used in mounting the shocks to help control noise and vibration levels.



Bobcat Runabout w/Sport Option



Bobcat Runabout



Bobcat Villager Wagon



Bobcat Wagon

Specifications

	3-Dr. Runabout	Station Wagons
Wheelbase	94.5"	94.8"
Overall Length	170.8"	180.6"
Overall Height	50.5"	52.0"
Overall Width	69.4"	69.7"
Track Width—Front	55.0"	55.0"
—Rear	55.8"	55.8"
Head Room—Front	36.9"	37.7"
—Rear	35.8"	38.8"
Leg Room—Front (max.)	40.2"	40.2"
—Rear (min.)	30.3"	29.5"
Cargo Volume (cu. ft.)*	29.0	57.2
Engine	2.3L-2V (std.)	
Fuel Capacity (gals.)	11.7†	14.0

*With rear seat folded down.
†13.0 gallons w/auto. trans. in Calif.



DON'T ASK FOR TROUBLE.
ASK FOR MOTORCRAFT.

Quality Replacement Parts from Ford. Your new Mercury Bobcat comes equipped with factory engineered and approved parts including dependable Motorcraft shock absorbers, spark plugs and Long Life Oil Filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

MERCURY BOBCAT

LINCOLN-MERCURY DIVISION



Lincoln-Mercury Division reserves the right to discontinue or change specifications or designs at any time, without incurring any obligations. Some features shown or described previously are optional equipment items which are available at extra charge. Some options are required in combination with other options.