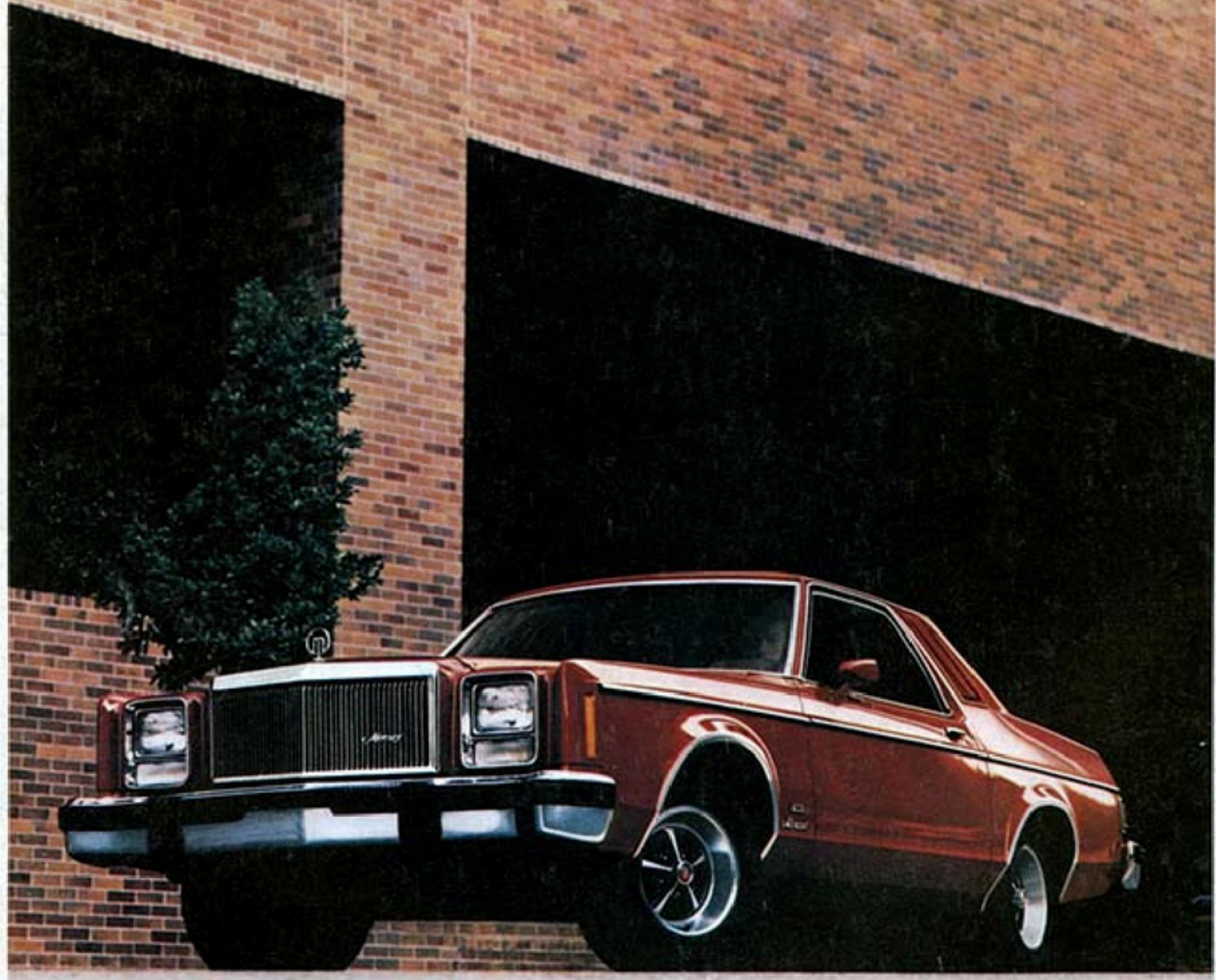


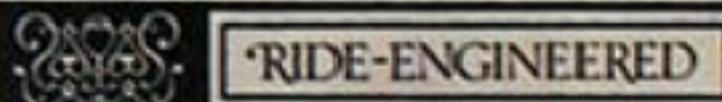
THE 1979 MERCURY  
**MONARCH**



1979 Mercury Monarch.  
Precision-size. Ride-Engineered

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 **RIDE-ENGINEERED**

For 1979, Mercury Monarch combines quiet styling elegance suggestive of fine European luxury cars with qualities of engineering, comfort and space to suit the needs of today.

## MERCURY MONARCH WITH GHIA OPTION. STYLING, COMFORT AND THE AURA OF ELEGANCE.

The 1979 Mercury Monarch with Ghia Option offers the ultimate in Monarch styling refinement. Consider the clean, functional lines of the Monarch 4-door with Ghia Option pictured below in dark jade metallic and with an optional full vinyl roof in dark jade. (see page 4).

In addition to the Monarch with Ghia Option, there's Monarch with the ESS option and Mercury Monarch, all available in two and four-door sedans. And with any Monarch you start out with a wide range of standard features that help make Monarch a solid value (see page 4).



1979 Mercury Monarch 4-door w/Ghia Option

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



Convenient map pockets in seat backs



Optional AM/FM stereo radio with Quad-8 tape



Optional digital clock



The Flight Bench seat shown below in dark jade is tailored in Ghia sew-style optional Willshire cloth, and is also available in dove grey, dark red, medium blue, camel and cordovan.

Ghia seating offers all-vinyl Flight Bench or new design bucket seats in any of the colors listed above, or choose bucket seats in optional leather with vinyl.

The AM/FM stereo radio with Quad-8 tape, pictured below, is one of eight optional radios for Monarch. The digital clock option provides quartz crystal controlled accuracy.



Monarch Flight Bench seat in Ghia sew-style w/optional Willshire cloth trim

**Ghia Option special features in addition to Monarch standard equipment (see page 4)**

- Wire wheel covers
- Hood, upper bodyside and decklid paint stripe
- Deluxe steering wheel
- LH remote control mirror
- Wide bodyside and wheellip moldings
- Flight Bench or bucket seats
- 18 oz. cut-pile floor carpet
- Luggage compartment carpet
- Luxury sound insulation package
- Rear door courtesy lamp switches
- Deluxe color-keyed seat belts
- Seat back map pockets

1979 2-door Mercury Monarch



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

## MERCURY MONARCH. SIZED RIGHT FOR THE TIMES WITH FIVE PASSENGER ROOMINESS.

The affordable Monarch 2-door displayed above in antique cream shows much that's new for '79. The new grille paint treatment enhances the bright frames of the single rectangular headlamps and parking lamps. An equally beautiful 4-door sedan is also available.

In addition to the antique cream exterior finish you can choose from dark cordovan metallic, dark jade metallic, pastel chamois, black, white, silver metallic, dove grey, dark red, dark blue metallic and medium blue. And for an added look of luxury there are three optional Glamour Paints: medium blue metallic, medium jade metallic and medium tan metallic.

The many standard features for Mercury Monarch include:

- 4.1 litre (250 CID) 6-cylinder engine
- Four-speed manual transmission
- Manual front disc/rear drum brakes
- Solid-state electronic ignition
- Steel-belted radial tires
- Flight Bench seat w/center armrest
- Woodtone instrument panel appliques
- Column-mounted windshield washer/wiper control
- Large locking glove box
- Cut-pile carpeting
- Luxury sound insulation package
- Full wheel covers
- Opera windows/2-door models.



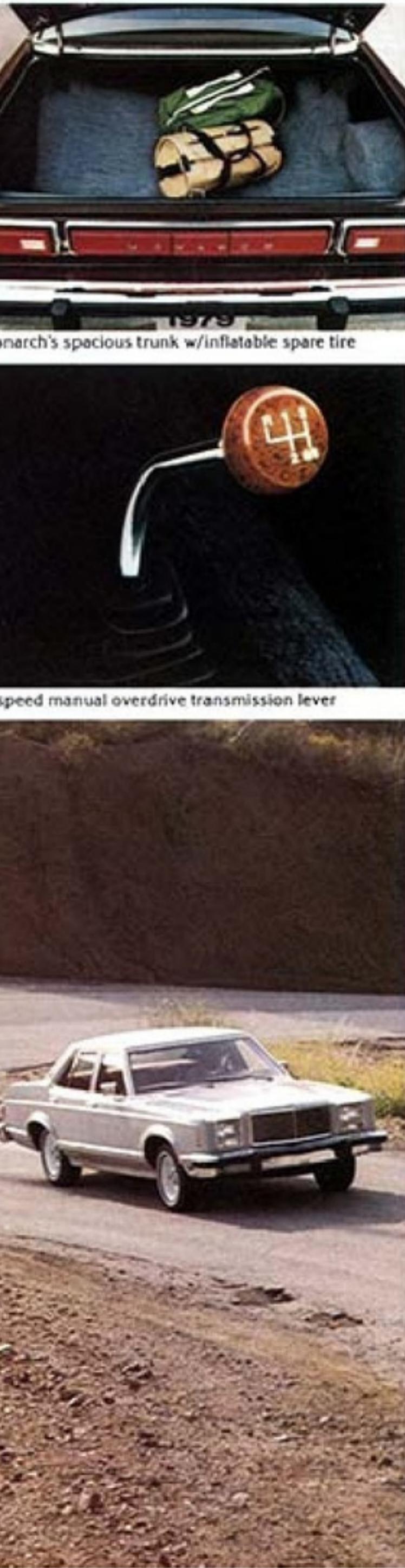
Standard Flight Bench seat (with center armrest) in optional Rossano cloth

The standard Flight Bench front seat with its folding center armrest is comfortably foam-padded and supported by flexible steel springs.

Corinthian vinyl is the standard Monarch upholstery, available in dark red, medium blue, dark jade and camel. Also available is Monarch's optional Rossano cloth-and-vinyl seat illustrated above in camel. Door trim panels and cut-pile carpeting are color-keyed. And there are woodtone appliques on the instrument cluster and right-hand instrument panel which carries the Monarch "Ride-Engineered" plaque.

You'll find Monarch surprisingly roomy. Its luggage carrying capacity, with the standard inflatable spare tire, provides 15.8 cu. ft. of usable space.

The 4.1 litre (250 CID) six-cylinder engine with DuraSpark solid-state electronic ignition and electronic regulator is standard on Monarch. Standard transmission is the 4-speed manual overdrive. (Optional 5.0 litre engine and Select-Shift automatic transmission required in California.)



Mercury Monarch 2-dr. w/ESS option and Monarch 4-dr. w/ESS option

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



## MERCURY MONARCH ESS OPTION. SPIRITED STYLING AND BLACK ACCENTS FOR THE EUROPEAN LOOK.

Mercury Monarch with the ESS option has multiple black accents that add a European flair: blackout texture grille, black hood and decklid stripes, windshield wipers, bodyside moldings with bright inserts, rocker panel and window framing. Its heavy-duty performance suspension includes heavy-duty shocks and rear springs.

**Monarch ESS option special features in addition to Monarch standard equipment on page 4:**

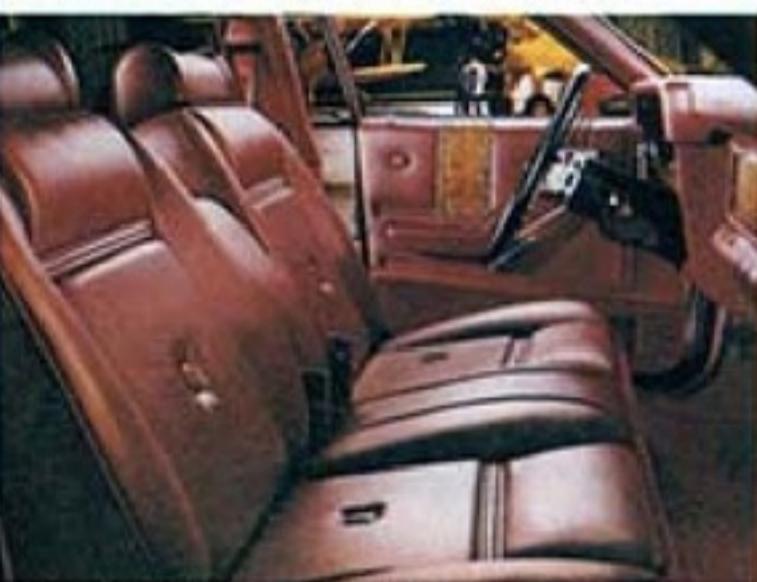
- Black treatment on windshield wipers, rocker panel, window surround, rear division bar/4-door
- Black hood/decklid stripes
- Black bodyside molding with bright mylar insert
- Bumper protection group
- Day/night inside mirror
- Rear door courtesy light switch
- Luxury sound insulation
- Heavy-duty suspension
- Dual racing mirrors
- Wide wheellip moldings
- Color-keyed wheel covers
- ESS block letters on front fenders
- Louvered opera window/2-door
- Leather-wrapped steering wheel
- Vinyl Flight Bench seat or bucket seats w/Chainmail vinyl inserts
- European style headrests
- 18 oz. floor carpet
- Luggage compartment trim
- Deluxe seat and shoulder belts.



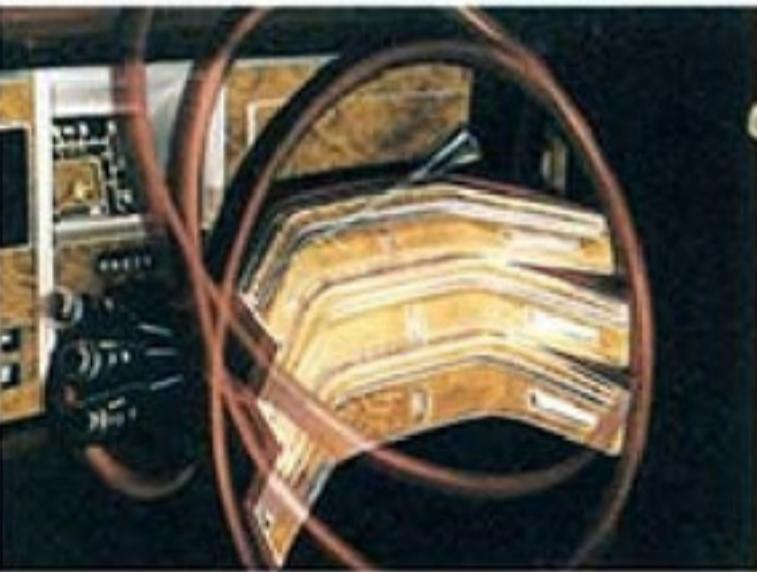
ESS option bucket seat interior in Chainmail vinyl



Optional AM/FM stereo radio w/cassette tape



ESS option Flight Bench interior in dark red



Optional Tilt Steering Wheel w/Speed Control Option

The ESS option interior is available in your choice of Flight Bench or reclining bucket seats at no extra cost. Interior colors include dark red, dove grey, medium blue, dark jade, camel and cordovan. Reclining bucket seats are shown left in Chainmail vinyl.

Pictured on this page are some of the many options available to add comfort, convenience and good looks to your Monarch. One illustration shows the optional Tilt Steering Wheel with optional Speed Control. In another you see the optional AM/FM stereo radio with cassette tape, one of eight radio choices listed on page 11.

## MERCURY MONARCH. AN AFFORDABLE 4-DOOR WITH THE LOOK OF ELEGANCE.

Monarch's good looks are evident at a glance, as you can see in the Monarch 4-door shown below in medium blue finish. But you have to drive Monarch to appreciate its riding qualities.

Its body structure, power train, suspension and braking systems combine to make Monarch an all-around joy to ride in and drive. Its unitized body is designed for practical balance between strength

and weight, offering close fit and alignment of doors, hood and deck-lid. See page 12 for other Monarch engineering features.

Take Monarch out for a test drive. See how its standard 4.1 litre engine and 4-speed manual overdrive transmission respond to your command. Check the action of Monarch's front disc, rear drum brakes and suspension system. Really

get to know Monarch. Scan the list of standard equipment that includes DuraSpark electronic ignition, electronic regulator and steel-belted radial tires. See how comfortably five can ride. We believe this type of evaluation will tell you what a fine value Monarch really is.

When you get behind the wheel test sit Monarch. Settle back and relax in the comfort of its standard Flight Bench seat with folding center armrest, shown lower right in optional Rossano cloth in medium blue, also available



Mercury Monarch 4-door in medium blue

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



Controls for optional Air Conditioning



AM/FM stereo radio option

in camel, dark jade and dark red. Hold the steering wheel and note the visibility through the Monarch windshield. We believe you'll also find Mercury Monarch's exterior beauty is well matched by its depth of understated interior luxury.

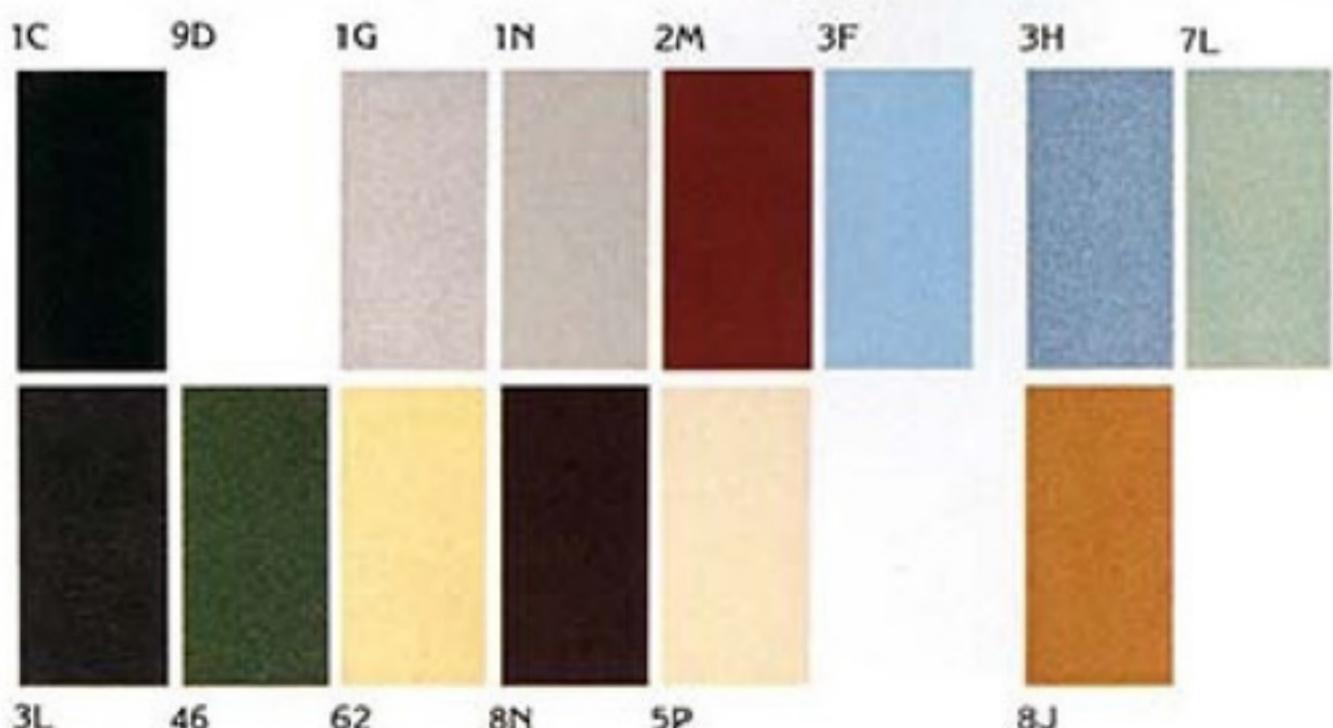
Monarch offers many ways to personalize your car and make it even more pleasurable to drive. The manually controlled air conditioning system, shown here, is one of the many options listed on pages 10 and 11. Also shown is the AM/FM stereo radio, one of eight optional radio and radio/tape



Monarch standard interior in optional Rossano cloth

units you may select, each is available in combination with an optional 40-channel CB radio.

Monarch Dimensions	2-door	4-door
Length.....	197.8"	197.8"
Wheelbase.....	109.9"	109.9"
Width.....	74.0"	74.0"
Head Room—Front.....	38.0"	38.2"
—Rear.....	36.5"	37.6"
Hip Room—Front.....	55.9"	55.9"
—Rear.....	50.4"	51.2"
Shoulder Room		
—Front.....	55.9"	55.9"
—Rear.....	54.4"	55.8"
Leg Room		
—Front (max.).....	40.6"	40.6"
—Rear (min.).....	33.9"	35.6"
Luggage Capacity (cu. ft.).....	16.2	16.2
Fuel Capacity (gals.)	19.2	19.2



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

## MONARCH EXTERIOR COLORS

### Standard Colors

1C Black  
9D White  
1G Silver Met.  
1N Dove Grey  
2M Dark Red  
3F Lt. Med. Blue  
3L Dark Blue Met.

Optional Tone-on-Tone Color Combinations  
9D White/1N Dove Grey  
1G Silver Met./1C Black  
3H Med. Blue Glamour/3L Dk. Blue Met.  
7L Med. Jade Met./46 Dk. Jade Met.  
62 Antique Cream/8J Med. Tan Met.  
5P Pastel Chamois/8N Cordovan Met.

46 Dark Jade Met.  
62 Antique Cream  
8N Dark Cordovan Met.  
5P Pastel Chamois

Optional Glamour Paints  
3H Med. Blue Met.  
7L Med. Jade Met.  
8J Med. Tan Met.

46 Dark Jade Met.  
62 Antique Cream/8J Med. Tan Met.  
5P Pastel Chamois/8N Cordovan Met.

## FIFTY PLUS OPTIONS TO ADD BEAUTY, COMFORT, CONVENIENCE TO YOUR MONARCH

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. Before taking delivery of the vehicle, we suggest that 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.

Monarch offers a wide range of accessories and features to help express your own personality. Scan the wide range pictured left—and the list on this page. Select those which suit your taste and add to your enjoyment of Monarch.

- a. Electric Rear Window Defroster Option
- b. Reclining Bucket Seat Option
- c. Optional Illuminated Visor Vanity Mirror
- d. 40-channel CB Radio w/AM/FM Radio Option (Available with 7 other radio/tape units)
- e. Power Side Window Option
- f. Illuminated Entry System Option (door lock and interior lights)
- g. Power Moonroof Option
- h. Optional Wheel Treatments: I to r: Deluxe wheel cover, Wire wheel cover, Styled steel wheels with trim rings, Cast aluminum wheels.

### MONARCH OPTIONS

### AVAILABILITY

#### PERFORMANCE RELATED

Monarch	Ghia Option	ESS Option
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X

#### COMFORT & CONVENIENCE

Clock, Digital	X	X
Convenience Group (6)	X	X
Defogger, Rear Window	X	X
Defroster, Electric Rear Window	X	X
Entry System, Illuminated (7)	X	X
Light Group (8)	X	X
Mirrors, Dual Racing	X	X
Power Front Disc Brakes (Req. w/5.0L engine)	X	X
Power Door Locks	X	X
Power Moonroof	X	X
Power 4-way Bucket Seats (Driver's only)	X	X
Power Seats, 4-way Flight Bench	X	X
Power Side Windows	X	X
Power Steering	X	X
Radio, AM	X	X
Radio, AM w/Stereo Tape	X	X
Radio, AM/FM Monaural	X	X
Radio, AM/FM Stereo	X	X
Radio, AM/FM Stereo Search	X	X
Radio, AM/FM Stereo w/Cassette Tape	X	X
Radio, AM/FM Stereo w/Quad-8 Tape	X	X
Radio, AM/FM Stereo w/8-Track Tape	X	X
Radio, 40-channel CB (9)	X	X
Seat, 4-way Manual Adjustment (10)	X	X
Seat, Reclining Bucket (11)	X	X
Speed Control (w>Select-Shift Trans. only)	X	X
Steering Wheel, Tilt	X	X
Trunk Lid Release, Electric	X	X

#### APPEARANCE & PROTECTION

Appearance Protection Group (12)	X	NA	X
Bumper Protection Group	X	X	Std.
Decor Group (13)	X	Std.	Std.
Glass, Tinted Complete	X	X	X
Molding, Protective Bodyside	X	NA	NA
Molding, Rocker Panel	X	X	X
Roof, Full Vinyl	X	X	X
Roof, Landau Vinyl (2-door models only)	X	X	X
Tone-on-Tone Paint Option	X	X	NA
Trim, Leather (14)	X	X	X
Visibility Group	X	X	X
Wheel Covers, Deluxe	X	X	X
Wheel Covers, Wire	X	Std.	X
Wheels, Cast Aluminum (Four)	X	X	X
Wheels, Styled Steel w/Trim Rings (Four)	X	X	X
Tires, White Sidewall	X	X	NA
Tires, Wide Band White Sidewall	X	X	X

X—Available Std.—Standard NA—Not Available

The above is only a partial list of options. See your dealer for a complete list.

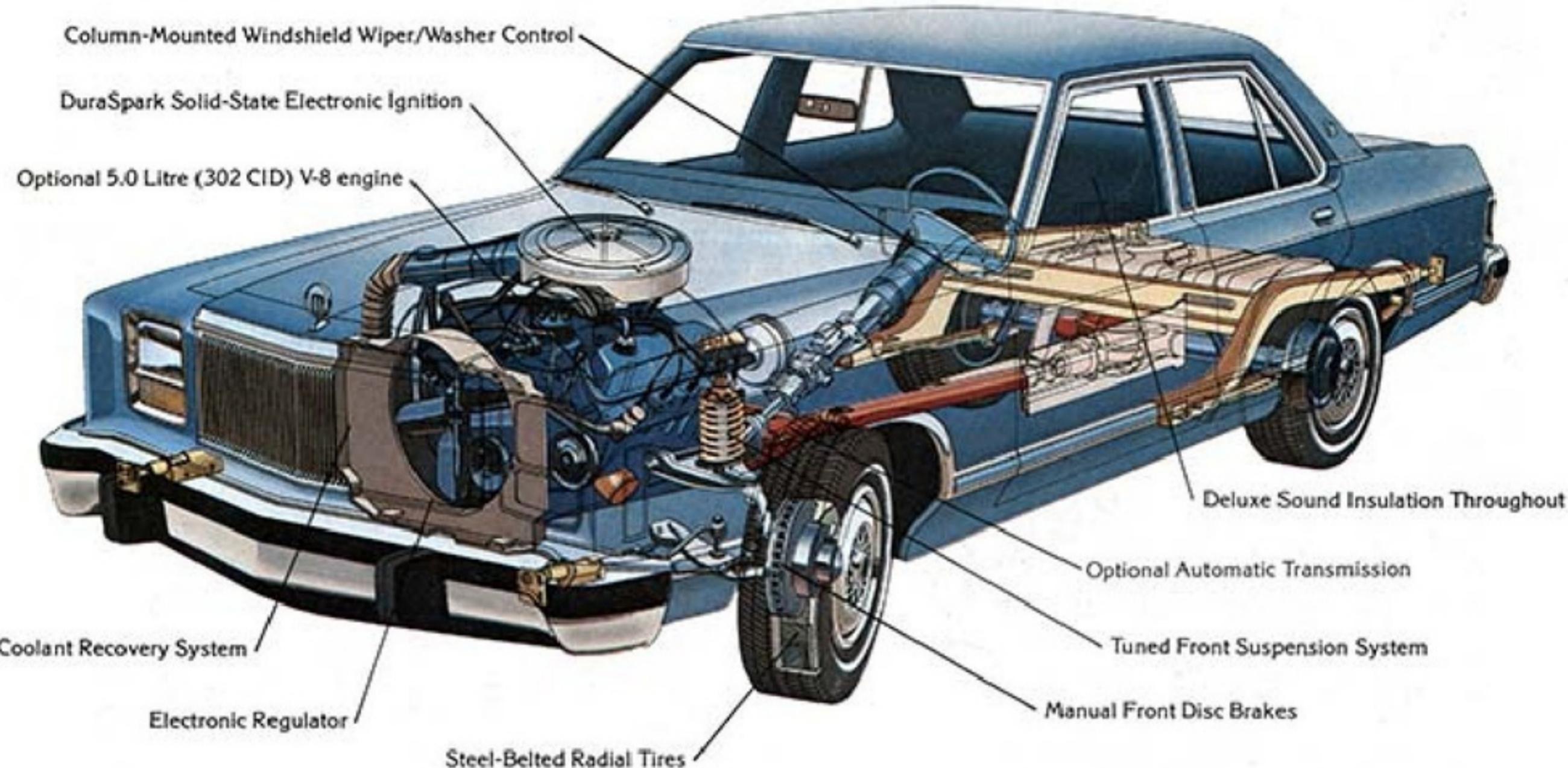


### EXTENDED SERVICE PLAN

Consider the Ford Extended Service Plan. While you're considering options for your Mercury Monarch, give a thought to 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.

- (1) Power front disc brakes required.
- (2) Required on all engines in California.
- (3) Includes 54 Amp. battery, heavy-duty alternator and engine block heater.
- (4) Includes 54 Amp. battery, heavy-duty alternator and extra cooling package with Cold Weather Option.
- (5) Includes revised front and rear shock absorber valving, increased front and rear spring rates.
- (6) Includes deluxe seat belts, automatic parking brake release (except with manual transmission or floor shift), automatic seat back release (2-doors), and interval windshield wipers.
- (7) Includes door lock illumination and delayed interior lighting feature operational when door handles are pulled.
- (8) Includes lights in luggage compartment.

glove box, engine compartment and ashtray, instrument panel light, dual beam dome/map light, headlamp-on warning buzzer and rear door courtesy light switch (4-door models). (9) Requires another radio option. Includes detachable microphone which contains all operating controls. (10) Requires reclining bucket seat option. (11) Includes Chainmail vinyl insert and coordinated door trim. (12) Includes LH and RH bright remote control mirror, day/night inside rear view mirror and RH visor vanity mirror. (13) Includes new door trim with 10 oz. carpeting on lower panel, vinyl Flight Bench or reclining bucket seats and deluxe steering wheel. (14) Available with Decor, Ghia Option and ESS Option Groups with bucket seats.



## AN IN-DEPTH VIEW OF MERCURY MONARCH ENGINEERING

**Power Train.** Standard engine for the 1979 Monarch is the 4.1 litre six. An optional 5.0 litre V-8 is available. Standard transmission is the 4-speed manual overdrive. Select-Shift Automatic Transmission is optional.

**Suspension System.** Monarch features a fully-independent front coil spring suspension with front link-type stabilizer bar. The rear suspension features Hotchkiss design semi-elliptical leaf-type springs.

**Brakes.** Manual front disc and rear drum brakes comprise Monarch's braking system. Front disc brakes are designed to be fade resistant in comparison with conventional drum front brakes.



Monarch 2-Dr. w/Ghia Option



Monarch 4-Dr. w/Ghia Option



Monarch 2-Dr. w/ESS option



Monarch 4-Dr. w/ESS option



Monarch 2-Dr.



Monarch 4-Dr.

**Motorcraft**



**TESTED TOUGH**

Quality Replacement Parts from Ford. Your new Mercury comes equipped with factory engineered and approved parts, including a dependable Motorcraft battery, shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

**MERCURY MONARCH**

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.

