

THE 1978 MERCURY

MONARCH



Mercury Monarch 2-Dr.



A PRECISION-SIZE CAR FOR AMERICAN DRIVERS.

Mercury Monarch, with its trim exterior dimensions and room for five passengers, was ride-engineered to meet demands of American drivers on American roads. Monarch is similar in size to some of Europe's fine luxury cars. This year, Monarch's classic styling is enhanced by a new linear grille theme, rectangular headlamps and parking lamps, new full width taillamp appearance and new opera window treatment on 2-door models.

Monarch offers beauty and styling. Its uncluttered exterior and interior reflect a European-like charm. Mercury Monarch was styled to

fit today's demand for clean, smart lines.

The Monarch ride is a notable engineering achievement. And for 1978, you'll find all Monarch components have been engineered to provide a ride that can best be appreciated by a personal test drive. Take Monarch for an hour or so on your neighborhood roads and in all kinds of traffic. As you drive away, sense how easily you go through the gears of its standard four-speed manual overdrive transmission, and how responsive is its 4.1 litre (250 CID) six-cylinder engine. Check its suspension. Judge Monarch's value as a precision-size car for yourself.

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RIDE-ENGINEERED. A PLEASURE TO DRIVE.

For 1978 Monarch features new appearance highlights that include a new bright vertical grille treatment, single rectangular headlamps and a new taillamp design. It has been ride-engineered to make driving Monarch a motoring pleasure. Its front and rear suspensions, shock absorbers, steering and brakes complement its engine, transmission and other drive train components. You can maneuver Monarch around turns, through tough traffic and into parking places. Mercury Monarch is a car built for today's driving.

Front Suspension. Fully independent. Helical coil springs with short upper and long lower control arm design.

The axial strut is anchored in a heavy rubber bushing that permits slight rearward movement of wheels over bumps.

Rear Suspension. Hotchkiss design featuring four leaf, semi-elliptical springs over 4½ feet long with voided front bushings and extra large rear shackle bushings. Staggered rear shock absorbers help traction during acceleration.

Aerodynamic Improvements. Tests in the Lockheed-Georgia wind tunnel brought about modifications which include new front bumper spoiler, deck-lid surface revision, hood to grille opening seal, bumper to fender shields, and brake cooling shield extensions. These improvements lessen aerodynamic drag, and improve highway directional stability.

Body Construction. Fully unitized steel structure, featuring boxed front side rails, suspension main cross-member, with reinforced roof and pillars.

Interior Comfort. Monarch's adjustable front Flight Bench seat with center



fold-down armrest, is padded with urethane foam for relaxed seating. Cushion support is provided through a flexible grid of steel wire springs, that help provide body support for driving and riding comfort.

Power Steering. Optional in Monarch. Recirculating ball type gear design with parallel linkage and power assist. Turning circle 39.4 feet. Monarch's power steering system is equipped with a lightweight, high-efficiency pump. Flex coupling in the steering shaft helps dampen road vibrations from reaching the driver's hands.

Hood Ornament. The symbol of a precision size luxury car engineered for today's American driver on today's American roads. Tastefully designed to enhance the smartly styled hood, and evidence your pride in Monarch ownership.



Ford Motor Company 75th Anniversary. Ford Motor Company was in its 35th year when the first Mercury automobile was introduced on November 4, 1938. This was the very beginning of the Lincoln-Mercury fine car division. The 1938 Mercury was the first Ford-produced car that was styled entirely within the company and the first built up from a clay model by Ford stylists. The Lincoln-Mercury Division is proud of its contribution to Ford Motor Company's illustrious history. Just as we are proud of the fine products in this book that are a part of the heritage of Ford Motor Company.

Monarch's precision size makes it a pleasure and a pride to own.



Its front and rear suspensions were designed to carry you in comfort over almost any kind of road. Monarch is tested on road and track for its handling and maneuverability over rough areas and smooth pavement.



Its cross link and idler arm type steering system has been engineered to maneuver around turns, through tangled traffic and into parking places... to put pleasure in your driving.



On the open highway, up mountain grades and in urban streets you'll find the 1978 Monarch a car that is precisely right for its time.

Mercury Monarch 4-Dr. with Ghia Option



1978 MERCURY MONARCH WITH GHIA OPTION.

The Ghia Option offers the Monarch buyer many luxury and convenience items that can add significantly to the pleasure and pride of ownership. At first glance you are bound to agree that Monarch with the Ghia Option is synonymous with elegance.

The subdued elegance of the Ghia Option interior is highlighted by a handsomely trimmed Flight Bench seat which includes seat back pockets. Ghia door panels have a uniquely padded trim harmonizing with the seat sew design, a simulated woodgrain garnish upper molding, and cut-pile carpet on

lower portions. A deluxe steering wheel and deluxe color-keyed seat belts further add to Ghia's look of luxury.

Beneath the luxury, Monarch is still a practical car to own and operate. A car roomy enough to seat five passengers in comfort. A car trim enough to afford easy parking. A car trimmed of excess bulk and overhang. Smartly styled.

When you specify Monarch with the Ghia Option, you get all of the standard features Monarch is famous for, plus the following items:

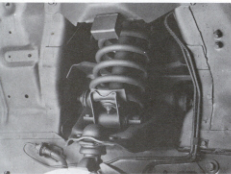
☐ Deluxe Sound Package ☐ Dual-Note Horn ☐ Rear Door Courtesy

Lamp Switches (4-door models) ☐ BSW Radial Ply Tires ☐ Flight Bench Seat with Unique Trim ☐ Seat Back Map Pockets ☐ Unique Padded Door Trims—Woodtone Garnish Molding—Cut-Pile Carpeting on Lower Door Portion ☐ Luxury Cut-Pile Floor and Cowl Trim Panel Carpeting ☐ Day/Night Mirror ☐ Grey Luggage Compartment Carpet ☐ Deluxe Steering Wheel ☐ Bright Left-Hand Remote Control Mirror ☐ Deluxe Color-Keyed Belts ☐ Hood Paint Stripe ☐ Wide Odense Grain Bodyside Molding which includes Partial Wheelip Molding ☐ Wire Wheel Covers ☐ Upper Bodyside Paint Stripe





Coil Spring Front Suspension



Ghia Option Flight Bench seat in blue luxury cloth-and-vinyl



Optional Digital Clock



Manual 4-speed Transmission



ENGINEERED FOR TODAY'S DRIVING.

Monarch's ride is due, in part, to its tuned suspension, with fully independent coil front springs and Hotchkiss type rear suspension, and its steel-belted radial tires.

The Flight Bench seat interior shown above in blue luxury cloth-and-vinyl suggests the kind of interior comfort and good looks you get when you order the Ghia Option, also available in dove grey, dark red, medium blue, jade, camel and cordovan. Select all-vinyl in the same color choices if you wish. The harmonizing interior also includes deluxe padded door trim panels with simulated woodgrain garnish molding above the panel, and carpeting on the lower door portion. The digital clock option, shown, has large easy-to-read numerals and

quartz crystal-controlled accuracy. On the back cover you will find a complete list of Monarch options, including a choice of six radios. You have a wide variety of options to choose from on Monarch.

The responsive 4.1 litre (250 CID) six-cylinder engine with DuraSpark solid-state ignition system is standard on Monarch. Transmission is the 4-speed manual overdrive. With overdrive as the fourth gear, Monarch's engine turns slower than the driveshaft at any given speed. Since the engine doesn't turn as fast, there is less wear on engine parts. The overall result is a powertrain that works together as a unit to produce Monarch's ride.

1978 MERCURY MONARCH.

Mercury Monarch was designed to be a fine automobile, precision in size, practical in its roominess, and beautiful to look at. A car to satisfy the needs of young American families.

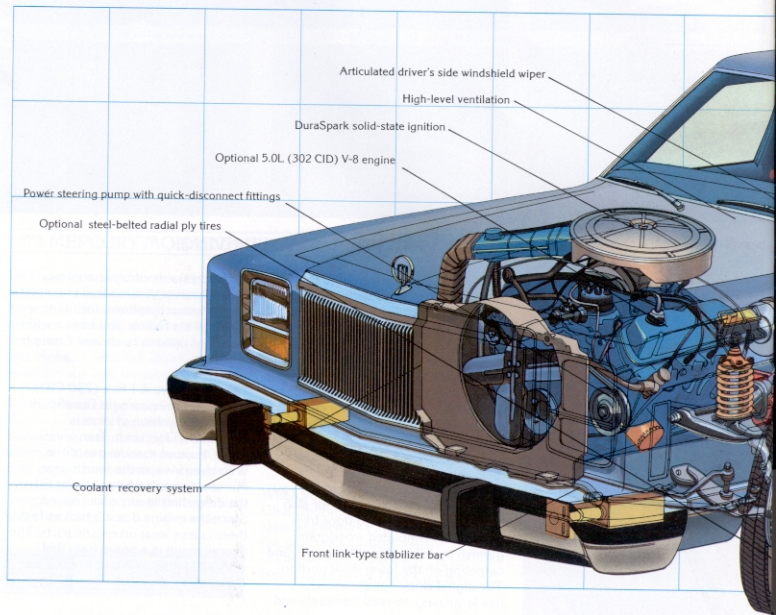
The powertrain. The standard engine in the 1978 Mercury Monarch is the 4.1 L (250 CID) six-cylinder engine, which features the DuraSpark solid-state system. This system provides a relatively high voltage output and there are no points or condenser to replace, and allows for

long useful spark plug life. The standard four-speed manual overdrive transmission in Monarch offers conventional shifting in first through third gears with the advantage of low rpm cruising in fourth gear.

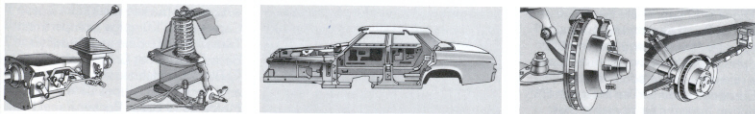
Manual front disc brakes. Monarch's front disc brakes are designed to be fade resistant.

Unitized Body. Monarch's all-steel unitized body provides a good balance between strength and weight, and offers close fit and alignment of doors, hood and deck-lid.

Monarch Dimensions.		2-door	4-door
Wheelbase.....	109.9"	109.9"	
Length.....	197.7"	197.7"	
Width.....	74.0"	74.0"	
Head Room, front.....	38.0"	38.2"	
Head Room, rear.....	36.5"	37.6"	
Hip Room, front.....	55.9"	55.9"	
Hip Room, rear.....	50.4"	51.2"	
Leg Room, front (max.).....	40.3"	40.3"	
Leg Room, rear (min.).....	34.4"	36.1"	
Curb weight (lb.).....	3227	3268	
Luggage Capacity (cu. ft.).....	15.8	15.8	
Fuel Capacity (gal.).....	18.0	18.0	



A STUDY IN ENGINEERING DETAIL.



From left to right: 4-Speed Manual O/D Transmission, Coil Spring Front Suspension, Unitized Body, Manual Front Disc Brakes, Rear Suspension.

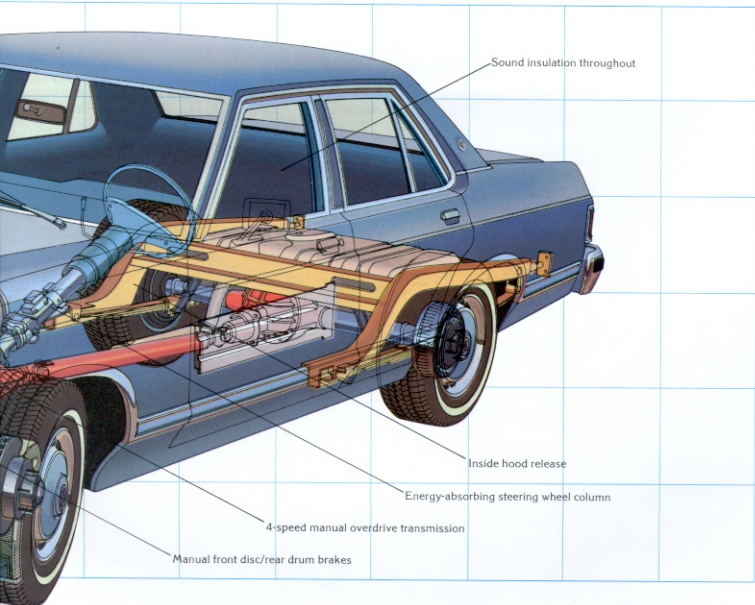
The suspension system. The Monarch suspension system features fully independent front coil springs and Hotchkiss design semi-elliptical leaf-type rear springs. The suspension

system includes tailored horizontal stabilizer bar and two vertical links that are isolated by rubber bushings.

Corrosion protection.

In 1978, Monarch continues to use precoated steel to help provide

corrosion protection in important body areas. Also, vinyl sealers continue to be used for the protection of rear wheelhouses and lower body areas.



EXCITING NEW MONARCH ESS OPTION.

Those who appreciate the flavor and flair of European styling will want to order Monarch with its new ESS option. Its distinctive features have a resemblance to some expensive European sedans. The Monarch ESS option includes refinements that reflect a striking look of distinctive elegance. Blackout vertical grille. Black bodyside moldings with bright inserts. Black window frames. Black hood and deck-lid paint stripes. Black rocker panel treatment and lower back appliques in black and argent. But its striking appearance is just the beginning. The Monarch ESS is built to enjoy. It is equipped with a heavy-duty performance

suspension—heavy-duty front and rear shock absorbers, and heavy-duty rear springs.

The ESS option includes standard Monarch features plus the following items:

Bumper Protection Group ☐ Day/Night Inside Mirror ☐ Rear Door Courtesy Light Switches (4-door models) ☐ Deluxe Sound Package ☐ Dual-Note Horn ☐ Heavy-Duty Suspension ☐ BSW Radial Ply Tires ☐ Dual Racing Mirrors ☐ Leather-Wrapped Sports Steering Wheel (not available with Speed Control) ☐ Flight Bench Seats (Optional Bucket Seats in Chainmail Vinyl include Unique Door Trim) ☐ European Style Headrests (only

w/optional bucket seats) ☐ 18 oz. Carpeting ☐ Luggage Compartment Trim ☐ Deluxe Seat and Shoulder Belts ☐ Blackout Grille Texture ☐ Black Windshield Wipers ☐ Hood and Deck Paint Stripes ☐ Wheelip Moldings ☐ Black Rocker Panel Paint Treatment ☐ Black Bodyside Molding with Bright Mylar Insert ☐ Color-Keyed Wheel Covers ☐ Louvered Opera Window applique (2-door models) ☐ Black Rear Door Division Bar ☐ Black Window Trim ☐ Black Deck-Lid Stripes

We invite you to invest an hour to test drive a 1978 Mercury Monarch. Take

Mercury Monarch 4-Dr. with ESS option



OPTIONS WITH A PURPOSE.

it over a road that offers a variety of turns, including a few "S" curves.

Check the visibility. Feel the security of its ample braking power. The ease with which it covers miles of highway and city streets.

You can further personalize your Monarch with optional Automatic Temperature Control air conditioning which automatically maintains the climate setting you select. The system features a manually operated two-speed blower fan to adjust for more or less air, as desired.

Tilt steering wheel, shown, adjusts to meet individual driver comfort. Makes entrance and exit easy for the driver.

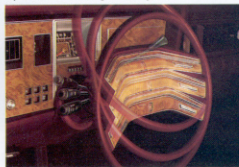
Automatic Temperature Control Option



Reclining Bucket Seats Option in red vinyl

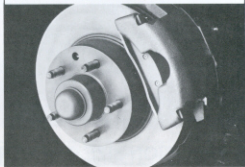


5-position Tilt Steering Wheel Option



For your Monarch, you have a choice of two optional brake systems. Front power disc brakes or power discs on all four wheels. Monarch's standard brake system is dual hydraulic with front discs and rear drums.

4-Wheel Power Disc Brakes Option



Mercury Monarch 2-Dr. in new antique cream exterior



A PRECISION-SIZE CAR WITH A DIFFERENCE.

Mercury Monarch is a precision-size car with a difference. Monarch's tuned suspension system has been ride-engineered. And its aerodynamic design helps improve stability at highway speeds. Its reponsive, standard 4.1 litre (250 CID) engine interacts with the standard four-speed manual overdrive transmission to give you easy movement through the gears. In addition, Monarch's improved engine starter construction and DuraSpark solid-state ignition enhance its dependability in starting.

In light of today's needs, Monarch is a sensible approach to automobile construction. With qualities of roominess, interior and exterior

appointments and comfort that make it the right size car for the seventies. And you have six smartly styled, exciting and lively Mercury Monarchs to choose from, with a long list of standard equipment to reflect Monarch as an excellent value. You're sure to find the one Monarch perfectly suited to your family needs and your desires in luxury and convenience.

Monarch standard equipment includes:

4.1 L (250 CID) 6-Cyl. Engine ☐ Standard Four-Speed Manual Overdrive Transmission ☐ Floor-Mounted Shift Selector (Manual Transmission only) ☐ Solid-State Ignition ☐ Foot Operated Parking Brake ☐ Inflatable Spare Tire ☐ High-Level Ventilation

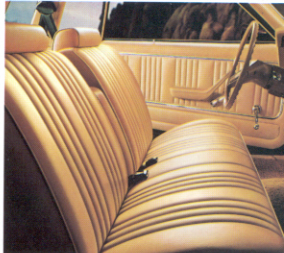
☐ BSW Steel-Belted Radial Tires ☐ Inside Hood Release ☐ Manual Front Disc/Rear Drum Brakes ☐ Column-Mounted Windshield Washer/Wiper Control ☐ Parking Brake Warning Light ☐ Continuous Loop Seat Belt Restraint System ☐ Coolant Recovery System ☐ All-Vinyl Flight Bench Seat ☐ Cut-Pile Carpeting ☐ Cigar Lighter ☐ Burl Woodtone Instrument Cluster and Right-Hand Applique ☐ Locking Glove Box

Monarch is equipped with standard touches that evidence a rigorous attention to detail. From its cut-pile carpeted floor to its attractive woodtone vinyl instrument

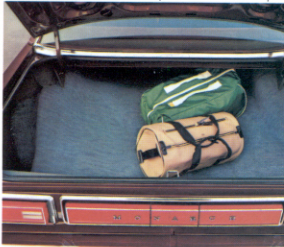
Optional camel all-vinyl bucket seat interior



Standard Flight Bench seat with center arm rest in camel color



Monarch trunk spaciousness made possible with inflatable spare

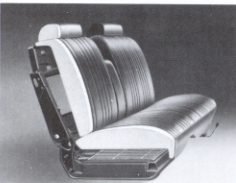


COMFORT AND LUXURY IN A CAR DESIGNED FOR TODAY.

panel, it was designed to please. Far more than mere transportation, Monarch offers the comforts and luxuries you might expect to find in a much larger car.

The large illustration above shows Monarch's optional all-vinyl bucket seat interior in camel color, also available in dove grey, dark red,

Seats foam padded over flexible steel springs grid



medium blue, jade and cordovan. It includes a right- and left-hand recliner feature that adds relaxation and sportiness to the luxurious interior. Above right is Monarch's standard all-vinyl bench seat in camel color, also available in the same wide choice of exciting colors.

Select the no extra cost inflatable tire option and Monarch's luggage compartment provides you with 15.8 cubic feet of usable space (13.9 cu. ft. for Ghia and ESS options).

Beneath the beauty of any Monarch interior, its seats are comfortably foam padded and supported by a grid of flexible steel springs.

And Monarch has been designed for a pleasurable ride, with generous insulation in its roof, and such other

areas as floor, fenders, roof pillars, cowl, dash, hood, luggage compartment—even behind the rear seat.

Check over Monarch's designed-to-please individuality. Its precision-size and trim styling. Take it out on the road. We are confident that a test drive will confirm Monarch's high standard of engineering and styling.

Monarch roof insulation



THE 1978 MERCURY MONARCH CAR AVAILABILITIES:



Monarch 2-door with Ghia Option



Monarch 4-door with Ghia Option



Monarch 2-door with ESS option



Monarch 4-door with ESS option



Monarch 2-door



Monarch 4-door

1. Required in California on all engines.
2. Includes Door Ajar, Headlamps-On, Low Fuel and Trunk-open warning lights, available only with bucket seats.
3. Includes deluxe seat belts (incl. on Ghia & ESS opt. Groups), automatic parking brake release (except w/ floor shift) and seat-back release (2-dr. only, Flight Bench seats include std. inertia seat-back release) and interval windshield wipers.
4. Required in New York State unless electric rear window defroster is ordered.
5. Includes door lock illumination and remote interior lighting feature.
6. Includes lights in luggage compartment, glove box, engine compartment, ashtray. Instrument panel courtesy light, dual beam map/dome lamp, headlamps-on warning buzzer, rear door courtesy light switches (included with Ghia Option.)
7. Four-way driver side only.
8. Includes detachable microphone containing operating controls. Single multi-band antenna. Must be ordered with another radio option.
9. Includes LH bright remote control mirror and day/night inside rearview mirror (both incl. on Ghia & ESS opt.) and RH bright remote control mirror and RH visor vanity mirror.
10. Includes deluxe front floor mats, door edge guards (NA with Ghia Option) and bright license plate frame(s).
11. Includes deluxe steering wheel, seat, door trim. Available in cloth-and-vinyl or vinyl trim.

MONARCH POPULAR OPTIONS

AVAILABILITY

PERFORMANCE RELATED

	Monarch	Ghia Option
5.0 Litre (302 CID) V-8	X	X
High Alt. Emission Equipment	X	X
California Emissions System (Required in Calif.)	X	X
Floor-Mounted Transmission Selector	X	X
Select-Shift Automatic (1)	X	X
Heavy-Duty Suspension	X	X

COMFORT & CONVENIENCE

Air Conditioning, Automatic Temperature Control	X	X
Bucket Seat, Reclining or Four-way Manually Adjustable	X	X
Clock, Digital	X	X
Console—Available with Bucket seats only (2)	X	X
Convenience Group (3)	X	X
Defogger, Rear Window (4)	X	X
Defroster, Electric Rear Window	X	X
Entry System, Illuminated (5)	X	X
Light Group (6)	X	X
Mirror, Illuminated Visor Vanity	X	X
Mirrors, Dual Color-Keyed Racing	X	X
Power Brakes, Front disc/Rear drum or Four-wheel disc	X	X
Power Door Locks or Electric Trunk lid release	X	X
Power Moonroof	X	X
Power Seats, Four-Way Bucket (7) or Four-Way Flight Bench	X	X
Power Steering	X	X
Power Side Windows	X	X
Radio, AM or AM/Stereo tape or AM/FM monaural	X	X
Radio, AM/FM/Stereo	X	X
Radio, AM/FM/Stereo "Search"	X	X
Radio, AM/FM/Stereo with cassette tape	X	X
Radio, AM/FM/Stereo with 8-track Stereo tape	X	X
Radio, AM/FM/Stereo with Quadrasonic 8-Track tape	X	X
Radio, 40-channel CB (8)	X	X
Tilt Steering Wheel or Speed Control	X	X
Visibility Group (9)	X	X

APPEARANCE & PROTECTION

Appearance Protection Group (10)	X	X
Bumper Protection Group	X	X
Decor Group (11)	X	NA
ESS option—see pg. 8	X	NA
Glamour Metallic Paint	X	X
Molding, Protective Bodyside	X	NA
Tinted Glass	X	X
Vinyl Roof, Landau or Full	X	X
Wheels, Cast Aluminum—4 wheels	X	X
Wheels, White Finish Aluminum—4 wheels (see pg. 10)	X	X
Wheel Covers, color-keyed—(see pg. 8)	NA	X
Wheel Covers, Wire (see pg. 4)	X	Std.
Wheel Covers, Deluxe or Styled-steel (4) with trim rings (see pg. 2)	X	X
Wide Band WSW Tires	X	X

X—Available Std.—Standard NEC—No Extra Charge NA—Not Available

The above is only a partial list of options. See your dealer for a complete list. Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.



TESTED TOUGH

dependable Motorcraft battery, Autolite Power-Trip spark plugs, Motorcraft shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

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.

Quality Replacement Parts from Ford—Your new Mercury comes equipped with factory engineered and approved parts including a

MERCURY MONARCH

LINCOLN-MERCURY DIVISION

