

THE 1978 MERCURY

MARQUIS



1978 Mercury Grand Marquis.



1978 MERCURY MARQUIS. SIX-PASSENGER ROOM. ELEGANCE.

1978 Mercury Marquis. Proud in stance and unmistakable as a full-size family car that combines luxury and comfort.

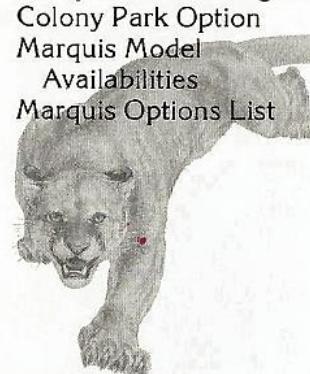
Marquis for 1978 continues its heritage as a fine riding automobile. Mercury Marquis is carefully ride-engineered with a harmonious integration of body structure, suspension and powertrain.

Sophisticated front and rear suspension systems are complemented by steel-belted radial tires. Deep-coil springs at all four wheels, and metal parts isolated with tough, shock-absorbing rubber help minimize noise, vibration and harshness. The resulting ride is the sum total of all of these engineering attributes. This is what we mean by ride-engineered.

Ford Motor Company 75th Anniversary. Ford Motor Company was in its 35th year when the first Mercury automobile was introduced on November 4, 1938. 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. This was the very beginning of the Lincoln-Mercury fine car division. 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. Marquis for 1978 continues that heritage.

Contents

Grand Marquis	2/4/6
Ford Motor Company	
75th Anniversary	2
Mercury Marquis	3/6/12
Marquis Wagons	3
Marquis Ride Tests	3
Marquis Dimensions	5/8
Grand Marquis Options	7
Marquis Engineering	8/9
Marquis Brougham	10/11
Marquis Station Wagon	14/15
Colony Park Option	14
Marquis Model	
Availabilities	16
Marquis Options List	16



FULL-SIZE LUXURY. FULL-SIZE COMFORT.

Six-passenger comfort. Marquis' ample interior dimensions invite comparison with any full-size car you are acquainted with. It gives you room for six passengers with ample hip and shoulder room even for three



adults. The best test of this car's efficient use of space is, of course, by riding in it—both in the front seat and back. Sit back and relax. Notice how Marquis' cushioning supports your upper and lower back. The convenient dimension chart on page 5 shows exactly how spacious Marquis is.

Uncompromised Quality. Attention to quality runs deep in Marquis. The 1978 Mercury Marquis features separate box/frame construction. A rigid body working with a torque box



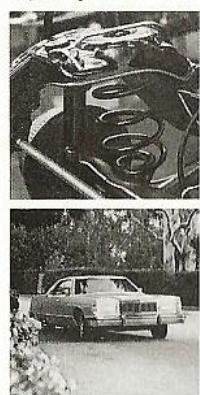
frame helps minimize road shock, noise and vibration.

Use of precoated steel provides corrosion protection in several major

body areas. Marquis uses a vinyl sealer on the underside of the rear wheelhouses and in lower areas.

Ride-Engineered. Mercury Marquis' distinctive brand of comfort and clean styling is available in a full range of models. And Marquis is ride-engineered.

Standard power steering, power brakes and Select-Shift automatic transmission take much of the effort out of driving Marquis. Its wide stance, front and rear, contributes to a solid ride on the open road and through winding curves. An inde-



pendent coil spring front suspension minimizes the irregularity of rough road surfaces. The rear coil springs are computer selected to match body weight and equipment.

Body Insulation. Marquis' interior sound level is the product of an extensive insulation program. Insulation, including acoustical pads, sound insulators and spray-on deadeners, are strategically located in such areas as roof, floor, fenders, roof pillars, cowl, dash, hood, luggage compartment—even behind the rear seat.

Wagons, too. Imagine, if you can, a practical vehicle that gives you the kind of luxury and style that Mercury is famous for...plus the added convenience of 94.6 cubic feet of cargo space! That's the Mercury Marquis station wagon. In addition to standard power steering, power brakes and Select-Shift automatic transmission, it features a power rear window in its three-way tailgate and a color-keyed carpeted load floor. If you want to go all out, simply ask for the Colony Park Option. You get all the standard Marquis features plus many niceties such as a Flight Bench seat, electric clock and the handsome rosewood simulated woodgrain applique on bodyside and tailgate. (See page 14 for the complete list of features.)

*With second seat down.

Optional Equipment. To augment the pleasure of driving a Mercury Marquis, many other custom options are also available. Take your pick from a complete listing that includes a variety of performance, comfort, convenience, appearance, and protection options. There are several power seats to choose from...five different radios, and a host of other items that can add to your driving pleasure.



A Tradition of Testing. Through the years, the ride of a Marquis has been dramatically demonstrated in a wide variety of tests on national television. For example, an expensive diamond was actually cut in the back seat of a moving 1972 Marquis. In the



famous Blindfold test, 50 professional drivers rated a 1972 Marquis' ride superior to that of a \$34,000 European limousine. And in 1977, a Mercury Marquis was rated superior overall by 37 out of 50



big car owners selected from the Los Angeles area over a 1977 Cadillac deVille, based on tests of 30 automotive qualities. These tests and comparisons, of course, do not apply to our new products. However, they are indications of the kind of ride Mercury Marquis has demonstrated in past years.

Grand Marquis 4-dr. pillared hardtop with optional forged aluminum wheels



1978 MERCURY GRAND MARQUIS.

The 1978 Mercury Grand Marquis is the ultimate in Mercury luxury in a medium-price car. A beautiful blend of six-passenger space and luxury. There are many reasons why the Grand Marquis is a favorite among people who seek a full-size luxury car. Start with roominess and comfort. Marquis offers full-size, six-passenger comfort and ample hip and shoulder room even for adults seated three abreast. Add to that Marquis' elegance. And this year there is a responsive 5.8 litre (351 CID) 2V V-8 that's standard in all Marquis models. The optional 6.6 litre (400 CID) 2V V-8 engine, required

in California and high altitude areas, is also available in all other areas. Inside, the Grand Marquis surrounds you with such touches as a digital clock, rear pillar courtesy lights, a luxury steering wheel, and of course, the Twin Comfort Lounge front seats, each with its own center armrest, each personally adjustable. Mercury Grand Marquis. A very special car for people who want six-passenger luxury.

Grand Marquis standard equipment includes: 5.8 litre (351 CID) 2V V-8 engine □ Select-Shift automatic transmission □ Power steering □ Power brakes □ Power windows □ Power ventilation □ DuraSpark solid-state ignition □ Concealed headlamps and electric windshield wipers □ Unique seat trim with

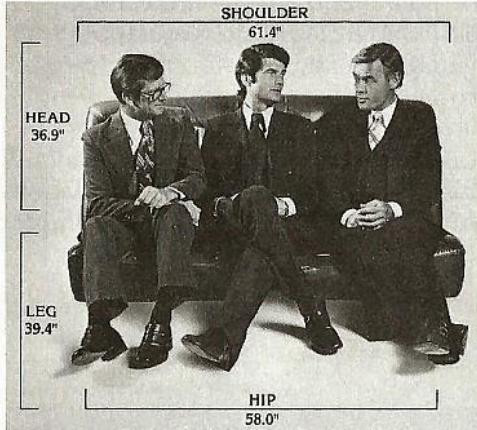
all-Media velour seat and headrests with vinyl welts □ Tinted glass □ Vinyl roof □ HR78 x 15 steel-belted radial tires □ Deluxe sound insulation □ Digital electric clock □ Automatic parking brake release □ Fender skirts □ Visor-mounted vanity mirror □ Dual beam map/dome lamp □ Twin Comfort Lounge seats □ Luxury steering wheel □ Courtesy lights □ Luggage compartment and under instrument panel lights □ Deluxe spun nylon passenger compartment carpeting □ Carpeted luggage compartment □ Hood and deck-lid paint stripes □ Full-length wide bodyside molding with color-keyed vinyl insert. Other equipment shown optional.



RIDE-ENGINEERED



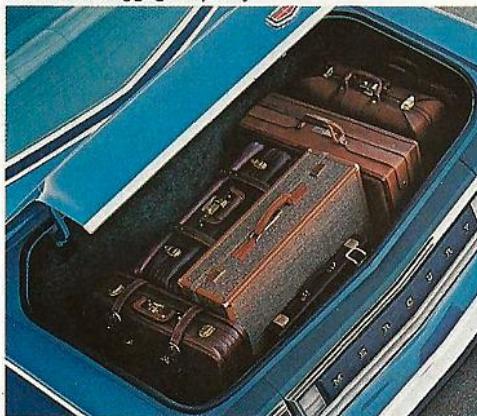
Marquis rear seat roominess



Grand Marquis Twin Comfort Lounge seat in blue cloth



22.7 cu. ft. luggage capacity



Spacious Marquis rear seat



INTERIOR ROOM AND LUXURY.

A quick glance at the interior dimensions chart shown below, will confirm the fact that Marquis is a roomy, six-passenger automobile that provides the spacious seating comfort for six that was demonstrated so dramatically on television, and is characteristic of Mercury Marquis.

Marquis Interior Dimensions	2-dr	4-dr
Head Room, front.....	37.3"	37.9"
Head Room, rear.....	35.8"	36.9"
Hip Room, front.....	59.6"	57.8"
Hip Room, rear.....	61.2"	58.0"
Leg Room, front (max.)....	41.8"	41.9"
Leg Room, rear (min.)....	35.2"	39.4"
Luggage Capacity (cu. ft.)...	22.7	22.7

And a look at the above photo of a Marquis interior gives you an idea of the luxury you can expect in Grand Marquis. Shown in blue cloth is the

handsomely appointed Grand Marquis interior with seating in new all-cloth Media velour fabric. It is also available in dove grey, dark red, dark jade, camel and saddle.

Rear seat passengers will enjoy spacious, comfortable and equally elegant surroundings as may be seen in the illustration on this page.

Marquis' deep and roomy luggage compartment (shown left) has the largest trunk capacity—22.7 cubic feet—available in any American made car. Luggage compartment and lower back panel are both carpeted.

1978 MERCURY GRAND MARQUIS.

From the elegant sweep of its hood and sculptured deck-lid to its contoured roofline, Marquis' design is smart and impressive. And it's functional. Its aerodynamic characteristics are best demonstrated on the open highway. Marquis offers excellent highway stability and a minimum of wind noise.

The more you get to know about Mercury Marquis, the more you can appreciate how well it has been engineered and constructed, and the more you can appreciate that all cars are not created equal. Mercury Marquis

offers an exceptional combination of design qualities and roominess in a full-sized car, with a distinctiveness in comfort and clean styling.

The 1978 Marquis offers many optional comfort refinements and improvements. Its Automatic Temperature Control air conditioning system features a control that permits manual selection of blower speeds.

The Grand Marquis, shown in lustrous Tu-tone exterior option, offers an interior in soft Media velour with individually adjustable Twin Comfort Lounge front seats. Natural grain leather with vinyl trim is optional, in any of six colors. Or choose optional

Tu-tone interiors in either light and dark camel or light and dark jade. Special touches that make Grand Marquis ownership a luxurious experience include dual beam map/dome lamp, digital clock, visor-mounted vanity mirror, rear pillar courtesy lights and 14 ounce grey polyester luggage compartment carpeting and a spare tire curtain. Grand Marquis. Ride-engineered for your day-in and day-out pleasure and comfort.

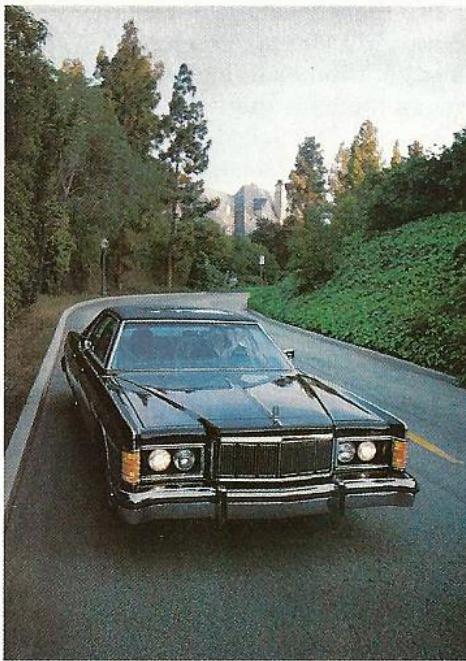
Luxury means different things to different people. That's why the Grand Marquis offers such an outstanding

Grand Marquis 2-dr. hardtop w/optional Tu-tone paint and forged aluminum wheels



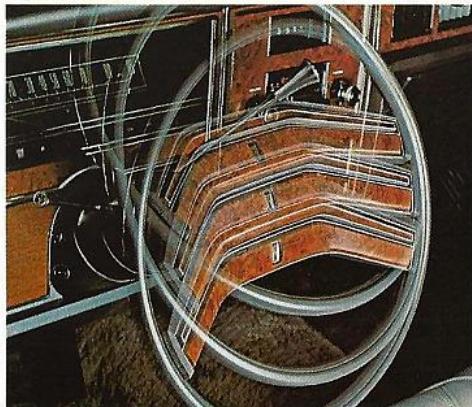
LUXURY PRODUCT OF RIDE ENGINEERING.

selection of options and accessories. For example, you can outfit your Grand Marquis with the convenience of a 5-position tilt steering wheel that can be adjusted to your most comfortable driving angle. Or, you can elect to go with white sidewall steel-belted radial tires and forged aluminum wheels shown below. The Twin Comfort Lounge seat, shown, in optional dove grey leather-and-vinyl is also available with velour seating surfaces. And there are so many convenience options to add pleasure to owning your Grand Marquis. Power seats, power door locks and power side windows are just a few.



Much of the ride quality that comes from driving Marquis stems from its suspension design, front and rear. Power steering, power brakes and Select-Shift automatic transmission also contribute to the handling characteristics of the ride-engineered Marquis.

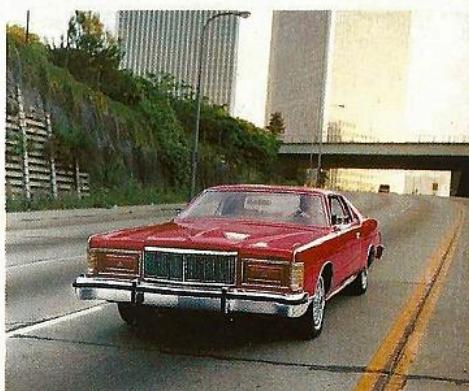
Optional Tilt Steering Wheel



Whitewall steel-belted radial tires



Grand Marquis Twin Comfort Lounge seat interior in optional dove grey leather-and-vinyl



MERCURY MARQUIS. A STUDY IN ENGINEERING DETAIL.

The representation of a Marquis body, seen below, provides an indepth picture of Marquis' engineering features.

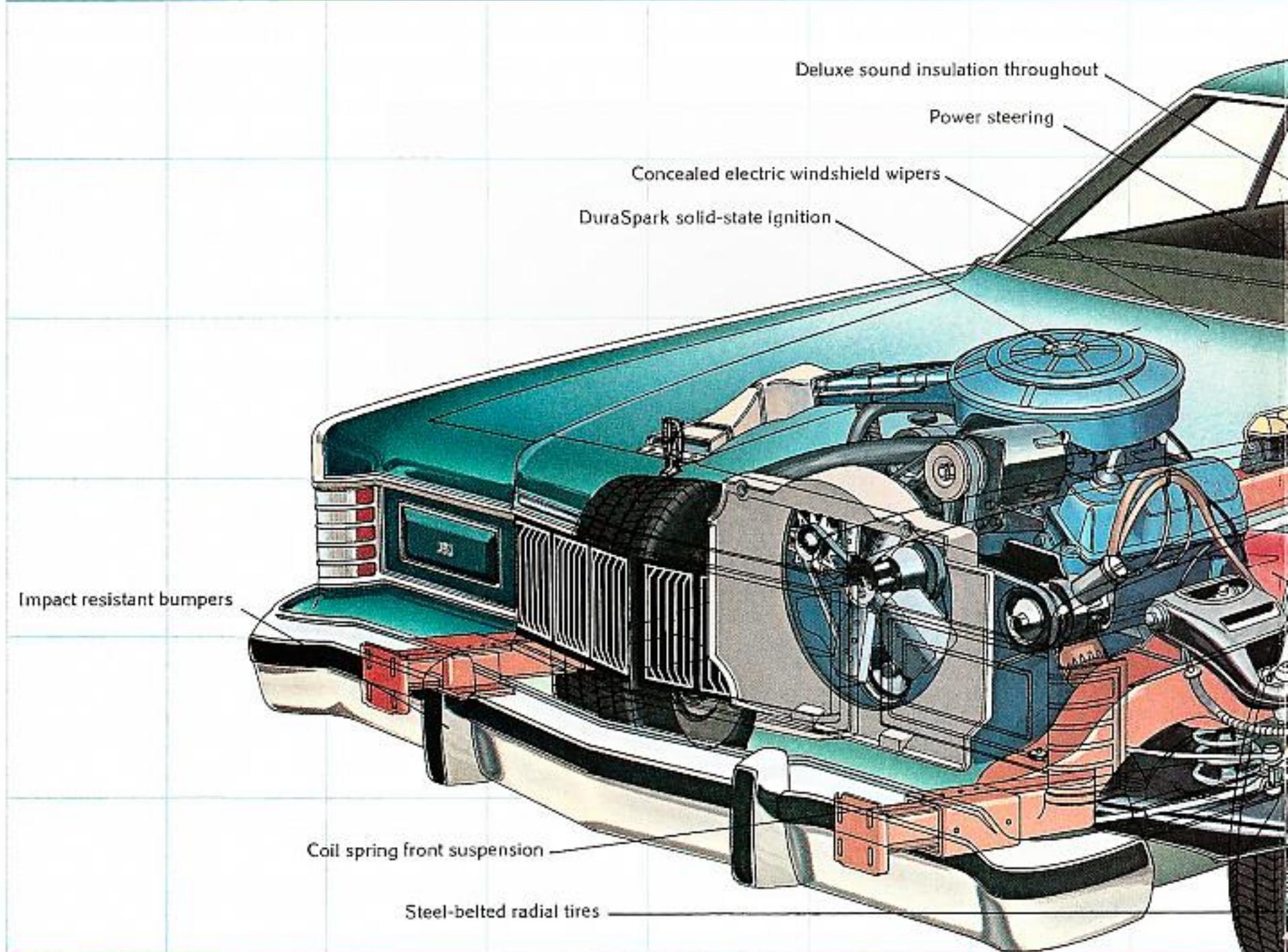
The powertrain. The standard engine in the Mercury Marquis is the 5.8 litre (351 CID) 2V V-8 engine and the 6.6 litre (400 CID) 2V V-8 engine, required in California and High Altitude areas, is optional. All Marquis engines have the DuraSpark solid-state ignition system. This system

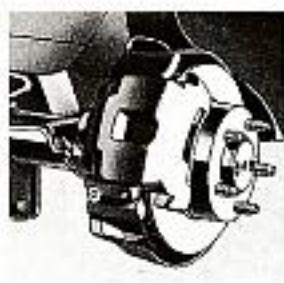
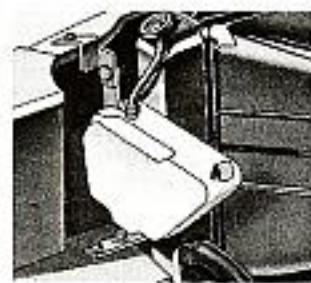
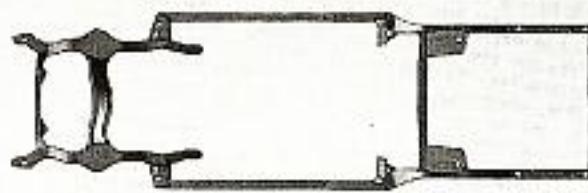
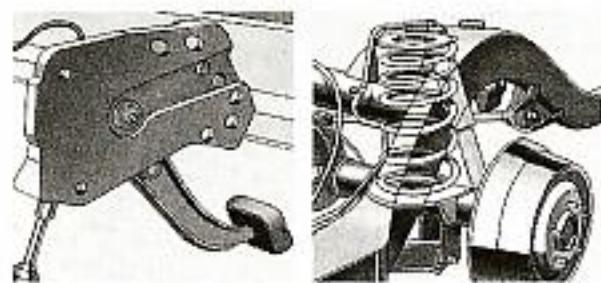
has a higher voltage output than the points, distributor/condensor system, and contributes to longer recommended spark plug change intervals. The Select-Shift automatic transmission offers responsive performance and driver convenience.

Body construction. Marquis features separate body/frame construction. A rigid body, working with 4-torque box frames, helps minimize road shock, noise and vibration. Heavy sheet metal crossmembers give the floor rigidity.

Marquis Dimensions

	2-door	4-door
Wheelbase.....	124.0"	124.0"
Length.....	229.0"	229.0"
Width.....	79.6"	79.6"
Head Room, front.....	37.3"	37.9"
Head Room, rear.....	35.8"	36.9"
Hip Room, front.....	59.6"	57.8"
Hip Room, rear.....	61.2"	58.0"
Leg Room, front (max.)	41.8"	41.9"
Leg Room, rear (min.)	35.2"	39.4"
Curb weight (lb.).....	4486	4518
Luggage Capacity (cu. ft.)	22.7	22.7
Fuel Capacity (gal.)....	24.2	24.2





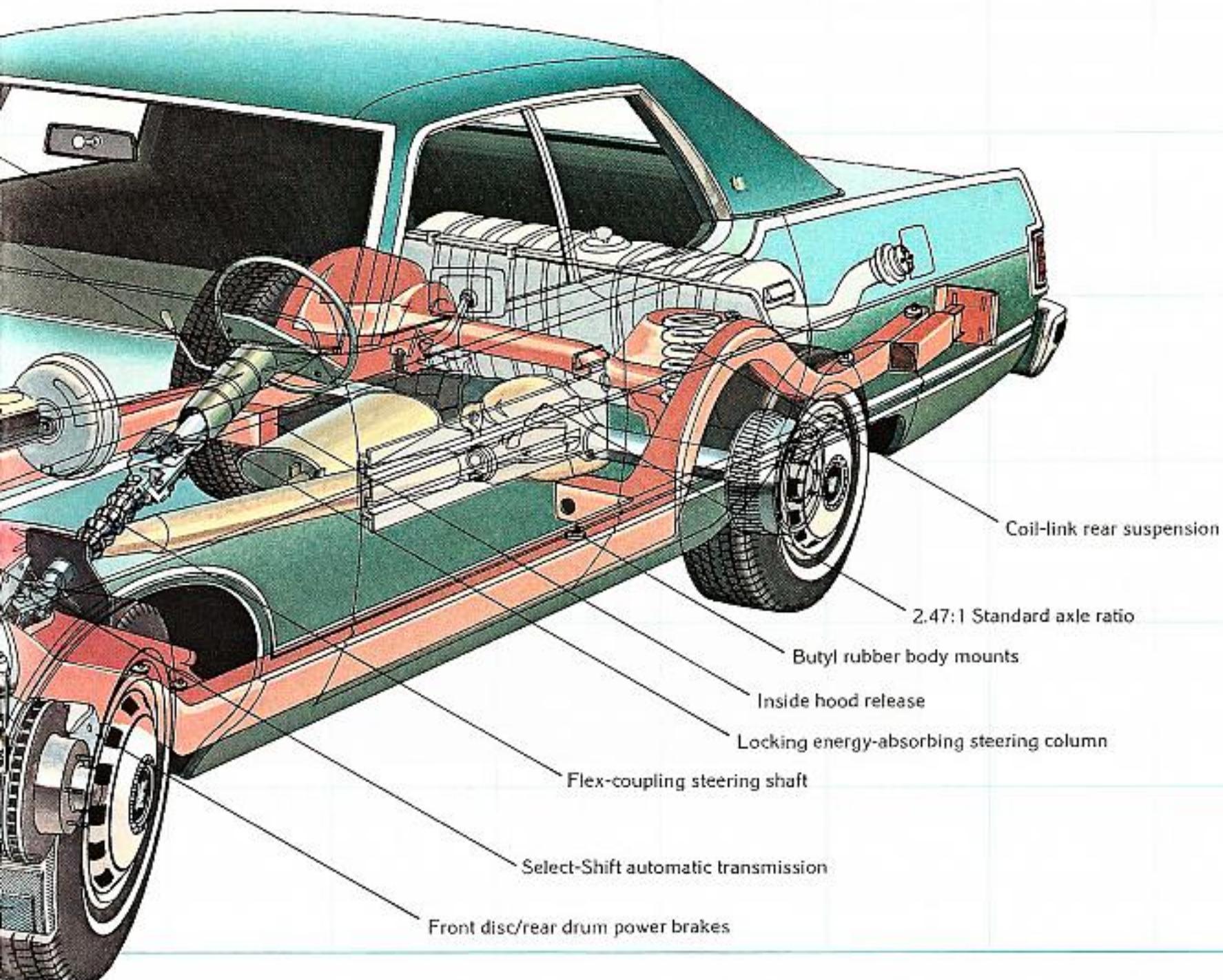
From left to right: Automatic Brake release, Coil-Link Rear Suspension, Body/Frame Construction, Coolant Recovery System, Power Brakes

The suspension system. The Marquis suspension system features fully independent front coil springs and coil spring 3-link design rear. A front link-type stabilizer bar helps fight excessive sway and "lean" when cornering.

The Marquis suspension system contributes to a smooth ride so you can drive in comfort. A sensitive steering system and steel-belted radials, also add to Marquis' handling characteristics.

And Marquis has features that work

automatically. The closed coolant recovery system captures heated coolant overflow and automatically returns it to the radiator when it cools. Marquis' parking brake releases automatically, too. A desirable option that's there when needed, is Marquis' optional four-wheel disc brakes.



Marquis Brougham 4-dr. pillared hardtop



1978 MERCURY MARQUIS BROUHAM.

Marquis Brougham gives you elegance in styling and much more. Beyond its handsome exterior and plush interior, beyond its recognition for roominess and six-passenger comfort, it is steeped in amenities that make it a pleasure to own and drive.

Practical considerations for Marquis Brougham include such standard features as power windows and, on the 2-door, a convenient automatic seat back release. The graceful lines of its exterior are enhanced with fender skirts and distinctive Brougham wheel covers highlighted by the distinctive Marquis plaque.

A full vinyl roof is standard on 4-door models; and a Landau vinyl roof on the 2-door. A full vinyl roof is also

available on the 2-door model at no extra cost. Marquis Brougham exterior and interior appointments are designed to make it an automobile aesthetically pleasing to drive in comfort, an automobile reflecting refined elegance throughout.

Marquis Brougham is available in two models. 2-door hardtop and 4-door pillared hardtop. And with an extensive list of features, some of which are listed below:

Marquis Brougham standard equipment includes:

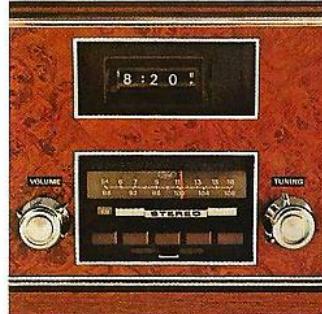
5.8 litre (351 CID) 2V V-8 engine—optional 6.6 litre (400 CID) 2V V-8 engine required in California and High Altitude areas □ Select-Shift automatic transmission □ BSW

steel-belted radial tires □ DuraSpark solid-state ignition □ Power steering □ Power brakes □ Power ventilation system □ Power windows □ Concealed dual headlamps □ Concealed windshield wipers □ Vinyl roof □ Electric clock □ Automatic seat back release on 2-door models □ Fender skirts □ Brougham wheel covers □ 18 ounce Tiffany carpeting □ Flight Bench seat □ Assist straps □ Deluxe steering wheel □ Locking steering column □ Left-hand remote control mirror □ Deluxe seat belts □ Ford Motor Company Lifeguard Design Safety Features □ Note: Other equipment shown is optional.

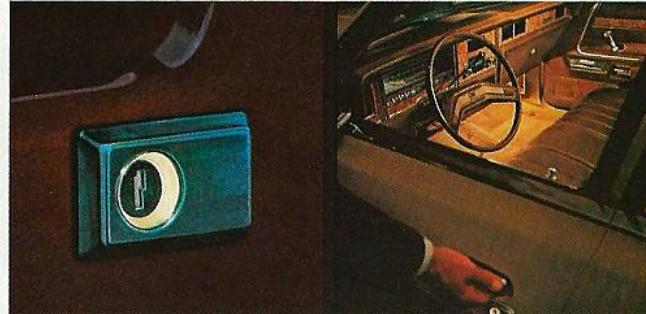
Marquis Brougham Flight Bench seat in saddle cloth-and-vinyl



Opt. AM/FM Stereo/digital clock



Illuminated Entry System option



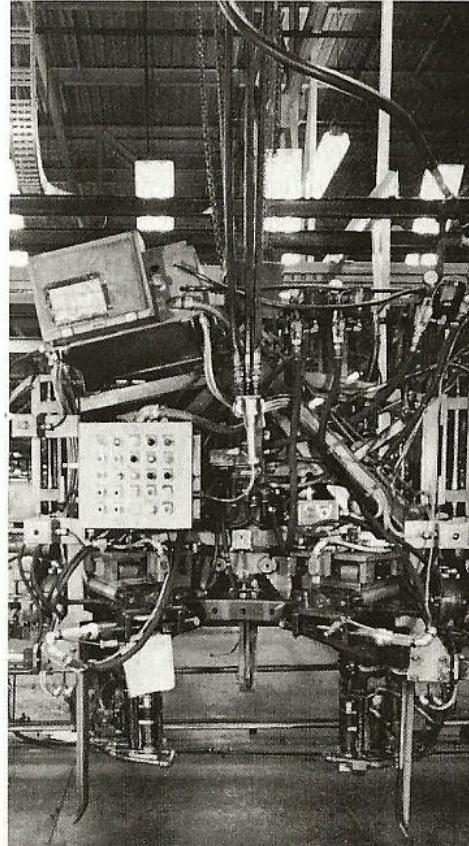
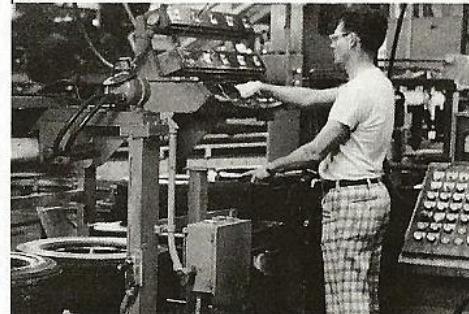
Every Marquis is given checks and tests on the assembly line before release. Tires and wheels are electrically balanced by a "Micropoise", to assure installation of proper weights. Sophisticated equipment called an "Octopus" checks front wheels and automatically sets proper caster and camber angles.

QUALITY IN DEPTH: A MERCURY TRADITION.

Driver and passenger seating in Marquis Brougham, whether in 2-door or 4-door model, is a study in relaxation, comfort and convenience amid plush surroundings. The Flight Bench seat, shown above, is tailored in soft, beautiful saddle Willshire cloth. Other available colors include dove grey, dark red, medium blue, dark jade, jade and camel. The floor is covered in thick, 18 ounce Tiffany spun nylon pile carpeting. Whatever your color choice, the interior of Marquis Brougham is a picture of harmony. Deluxe seat belts and deluxe steering wheel are color-keyed. Light burl woodtone appliques extend across the instrument panel and also beautify door trim panels. Doors are further enhanced with attractive and handy pull straps. And conveniences include

an under instrument panel light. Four-door Broughams have cigar lighters in rear door armrests as well as rear door courtesy light switches.

For added luxury, an optional Twin Comfort Lounge front seat, with or without a reclining passenger seat, may be ordered in cloth-and-vinyl or all-vinyl, in a wide choice of colors. Other options to add distinction to your Marquis Brougham include a digital clock; an AM/FM Stereo—one of five radios to choose from. Automatic Temperature Control Air Conditioning and, a five-position adjustable Tilt Steering Wheel, are among the more than forty options available for Marquis.



Marquis 2-dr. hardtop with optional wire wheel covers



1978 MERCURY MARQUIS.

Marquis is our most affordable full-size Mercury. Nonetheless, it offers the same six-passenger roominess, ride, and handling of our most luxurious Grand Marquis. And so very many of the Grand Marquis comfort and convenience features.

The standard equipment list for Mercury Marquis is impressive. Its standard engine is the responsive, 5.8 litre (351 CID) V-8, with the optional 6.6 litre (400 CID) V-8 required in California. Select-Shift automatic transmission is also standard, as are power steering and power front disc brakes. Its Dura-Spark solid-state ignition reduces the need for tune-ups, and its suspension

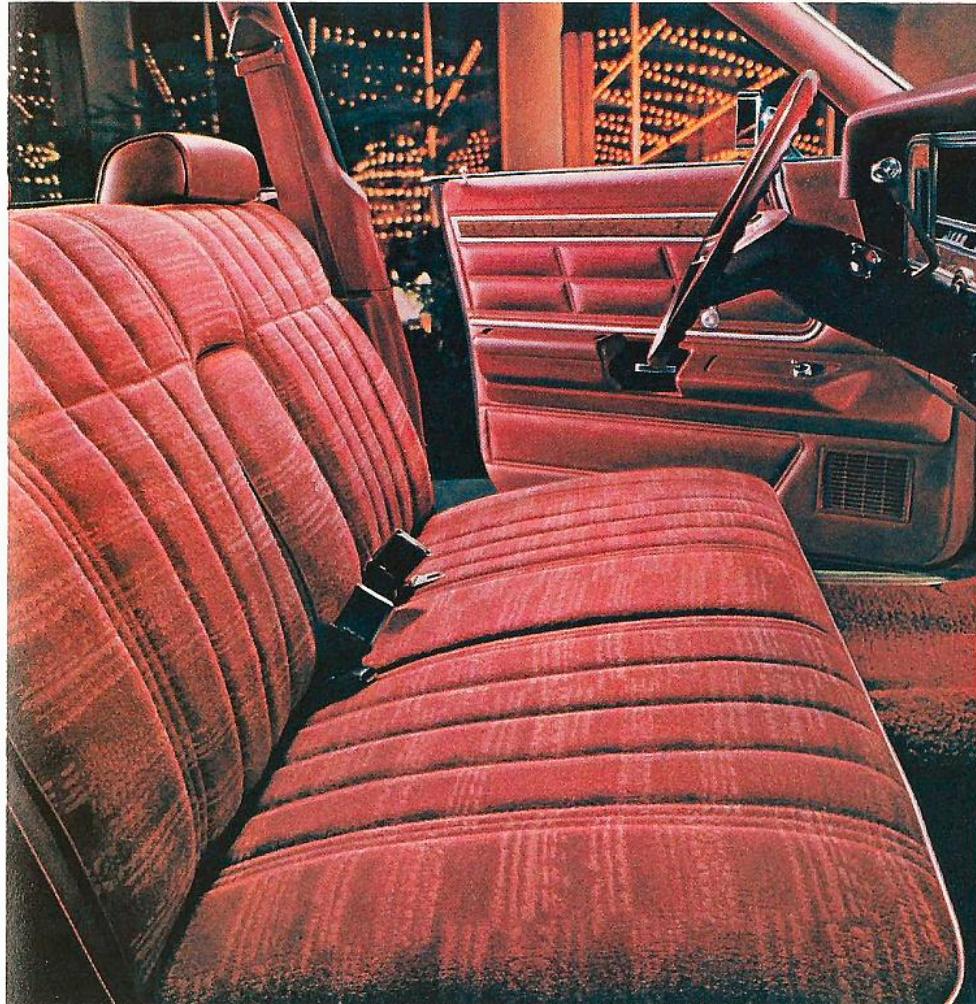
and steel-belted radial tires contribute to its handling characteristics. Mercury Marquis' deluxe sound insulation package and improved emission system technology add to your comfort on the road.

Interior appointments in Mercury Marquis harmonize with its distinctive exterior styling, and are enhanced further by a wide choice of color combinations. Its standard bench seat is designed for comfort and tailored in Athea cloth-and-vinyl, and features a fold-down front seat center armrest. Mercury Marquis for 1978, with a host of options, is truly affordable luxury in a full-size car.

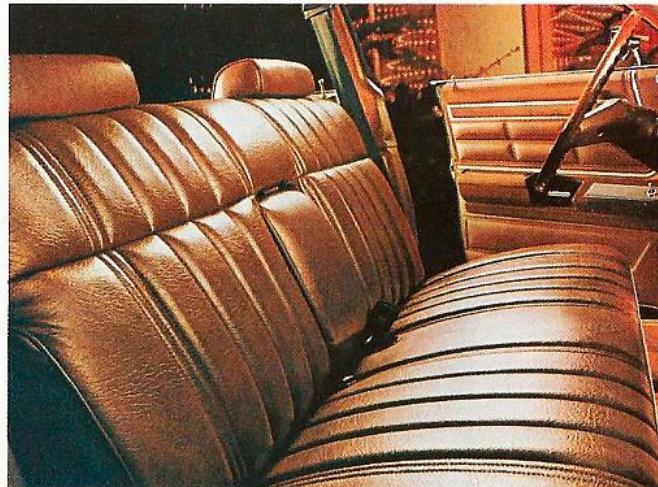
Marquis Standard equipment includes:

- 5.8 litre (351 CID) 2V V-8 engine—optional 6.6 litre (400 CID) 2V V-8 engine required in California and High Altitude areas
- Select-Shift automatic transmission
- Power steering
- Power brakes
- Power ventilation
- DuraSpark solid-state ignition
- Concealed headlamps and electric windshield wipers
- Automatic parking brake release
- Coolant Recovery System
- HR78x15 steel-belted radial tires
- Fold-down front center armrest
- Deluxe sound insulation
- Locking steering column
- Glove box light
- Other equipment shown optional.

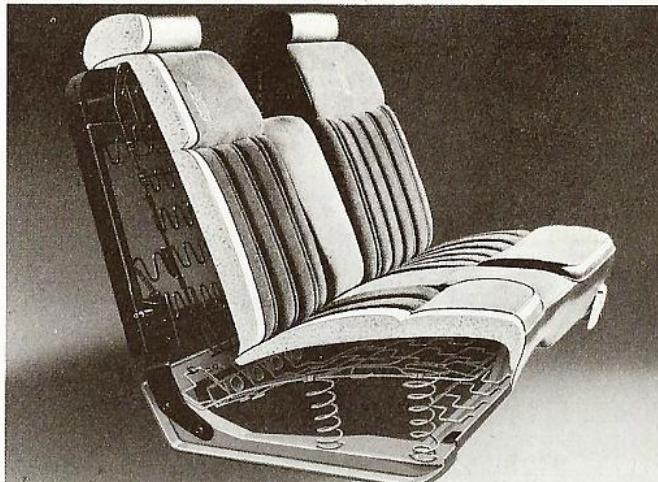
Marquis standard bench seat, dark red Athea cloth-and-vinyl



Marquis standard bench seat, saddle color optional, all-vinyl



Seats foam padded over flexible steel springs grid



A COMMITMENT TO TOTAL DRIVING SATISFACTION.

There's a host of Marquis' fine qualities you won't be able to see. The under-the-skin features that make it such a worthwhile investment in happy motoring. You can, however, feel its acceleration, its response and control as you maneuver through city streets, up mountain grades and around highway curves.

These unseen virtues result from Marquis' suspension, power steering, power brakes and radial tires, which all work in concert to provide the acclaimed Marquis ride. You experience less vibration, thanks to the engineering design of a flex coupling in the steering shaft, and the

firmness and strength of deep foam-padded spring reinforced seats.

Beyond Marquis' unseen features, there is so much you can see, surrounded as you are with Marquis' luxury. Color-keyed cut-pile carpeting. Instrument panel and door trim with simulated light burl woodgrain appliques. The standard bench seat, shown above in optional saddle cloth-and-vinyl, is also available in optional Ruffino all-vinyl. Other color choices are dove grey, dark red, medium blue, dark jade and camel. Inside and out, Marquis again offers a wealth of desirable individual luxury touches that set it apart as a car of lasting value.



1978 MERCURY MARQUIS STATION WAGON.

This 1978 Marquis combines the high degree of luxury you expect from a Mercury with the practicality and space of a full-size wagon. It's the roomiest Mercury Wagon going. With 94.6 cubic feet of cargo capacity plus 9.1 cubic feet of under-floor storage. Rest assured that every inch is ride-engineered to provide the kind of comfort you expect in Marquis. Select-Shift automatic transmission, power steering, power brakes, 3-way tailgate, steel-belted radial ply tires and power rear window are all standard, as are a bench seat in Ruffino vinyl trim and 12 ounce color-keyed load floor carpet. The Colony Park Option adds a luxury dimension with its distinctive full-

length simulated rosewood applique bodyside paneling, 18 ounce Tiffany carpeting, and the other features listed below. Room, ride, luxury and style—you'll find them all in the Mercury Marquis Wagon for 1978.

Marquis Wagon Standard equipment includes:

5.8 litre (351 CID) 2V V-8 engine—optional 6.6 litre (400 CID) 2V V-8 engine required in California and High Altitude areas Select-Shift automatic transmission DuraSpark Ignition Power steering Power brakes, front disc/rear drum BSW steel-belted radials Power rear window Three-way tailgate Carpeted load floor Vinyl bench

seat with center armrest Deluxe sound package Deluxe wheel covers Glove box light Automatic parking brake release Ford Motor Company Lifeguard Design safety features Other items shown are optional.

Additional features on Colony Park Option

Option: Full-length woodtone applique on bodyside and tailgate Electric clock Deluxe steering wheel Flight Bench seat with center armrest Outside remote control mirror, left-hand Deluxe color-keyed seat belts Courtesy lights and cargo light Other items are optional.

Marquis Station Wagon with Colony Park Option



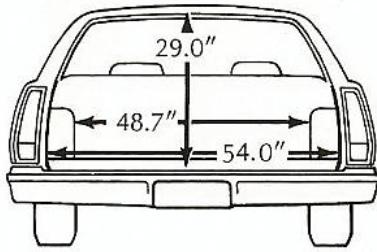
CLASSIC WAGON DESIGN... RIDE-ENGINEERED. EASY HANDLING.

Mercury Marquis Wagons offer far more than mere transportation. They are beautifully styled luxury wagons, with roomy cargo space. And, of course, they offer excellent performance because they are ride-engineered throughout, continuing the Marquis heritage of

ride. Choose the Marquis Wagon or Marquis with the Colony Park Option, for a wagon of classic design that is both utilitarian and comfortable.

Among its many typically Marquis features is its three-way tailgate which affords extra platform length when dropped level with the load floor, and opens out with the power window up or down.

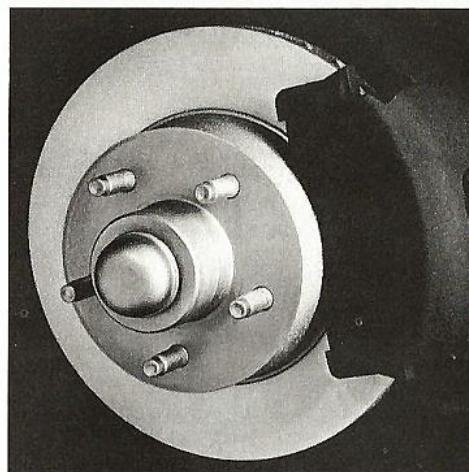
Marquis wagon interiors are designed for beauty as well as comfort. Shown below in saddle is the Twin Comfort Lounge seat interior, optional on the Colony Park, the essence of comfort and luxury.



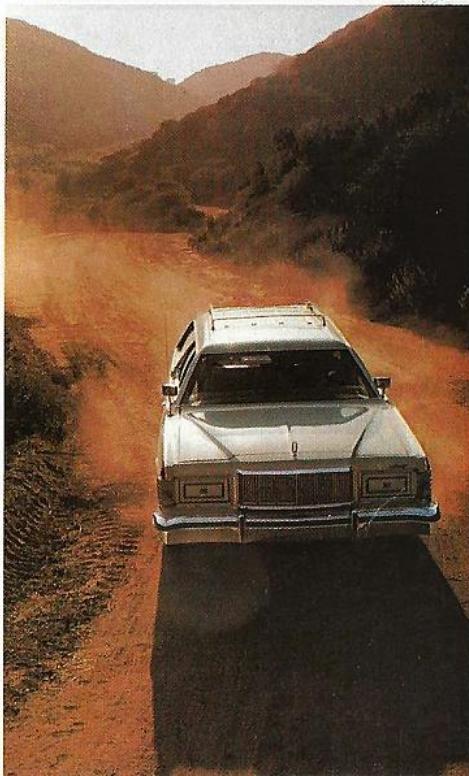
Optional Twin Comfort Lounge seats available on Colony Park Option



Marquis Station Wagon three-way tailgate



The Mercury Marquis wagon standard power brakes are built to take heavy, repeated braking while maintaining excellent stopping characteristics.



1978 MERCURY MARQUIS CAR AVAILABILITIES:



Mercury Grand Marquis 4-door pillared hardtop



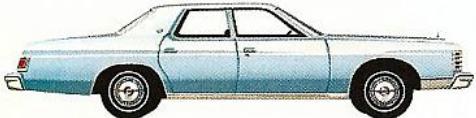
Mercury Grand Marquis 2-door hardtop



Mercury Marquis Brougham 4-door pillared hardtop



Mercury Marquis Brougham 2-door hardtop



Mercury Marquis 4-door pillared hardtop



Mercury Marquis 2-door hardtop



Mercury Marquis Wagon w/Colony Park Option



Mercury Marquis Wagon

1. Required in California and high altitude areas.
2. Includes 68 amp battery. Not available in California or high altitude areas.
3. Not available with California Emissions System or 7.5 litre (460-4V) engine. Includes 3:00 to 1 axle ratio.
4. Includes Twin Comfort Lounge seats, Grand Marquis sew style in leather, luxury steering wheel, digital clock, dual beam map/dome lamp, tinted glass. Requires Colony Park Option—available on wagons only.
5. Power tailgate lock on station wagons.
6. Required in New York State.
7. Includes illuminated keyhole and activation of interior lights by pulling outside door handle.
8. Includes dual beam map/dome lamp (standard on Grand Marquis), underhood light, right-hand remote control mirror, headlamps-on buzzer. On Marquis and Marquis wagon: left-hand remote control mirror, rear-door courtesy light switches, trunk light and instrument panel courtesy lights.

MARQUIS POPULAR OPTIONS

AVAILABILITY

PERFORMANCE RELATED

	Marquis	Brougham	Grand Marquis
6.6 litre (400-2V) V-8 (1)	X	X	X
7.5 litre (460-4V) V-8 (2)	X	X	X
High Alt. Emission Equipment (Req. in high alt. regions) (3)	X	X	X
California Emissions Systems (Req. in Calif.)	X	X	X
Trailer-Towing Package	X	X	X
Traction-Lok Differential	X	X	X
Higher Ratio Axle	X	X	X
Battery, Heavy-Duty	X	X	X

COMFORT & CONVENIENCE

Decor Option (4)	NA	NA	X
Removable Dual Facing Rear Seats (Station Wagons Only)	X	NA	NA
Twin Comfort Lounge Seats	NA	X	Std.
Vinyl Bench Seats	X	NA	NA
Brakes, Four Wheel Power Disc	X	X	X
Power Antenna	X	X	X
Power Lock Convenience Group (5)	X	X	X
Power Side Windows	X	Std.	Std.
Power Bench Seat, 6-way (non-reclining)	X	X	NA
Power Seat, 6-Way, Driver Only	NA	X	X
Power Seat, 6-Way, Driver and Passenger	NA	X	X
Air Conditioning, Automatic Temperature Control	X	X	X
Air Conditioning, Manual Control	X	X	X
Tinted Glass, Complete	X	X	Std.
Clock, Digital	X	X	Std.
Defroster, Electric Rear Window (6)	X	X	X
Illuminated Entry System (7)	X	X	X
Lockable Storage Compartment (Station Wagons Only)	X	NA	NA
Luggage Carrier (Station Wagons Only)	X	NA	NA
Mirror, Illuminated Visor Vanity	X	X	X
Radio, AM	X	X	X
Radio, AM/FM/MPX Stereo	X	X	X
Radio, AM/FM/MPX with Stereo Tape	X	X	X
Radio, AM/FM/MPX Stereo with "Search" Feature	X	X	X
Radio, AM/FM/MPX with Quadrasonic-8 Tape Player	X	X	X
Speakers, Dual Rear Seat (optional with AM Radio)	X	X	X
Speed Control	X	X	X
Steering Wheel, Tilt	X	X	X
Visibility Light Group (8)	X	X	X

APPEARANCE & PROTECTION

Appearance Protection Group	X	X	X
Glamour Metallic Paint	X	X	X
Power Moonroof—Glass	X	X	X
Vinyl Roof, Full	X	Std.	Std.
Vinyl Roof, Landau (2-door models only)	X	Std.	Std.
Specialty Tu-Tone 2-door option (see page 6)	NA	X	X
Molding, Protective Bodyside	X	X	NA
Wheel Covers, Luxury (see page 10)	X	X	X
Wheel Covers, Wire (not available w/fender skirts) (see page 12)	X	X	X
Wheels, Forged Aluminum (4 wheels) (see pages 4 and 6)	X	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



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

dependable Motorcraft battery, Autolite Power-Tip 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.

**MERCURY
MARQUIS**

LINCOLN-MERCURY DIVISION



LINCOLN