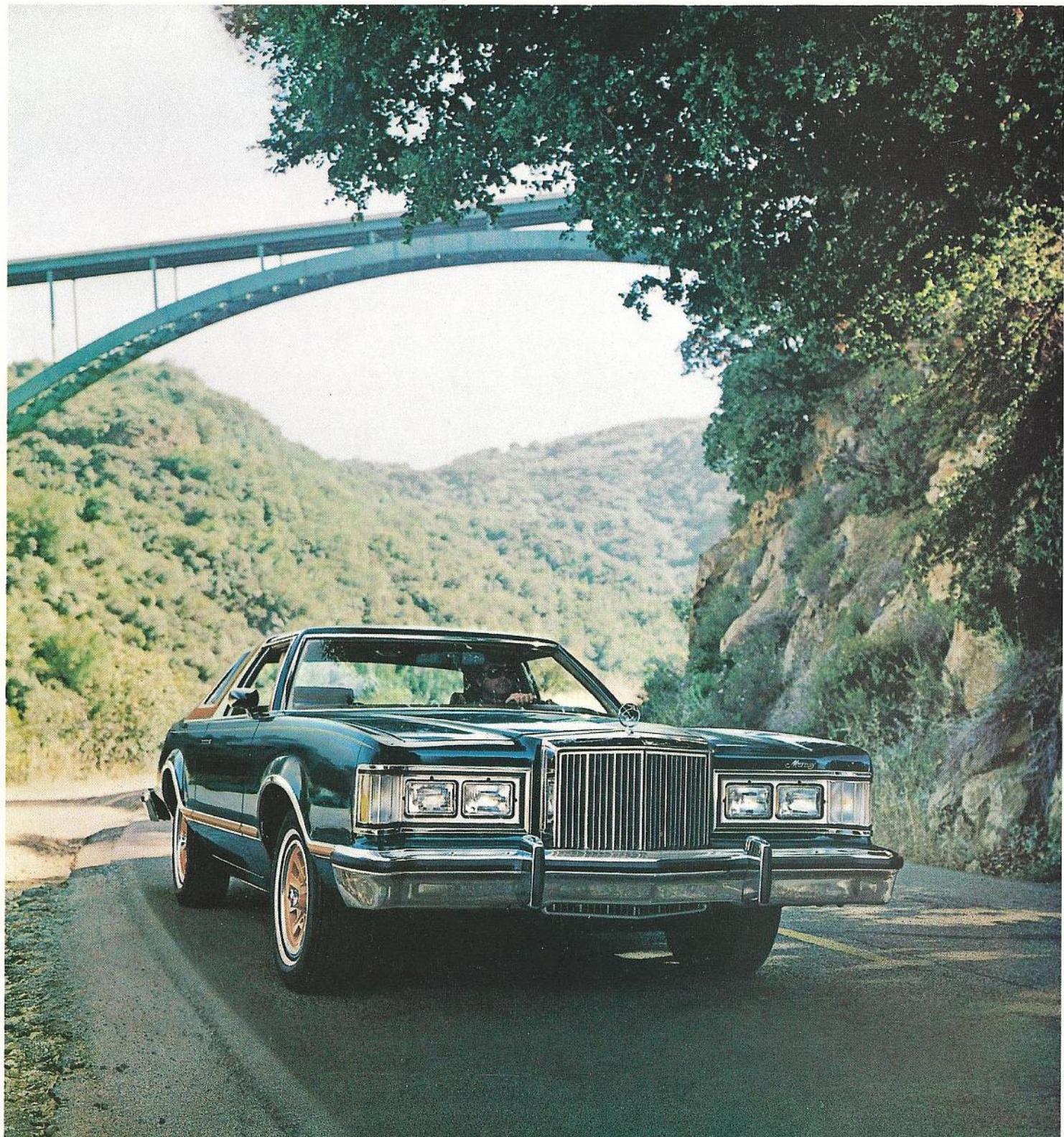

THE 1978 MERCURY

COUGAR

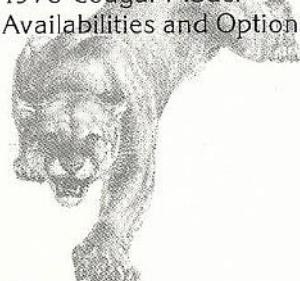


Cougar XR-7 with Midnight/Chamois Decor Option



1978 MERCURY COUGAR XR-7

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Cougar XR-7 is the luxurious and exciting extension of the spirited and untamed Cougar personality. The embodiment of personal luxury and comfort in a true intermediate size automobile. A car whose increasing sales are the foundation for its greatness, a classic and handsome motif different than its peers.

Cougar XR-7 is indeed glamour and excitement. Yet when you get beyond its beautiful and exciting attributes and enjoy Cougar XR-7 ownership, you discover a well-engineered automobile.

From its inception it was accepted as motoring excitement by those who love Cougar as a fun-to-own automobile. Ride-engineered, Cougar XR-7 is a masterful combination of form and function, built and tested to please today's action crowd. You'll sense it as an exquisitely balanced machine. Its responsive 5.0 litre (302 CID) V-8 engine purrs contentedly. And Select-Shift automatic transmission, power brakes and power steering are all standard. And you'll feel pride in its bold, innovative exterior and interior styling.

XR-7. One of six great Cougars to choose from (see back cover).

Cougar XR-7 bucket seats with Midnight/Chamois accents



Cougar XR-7 with Midnight/Chamois Decor Option.* A new XR-7 for 1978. Pure poetry in motion, with its unique half vinyl roof with vinyl cross-over strap, the added distinction of padded "Continental" type rear deck and straight-through paint stripes.

*May not be available until mid-November 1977

The XR-7 Midnight/Chamois interior shown above invites relaxation and comfort in deep supportive bucket seats of midnight blue with chamois colored inserts, vinyl side facings and formed bright buckles. A striking motif complemented by the convenient console and plush Tiffany carpeting.



The development of a Cougar from drawing board to finished car was a lengthy and involved process. After design approval for product styling, the conceptual car came to life in a three dimensional clay model.

This was produced under the supervision of Ford stylists by applying warm clay over a wooden armature. As the clay was applied, measurements within 1/10,000 inch control the shape of every surface. Once the final design was completed and approved, the car was ready for manufacture.

Meanwhile, in Ford's Utica Trim Plant, approved interior appointments were fabricated and assembled, everything from instrument panels and upholstery to door pulls.

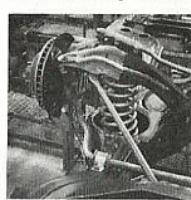
MERCURY COUGAR XR-7: SPORTY LUXURY

All are ride-engineered, their engines, transmissions, matched gear ratios and suspension capabilities combining to help provide Cougar's ride. Following are some of the features that make driving Cougar a stimulating experience.



Hood Ornament. A dramatic symbol of Cougar's total commitment to styling, ride and comfort. You'll find it prominently displayed on both Cougar XR-7 and Cougar 2- and 4-door models.

Front Suspension. Fully independent coil springs and shock absorbers cushion front wheel movements, to soak up the bumps. A link-type front stabilizer bar fights excessive sway and "lean" when cornering.



Rear Suspension. The rear suspension is based on calibrated helical springs and hydraulic shock absorbers, with rubber bushings at all pivot points.



Cougar is a car you will have to personally drive to fully appreciate. Test Cougar and enjoy.

1978 MERCURY COUGAR XR-7 WITH DECOR OPTION

In addition to the Midnight/Chamois Decor Option car, Cougar XR-7 offers another choice in elegance, the Cougar XR-7 with Decor Option. In it, too, you find an emphasis on refinement, on comfort and luxury. Its exterior styling is readily recognizable as XR-7, with its graceful linear theme grille and rectangular headlamp treatment, its "Continental" style rear tire deck. And, as are all Cougars, the XR-7 with Decor Option is ride-engineered,

and possesses a lively, responsive 5.0 litre (302 CID) V-8 engine, with all drive train components working as a unit to provide a pleasing experience.

You'll find a high level of interior execution in the Cougar XR-7 with Decor Option, as the interior shown right reveals. It is in saddle color vinyl and features Twin Comfort Lounge seats with a passenger recliner. If you prefer, bucket seats and a console are also available.

Cougar XR-7 standard features include: 5.0 litre (302 CID) V-8 engine Select-Shift automatic transmission Power brakes Power steering DuraSpark Ignition system Steel-belted radial tires and 15-inch wheels XR-7 sound package Landau vinyl roof Louvered opera windows Dual headlamps Deluxe Cougar wheel covers Deluxe steering wheel Flight Bench seat w/center armrest Baby burl walnut woodtone instrument panel appliques Cut-pile carpeting Day/night rearview mirror Concealed windshield wipers Dual-note horn Glove box with lock Inside hood release Other equipment shown optional.



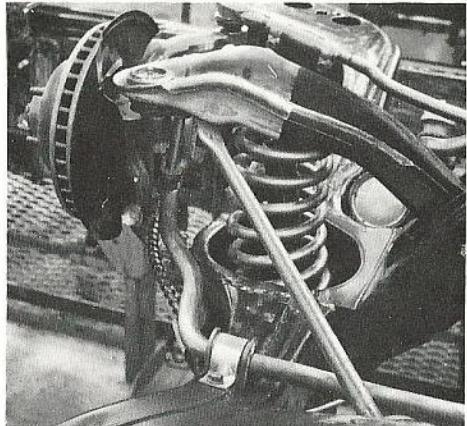
Cougar XR-7 with Decor Option



ALL COUGARS ARE RIDE-ENGINEERED



Independent front coil spring suspension



When you choose Cougar XR-7 with the Decor Option you get the complete catalog of standard XR-7 engineering, comfort and convenience features plus the following items: Styled road wheels (4) Full-length bodyside molding with color-keyed vinyl inserts Color-keyed remote control rearview mirrors Choice of Twin Comfort Lounge seats and passenger recliner or bucket seats with console Flight Bench seat with center armrest Luxury steering wheel Decor door trim panel 18 ounce Tiffany carpeting Deluxe seat belts Hood stripes

Cougar's comfortable ride results partly from its independent front coil spring suspension (center left).

Shown below are two popular Cougar options. The AM/FM stereo radio with Quadrasonic 8-track tape, which includes four speakers to surround you with the richness of high fidelity sound. Also shown is the Automatic Temperature Control air conditioner that cools, dehumidifies and warms, as you choose. The system is equipped with a manual control that permits driver selection of either low or high range blower operation.

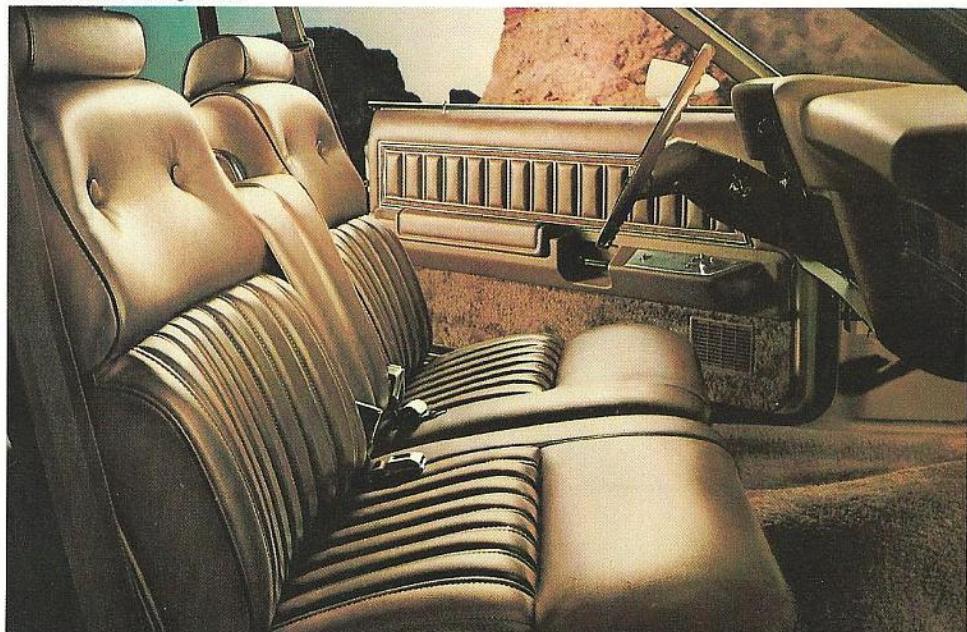
AM/FM Stereo radio with Quadrasonic 8-Track Tape



Automatic Temperature Control option



Twin Comfort Lounge seats



1978 MERCURY COUGAR

The cutaway representation of a Cougar body, seen below, provides an indepth picture of Cougar's engineering features. The diagram delineates Cougar's balanced marriage of drive train, chassis construction, suspension and features.

Powertrain. The standard engine in all 1978 Cougars is the 5.0 litre (302 CID) V-8, equipped with DuraSpark solid-state ignition. This ignition system provides a higher voltage output than the points, distributor/condenser type, helping provide

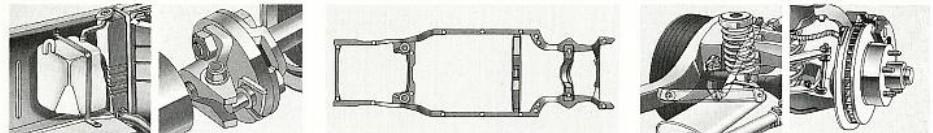
longer useful spark plug life. With a 2.75:1 axle ratio and Select-Shift automatic transmission tying in with Cougar's lively engine, the result is good response, and upshifts that happen like clockwork.

Body Construction. Cougar 2-door hardtop and 4-door pillared hardtop models all feature separate frame construction. Their rigid bodies, working with torque box frames, help minimize road shock, noise and vibration. Cougar bodies also have heavy sheet metal crossmembers that add rigidity to the floor, while double

panel construction rocker panels provide strength at the sides.

Cougar Dimensions	2-Door	4-Door
Wheelbase	114.0"	118.0"
Length	215.5"	219.5"
Width	78.6"	78.6"
Head Room, front	37.3"	38.0"
Head Room, rear	36.3"	37.0"
Hip Room, front	58.8"	58.8"
Hip Room, rear	57.0"	57.0"
Leg Room, front (max.)	42.3"	42.3"
Leg Room, rear (min.)	32.8"	37.2"
Curb Weight (lbs.)	3946	4046
Luggage Capacity (cu. ft.)	15.9	15.9
Fuel Capacity (gals.)	21.0	21.0

SCENOGRAPHIC STUDY OF MERCURY COUGAR ENGINEERING

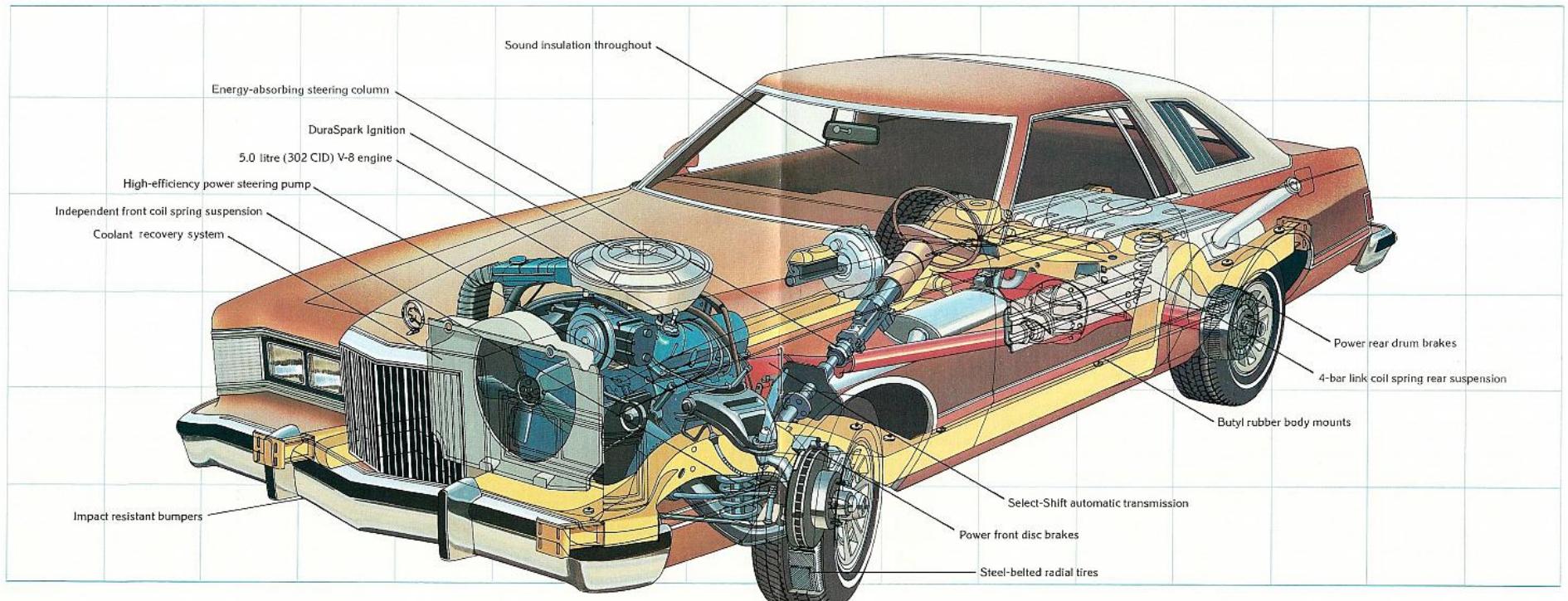


From Left to right: Coolant Recovery System, Steering Flex Coupling, Torque Box Frame, 4-Bar Coil Link Rear Suspension, Front Power Disc Brake

Suspension System. Cougar's suspension system utilizes fully independent front coil springs and a 4-bar link rear suspension. A front link-type stabilizer bar adds to Cougar's stability and "lean" when cornering. The 4-bar link coil spring rear suspension helps contribute further to overall car stability.

Corrosion Protection. In 1978 models, Cougar will use precoated

steel to provide corrosion protection in several important body areas. A sealer is also used liberally on the underside of rear wheelhouses. In addition, there is a continued use of sealers on several lower body areas.



Cougar 4-dr. pillared hardtop with Brougham Option



MERCURY COUGAR WITH BROUGHAM OPTION

Cougar with Brougham Option adds gracious elegance. Standard features include opera windows on 2-door models and opera windows and full vinyl roof on 4-doors. Flight Bench seats, electric clock, deluxe steering wheel, deluxe wheel covers, paint stripes and bright moldings throughout help complete its picture beauty interior and exterior.

For even more beauty and luxury, add the Cougar Brougham Decor Group Option. It includes Twin Comfort Lounge seats with passenger recliner, plush 18 ounce Tiffany carpeting, luxury steering wheel and deluxe seat belts. The harmonious effect is a unity of conception and

execution in this gracious interior design. Exteriors of two- and four-door models also include wide color-keyed vinyl insert bodyside moldings to enhance the already elegant styling.

The striking motif of the interior of Cougar Brougham with the Decor Group Option, is pure luxury and comfort on wheels. But only through a test drive can you truly appreciate what Cougar Brougham has to offer. And, as you drive Cougar Brougham, take note of the admiring eyes that follow your course along city streets. For Cougar has the styling that attracts, the exciting, sporty lines that provoke envious glances.

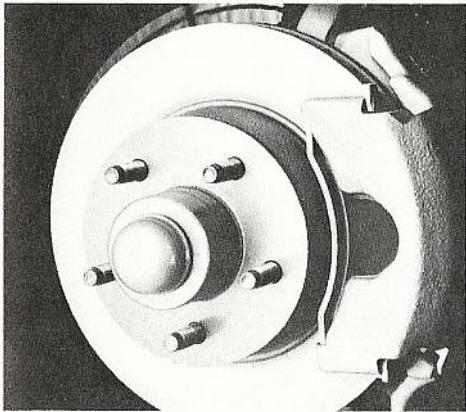
Take Cougar on the highway, around a few curves, through city streets.

Only when you personally sit in Cougar's comfortable cockpit, turn the starter switch and take off along your own kind of roads, can you truly appreciate Cougar for 1978.

And there are so many ways in which you can make your Cougar choice reflect your own personality. There's such a wide range of options to choose from you'll find real pleasure in personalizing your Cougar. Items to beautify your Cougar even more. To put added convenience and fun into your driving, to bring you more comfort as you watch the miles swing by.



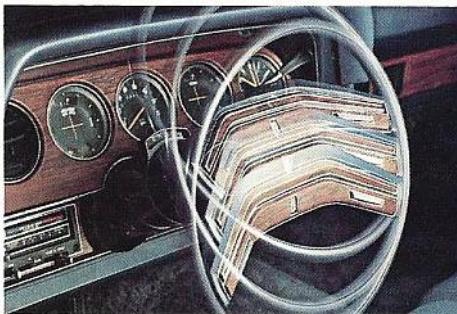
Front disc brake



Brougham Option w/Decor Group Twin Comfort Lounge seats interior



Tilt steering wheel option



CB radio option



INTERIOR ELEGANCE AND COMFORT

There's the tilt steering wheel that adjusts to five positions for easy entry, exit, and most comfortable angle for your driving style. Give your already sporty Cougar a boost in dashing good looks with wire wheel covers. Or add the ease of power to door locks and seats.

Like to hum and sing-along while you drive? Cougar options give you six choices in radio entertainment, including an AM/FM stereo radio with Quadrasonic 8-track tape player. Or get into the swing of travel with this year's new citizens band radio with channel integral mounting, requiring

a radio option and operator's license. See the back cover for a full list of Cougar options.

The complete list of Cougar standard features (see page 11) are included in the Cougar Brougham you choose. These are in addition to the Brougham Option's own generous group of standard features which include a deluxe sound package, Flight Bench seat with folding center armrest, opera windows, unique door trim with carpeting on the lower door, and so much more in luxury touches, all offered to let you set the level of elegant environment you want to drive in with pride and in comfort.

1978 MERCURY COUGAR

In 2-door hardtop and 4-door pillared hardtop models, this is the most affordable Cougar, priced surprisingly low for a fine automobile offering so much in styling, comfort and driving satisfaction. Whichever you choose, 2-door hardtop or 4-door pillared hardtop, your car is thoroughbred Cougar, ready to take you where you want to go in comfort. A car of sensible size that permits six-passenger seating inside, yet is trim enough outside for maneuvering and parking. Front to back, Cougar was engineered to serve your needs. Its trunk capacity—17.1 cubic feet with the no extra cost inflatable spare tire option—provides the roominess today's active people on the go need for short or long trips.

On the freeways or in urban areas, Cougar is an eye-catcher. Front to rear its styling says excitement. There's the distinctive Cougar hood ornament. Dual rectangular headlamps. Wraparound parking lamps with integral side markers. And so much more. With all it has to offer, this most affordable Cougar is rich in standard features.

Cougar standard equipment includes:
 5.0 litre (302 CID) V-8 engine
 Select-Shift automatic transmission
 BSW steel-belted radial ply tires
 36 AMP battery 40 AMP alternator
 DuraSpark Ignition system
 Power steering Power front disc/rear drum brakes Inside hood

Release Concealed 2-speed windshield wipers Coolant Recovery System Cloth-and-vinyl bench seat Door trim with padded armrest 10 ounce cut-pile carpet Simulated rosewood applique on instrument panel Lockable glove box Day/night rearview mirror Dual rectangular headlamps Vertical theme swing-away grille with bright surround molding Bright windshield molding Full wheel molding Bright outside rearview mirror Bright backlite moldings Bright taillight bezels with ornament Cougar script on deck-lid.

Cougar 2-dr. hardtop with Brougham Option



BOLD ROAD CAR. SMART PERSONAL CAR.

Illustrated below is Cougar's optional bucket seat interior in dark jade vinyl, also available in dove grey, russet, medium blue, chamois, saddle and five tu-tone white combinations. So plush an interior is especially appreciated in an automobile as affordable as Cougar. The seats, beautifully finished, cradle you in comfort. Your feet rest on cut-pile carpeting. You are surrounded by touches of comfort designed to raise your spirits and add to the pleasure of driving Cougar.

And driving Cougar is pure fun. Before your eyes is Cougar's handsome instrument panel, with gauges and instruments conveniently and harmoniously placed. Controls, easy to reach. Which is what we mean

when we say Cougar was built to be driven. Cougar was designed with driver convenience and comfort foremost in mind.

And Cougar offers so many options that enable you to tailor your Cougar to your own personality. A day/date clock. A forward half Landau or full vinyl roof for your 2-door. Full vinyl roof for the 4-door. Deluxe, luxury or wire wheel covers. And you can while away the fleeting miles with any one of six radio combinations.

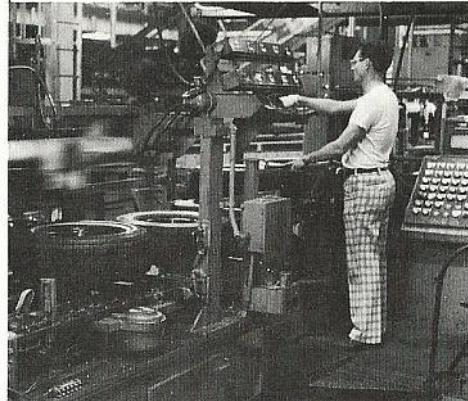
If driving is your passion, if you want comfort and excitement plus sporty appeal, a car that's thrilling and a source of pride to own and navigate, you should try Cougar.

Attention to detail is given Cougar through every step of its manufacture. On the assembly line, sophisticated equipment checks, adjusts and tests. There's the "Micropoise" which electrically balances tires and wheels assuring installation of proper weights on each wheel. And the alignment "Octopus," for example, checks front wheels and automatically sets proper caster and camber angles.

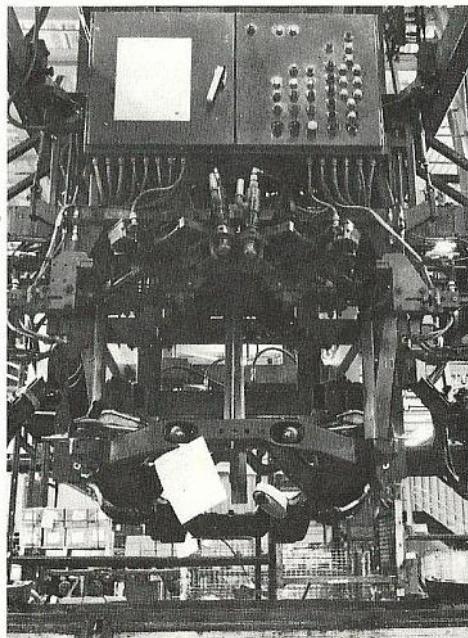
Cougar XR-7 trunk with inflatable spare tire



Day/date clock



Cougar bucket seat interior



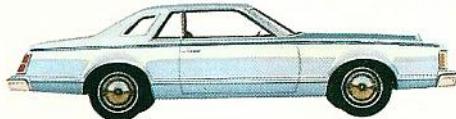
THE 1978 MERCURY COUGAR CAR AVAILABILITIES:



Cougar XR-7 with Midnight/Chamois Decor Option



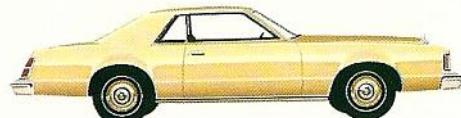
Cougar XR-7



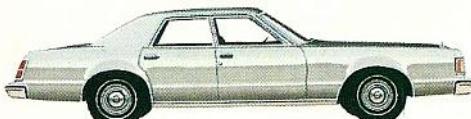
Cougar 2-dr. hardtop with Brougham Option



Cougar 4-dr. pillared hardtop with Brougham Option



Cougar 2-dr. hardtop



Cougar 4-dr. pillared hardtop

1. Unless 6.6 litre engine ordered.
2. Includes unique instrument panel/cluster applique, luxury color-keyed steering wheel and column, ammeter, oil pressure/temperature gauges, clock, trip odometer and tach.
3. Includes passenger visor vanity mirror, automatic parking brake release (not available with floor shift), automatic seat back release (2-dr.), trip odometer, interval wipers and bright left and right remote control mirrors.
4. Required in New York State.
5. Option activates interior lights and illuminates keyholes by pulling outside door handle.
6. Includes these lights: eng. compartment, instrument panel courtesy, door-ajar, glove box, ash tray, trunk, dual beam map/dome lamp, rear door courtesy (4-dr. only), headlamp-on buzzer.
7. Requires radio option and operator's license.
8. Includes Twin Comfort Lounge seats with passenger recliner or bucket seats with console, luxury steering wheel, unique door trim, full-length bodyside moldings with color-keyed vinyl inserts, deluxe seat belts, quarter armrest pads, styled road wheels, dual racing mirrors, 18 oz. Tiffany carpeting and hood paint stripes.
9. Includes Twin Comfort Lounge seats with passenger recliner, luxury steering wheel, deluxe seat belts, 18 oz. Tiffany carpeting, wide color-keyed vinyl insert bodyside moldings, 2-dr. includes quarter armrest pads.
10. See pages 2 & 3 for interior and exterior features of the Midnight/Chamois Decor Group.

COUGAR POPULAR OPTIONS

AVAILABILITY

PERFORMANCE RELATED

	Cougar XR-7	Brougham Option	Cougar
5.8 litre (351-2V) V-8 engine (Required in Calif.) (1)	X	X	X
6.6 litre (400-2V) V-8 engine	X	X	X
High Altitude Option (Required in High Altitude regions)	X	X	X
California Emission System (Required in California)	X	X	X
Alternator or Battery, Heavy-Duty	X	X	X
Sports Instrumentation Group (2)	X	X	X
Trailer-Towing Pkg., Class III (req. 6.6 litre eng.)	X	X	X

COMFORT & CONVENIENCE

Air Conditioning, Automatic Temperature Control	X	X	X
Convenience Group (3)	X	X	X
Defroster, Rear Window Electric (4)	X	X	X
Illuminated Entry System (5)	X	X	X
Inflatable Spare Tire	NEC	NEC	NEC
Light Group (6)	X	X	X
Mirrors, Dual Color-Keyed Remote Control	X	X	X
Mirror, Illuminated Visor Vanity	X	X	X
Power Door Lock Group and deck-lid release	X	X	X
Power Moonroof (2-door models only)	X	X	X
Power Seat, Driver Bucket	X	NA	NA
Power Seat, Flight Bench—6-Way	X	X	NA
Power Windows	X	X	X
Radio, AM or AM/FM Monaural	X	X	X
Radio, AM/FM Stereo	X	X	X
Radio, AM/FM Stereo with Tape Player	X	X	X
Radio, AM/FM Stereo with "Search" Feature	X	X	X
Radio, AM/FM Stereo with Quadraphonic 8-Track Tape Player	X	X	X
Radio, Citizens Band—40 Channel (7)	X	X	X
Speed Control including Luxury Steering Wheel	X	X	X
Sport Steering Wheel, Leather-Wrapped	X	X	X
Tilt Steering Wheel	X	X	X

APPEARANCE & PROTECTION

Bucket Seats (2-door models only)	X	X	X
Decor Group—Cougar XR-7 (8)	X	NA	NA
Decor Group—Brougham (9)	NA	X	NA
Decor Option—Cougar XR-7 Midnight/Chamois (10)	X	NA	NA
Glamour Metallic Paint	X	X	X
Molding, Wide Bodyside (color-keyed)	X	NA	NA
Tu-Tone Paint Option	X	X	X
Vinyl Roof, Landau (2-door)	Std.	X	X
Vinyl Roof, Full	NA	Std.	X
Vinyl Roof, forward half (2-door models only)	NA	NA	X
Wheels, Cast Aluminum—4 wheels	X	X	X
Wheels, Styled Road Wheels—4 wheels (page 4)	X	NA	NA
Wheels, Styled Steel with Trim Rings—4 wheels	NA	X	X
Wheel Cover, Deluxe (page 8)	NA	Std.	X
Wheel Covers, Luxury (page 10)	NA	X	X
Wheel Covers, Wire	X	X	X

X—Available

Std.—Standard

NEC—No Extra Charge

NA—Not Available

The options above do not comprise a complete list. See your dealer for the total list of Cougar options. Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.



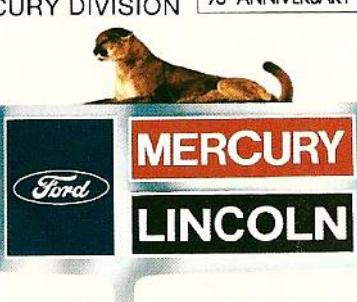
TESTED TOUGH

dependable Motorcraft battery, Autolite Power-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 COUGAR

LINCOLN-MERCURY DIVISION



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