

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 from 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. The head of the Cougar family. All built to be driven.

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 coloured inserts, vinyl side facings and formed bright buckles. A striking motif complemented by the convenient console and plush Tiffany carpeting.

ALL COUGARS ARE RIDE ENGINEERED

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.

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.



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 trim plant, approved interior appointments were fabricated and assembled, everything from instrument panels and upholstery to door pulls.

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 colour 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 with Decor Option



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 Louvred opera windows Dual headlamps Deluxe Cougar wheel covers Deluxe steering wheel Flight Bench seat w/center armrest Baby burl walnut woodtone instrument panel appliqués Cut-pile carpeting Day/night rearview mirror Concealed windshield wipers Dual-note horn Glove box with lock Inside hood release Other equipment shown optional.

MERCURY COUGAR XR-7: SPORTY LUXURY



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 moulding with colour-keyed vinyl inserts Colour-keyed remote control rearview mirrors Choice of Twin Comfort Lounge seats and passenger recliner or bucket seats with console Luxury steering wheel Decor door trim panel 18 ounce Tiffany carpeting Deluxe seat belts Hood stripes.

AM/FM Stereo radio with Quadrasonic 8-Track Tape



Twin Comfort Lounge seats



Shown below are two popular Cougar options. The AM/FM stereo radio with Quadrasonic 8-track tape player 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.

The Cougar XR-7. It's the cat that the rest of the Cougar family call the leader.
 It's the cat's meow!

Automatic Temperature Control option



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.

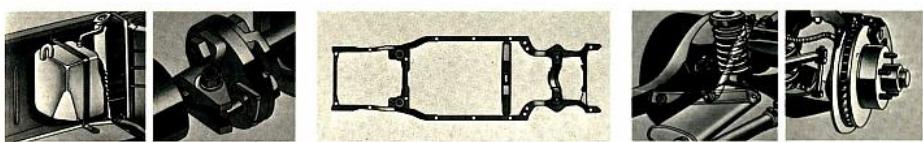
Powertrain. The standard engine in all 1978 Cougars is the 5.0 litre (302 CID) V-8, equipped with DuraSpark solid-state ignition. This ignition system provides a higher voltage output than the points, distributor/condenser type, helping provide longer useful spark plug life. With a 2.75:1 axle ratio 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	2896mm(114.0")	2997mm(118.0")	
Length	5474mm(215.5")	5575mm(219.5")	
Width	1996mm(78.6")	1996mm(78.6")	
Head Room, front	947mm(37.3")	965mm(38.0")	
Head Room, rear	922mm(36.3")	940mm(37.0")	
Hip Room, front	1494mm(58.8")	1494mm(58.8")	
Hip Room, rear	1449mm(57.0")	1449mm(57.0")	
Leg Room, front (max.)	1074mm(42.3")	1074mm(42.3")	
Leg Room, rear (min.)	833mm(32.8")	945mm(37.2")	
Luggage Capacity litres (cu. ft.)	428 (15.1)	428 (15.1)	
Fuel Capacity litres (imp. gal.)	79 (17.3)	79 (17.3)	

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

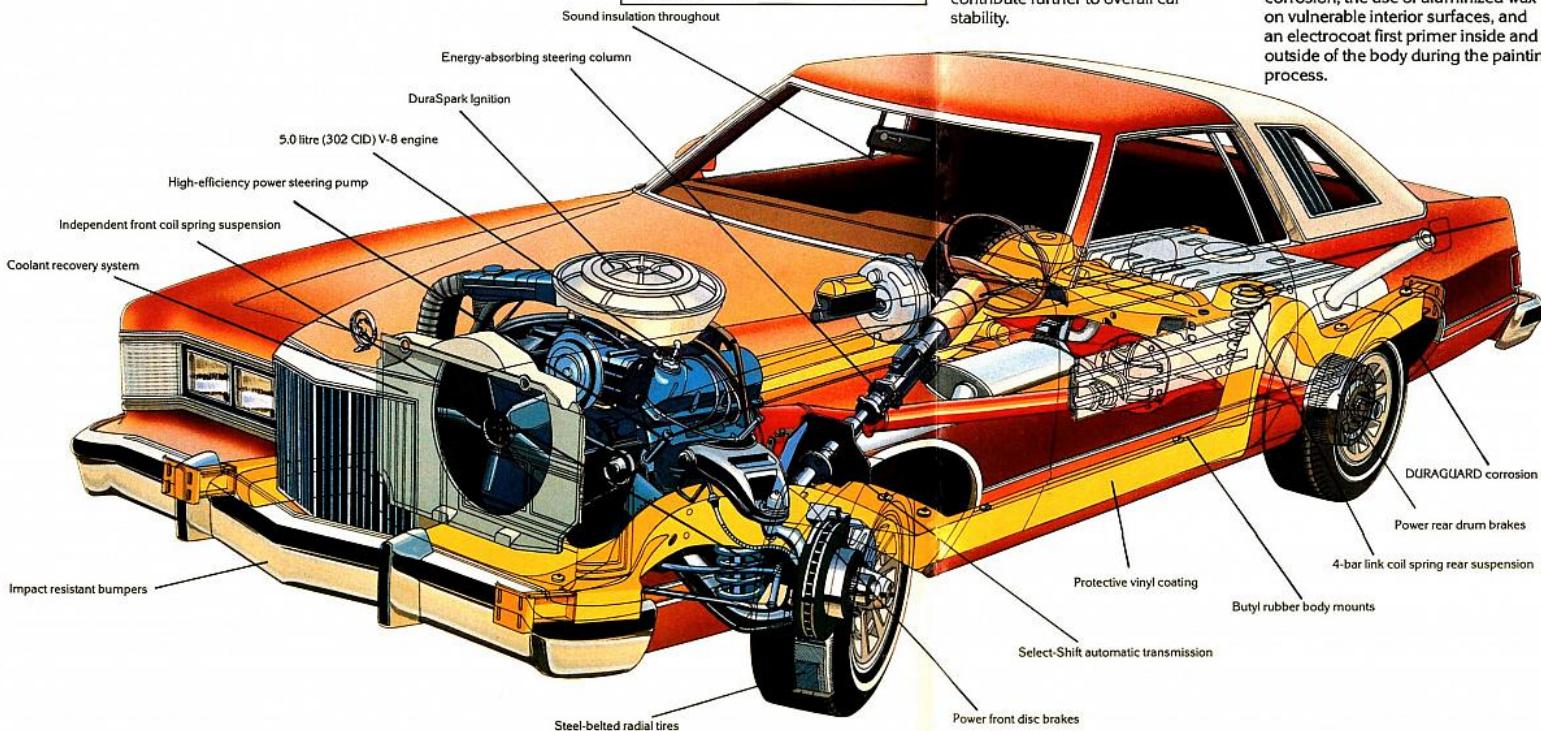
Suspension System. Cougar's suspension system utilizes fully independent front coil springs and a 4-bar link rear suspension. A front link-type stabilizer bar adds to Cougar's stability on the road and fights excessive sway and "lean" when cornering. The 4-bar link coil spring rear suspension helps contribute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

Corrosion protection. All Cougar cars are built with the DURAGUARD System, which includes the use of precoated steel to provide corrosion protection in several major areas, a sealer on the underside of the rear wheelhouses and in the lower areas where all cars are most susceptible to corrosion, the use of aluminized wax on vulnerable interior surfaces, and an electrocoat first primer inside and outside of the body during the painting process.

The Mercury Cougar has, as standard equipment, a vinyl coating on the lower bodyside area. This resilient coating goes on under the paint to reduce the effects of stone chipping and road abrasives kicked up by the tires.



The DURAGUARD System is backed by a no-charge, 36-month unlimited mileage manufacturer's warranty against rust perforation. This warranty, transferable to succeeding owners, covers the cost of both labour and materials for repair of perforation parts caused by corrosion. Exhaust system parts excluded. The basic 12 month/20,000 km warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.



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 mouldings throughout help complete the picture.

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 2- and 4-Door models also include wide colour-keyed vinyl insert bodyside mouldings to enhance the already elegant styling.

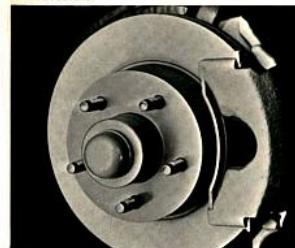
The striking motif of the interior of Cougar Brougham with the Decor Group Option, is pure luxury and comfort on wheels. But only through a test drive can you truly appreciate what Cougar Brougham has to offer. And, as you drive Cougar Brougham, take note of the admiring eyes that follow your course 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 enjoy the trip.



Front disc brake



Brougham Option w/Decor Group Twin Comfort Lounge seats interior



Tilt steering wheel 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 power microphone, requiring a radio option and operator's license. See the back cover for a 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 AND COUGAR "S"

Cougar "S" 2-Dr. Hardtop



Available in 2-Door and 4-Door models, these are our most affordable Cougars. They're priced surprisingly low, yet offer so much in styling, comfort and driving satisfaction. And they're all thoroughbred Cougars. They permit 6-passenger comfort inside, yet are trim enough outside for easy maneuvering and parking. The

Cougar "S" interior



Cougar trunk capacity is 484 litres (15.1 cu. ft.) with the no extra cost inflatable spare tire option, and that's plenty of room for short or long trips.

Cougar's road-tuned suspension system, front stabilizer bar, wide tread and steel belted radial tires, plus its responsive 5.0 litre (302 CID) engine,

combine to deliver a smooth, stable ride. And Cougar and Cougar "S" are rich in standard features.

Cougar "S" 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
- DURAGUARD corrosion protection
- Power Steering □ Power front/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 □ Lockable glove box
- Day/night rearview mirror □ Dual rectangular headlamps □ Vertical theme swing-away grille with bright surround moulding
- Bright outside

Cougar 2-dr. hardtop with Brougham Option



COUGAR AND COUGAR "S": BOLD ROAD CARS. SMART PERSONAL CARS.

rearview mirror □ Bright backlight mouldings □ Bright taillight bezels with ornament □ Cougar script on deck-lid.

Additional features on Cougar series:

- Full wheellip mouldings □ Rocker panel mouldings □ Upgraded seat and door trim □ Simulated rosewood applique on instrument panel
- Upgraded sound insulation package.

Illustrated below is Cougar's optional bucket seat interior in dark jade vinyl, also available in dove grey, russet, medium blue, chamois and saddle. The seats, beautifully finished, cradle you in

comfort. Your feet rest in deep cut pile carpeting. And before your eyes is Cougar's handsome instrument panel, with gauges and instruments conveniently and harmoniously placed. Every control is easy to reach. It's quite evident that Cougar was designed with driver convenience and comfort in mind.

And Cougar and Cougar "S" offer 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 your 4-Door. And there's much more. If driving is your passion, and you want comfort, performance, excitement and sporty appeal, then you want Cougar or a Cougar "S".

Cougar XR-7 trunk with inflatable spare tire



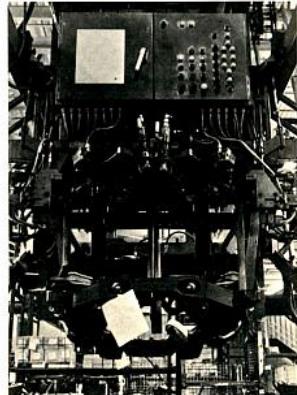
Cougar bucket seat interior



Day/date clock



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.



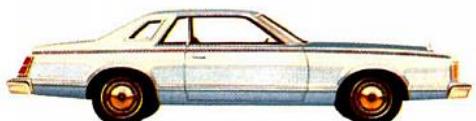
THE 1978 MERCURY COUGAR CAR AVAILABILITIES:



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



Cougar 'S' 2-Dr. Hardtop



Cougar 'S' 4-Dr. Pillared Hardtop

1. Includes unique instrument panel/cluster appliqué, luxury colour-keyed steering wheel and column, ammeter, oil pressure/temperature gauges, clock, trip odometer and tach.
2. 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.
3. Option activates interior lights and illuminates keyholes when outside door handle is pulled.
4. 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.
5. Requires radio option and operator's license.
6. Includes Twin Comfort Lounge seats with passenger recliner or bucket seats with console, luxury steering wheel, unique door trim, full-length bodyside mouldings, with colour-keyed vinyl inserts, deluxe seat belts, quarter armrest pads, styled road wheels, dual racing mirrors, 18 oz. Tiffany carpeting and hood paint stripes.
7. Includes Twin Comfort Lounge seats with passenger recliner, luxury steering wheel, deluxe seat belts, 18 oz. Tiffany carpeting, wide colour-keyed vinyl

COUGAR POPULAR OPTIONS

PERFORMANCE RELATED

	Cougar XR-7	Cougar Brougham Option	Cougar	Cougar "S"
5.8 litre (351-2V) V-8 engine	X	X	X	X
6.6 litre (400-2V) V-8 engine	X	X	X	X
5.8 litre regular fuel engine	X	X	X	X
Alternator or Battery, Heavy-Duty	X	X	X	X
Sports Instrumentation Group (1)	X	X	X	X
Trailer-Towing Pkg., Class III (req. 6.6 litre eng.)	X	X	X	X

COMFORT & CONVENIENCE

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

APPEARANCE & PROTECTION

Bucket Seats (2-door models only)	X	X	X	NA
Decor Group - Cougar XR-7 (6)	X	NA	NA	NA
Decor Group - Brougham (7)	NA	X	NA	NA
Decor Option - Cougar XR-7 Midnight/Chamois (8)	X	NA	NA	NA
Glamour Metallic Paint	X	X	X	X
Moulding, Wide Bodyside (colour-keyed)	X	NA	NA	NA
Tu-Tone Paint Option	X	X	X	X
Vinyl Roof, Landau (2-door)	Std.	X	X	X
Vinyl Roof, Full	NA	Std.	X	X
Vinyl Roof, forward half (2-door models only)	NA	NA	X	X
Wheels, Cast Aluminum - 4 wheels	X	X	X	X
Wheels, Styled Road Wheels - 4 wheels (page 4)	X	NA	NA	NA
Wheels, Styled Steel with Trim Rings - 4 wheels	NA	X	X	X
Wheel Cover, Deluxe (page 8)	NA	Std.	X	X
Wheel Covers, Luxury (page 10)	NA	X	X	X
Wheel Covers, Wire	X	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.

insert bodyside mouldings, 2-dr. includes quarter armrest pads.

8. See pages 2 & 3 for interior and exterior features of the Midnight/Chamois Decor Group.

Motorcraft



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.

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

MERCURY COUGAR



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