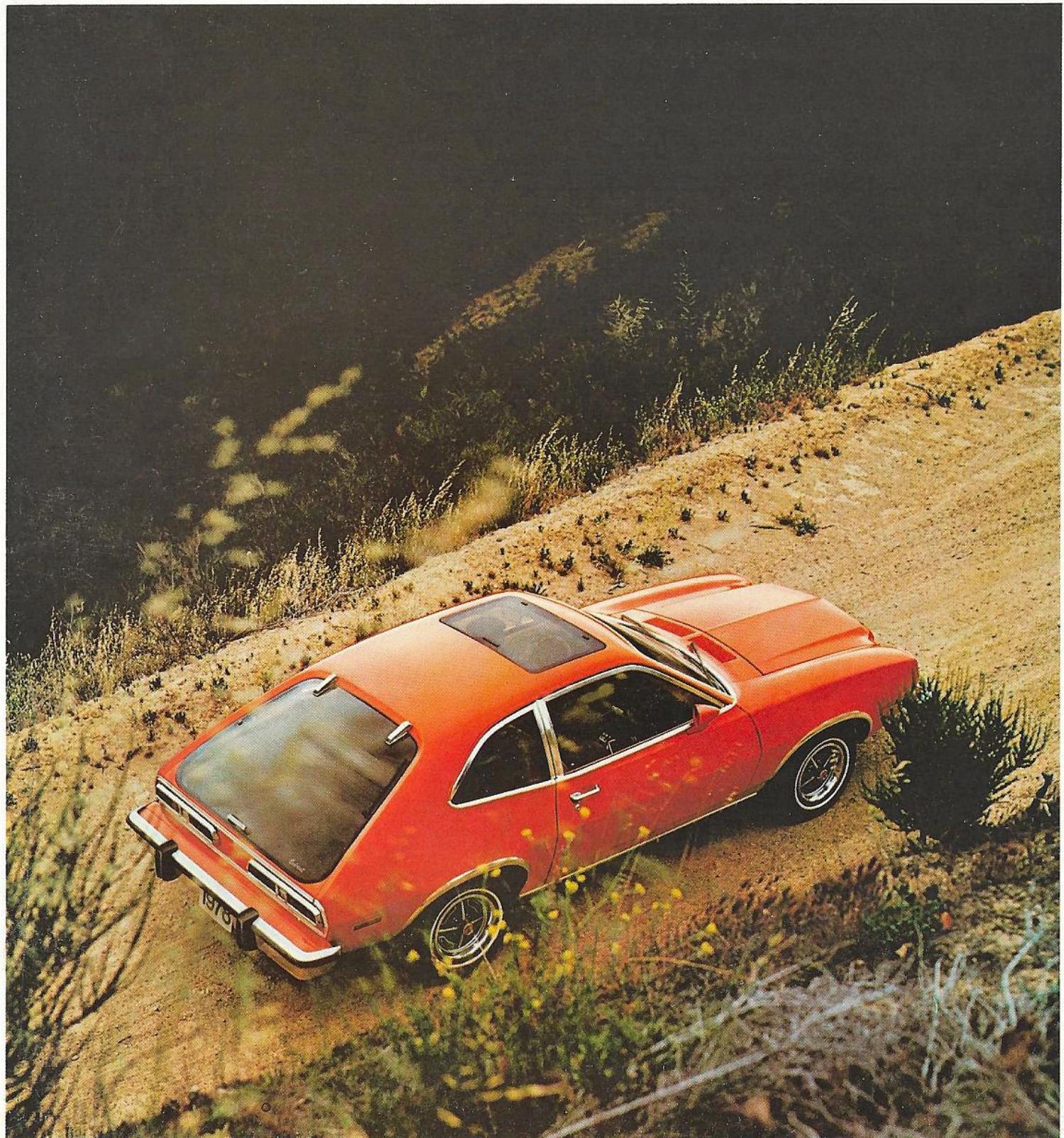


THE 1978 MERCURY

BOBCAT



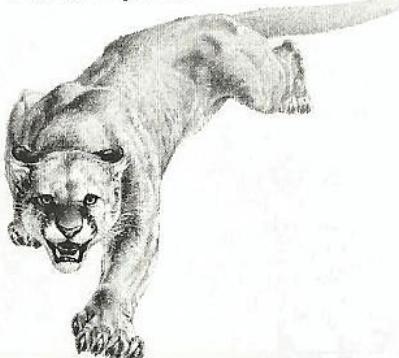
1978 Mercury Bobcat Villager Station Wagon



THE SMALL CAR FROM THE LINCOLN-MERCURY FINE CAR DIVISION.

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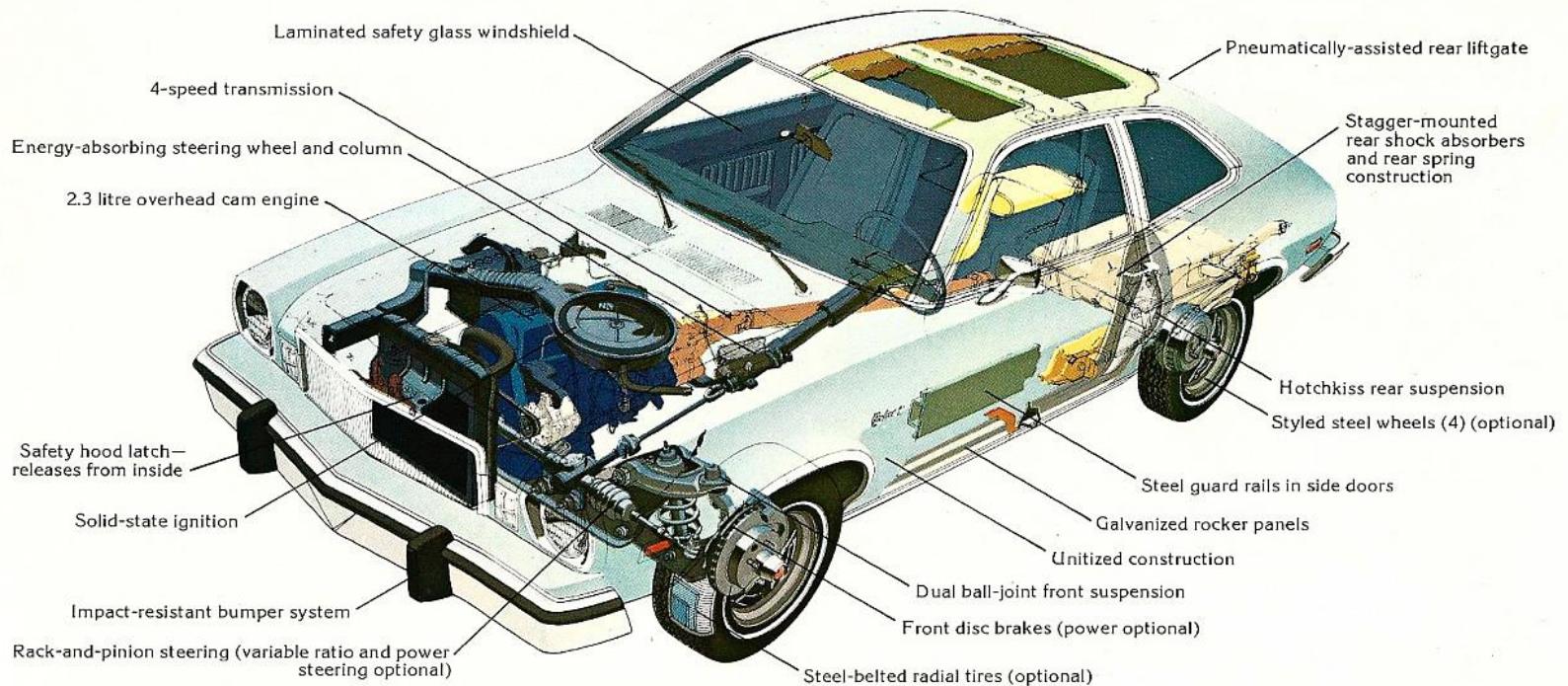


Mercury Bobcat offers three small cars built with Lincoln-Mercury quality plus all the economies normally afforded by small cars. The Mercury Bobcat Villager Wagon (shown above), the Bobcat Wagon and the Bobcat 3-door Runabout. Smartly styled, Bobcat offers features that you might not expect in a car at its price. Bobcat comes equipped with rack-and-pinion steering . . . deep, padded bucket seats . . . generous sound insulation . . . front disc/rear drum brakes . . . a popular 2.3 litre overhead cam "four" engine plus a long list of standard features. (See Bobcat features, pages 4 and 6.)

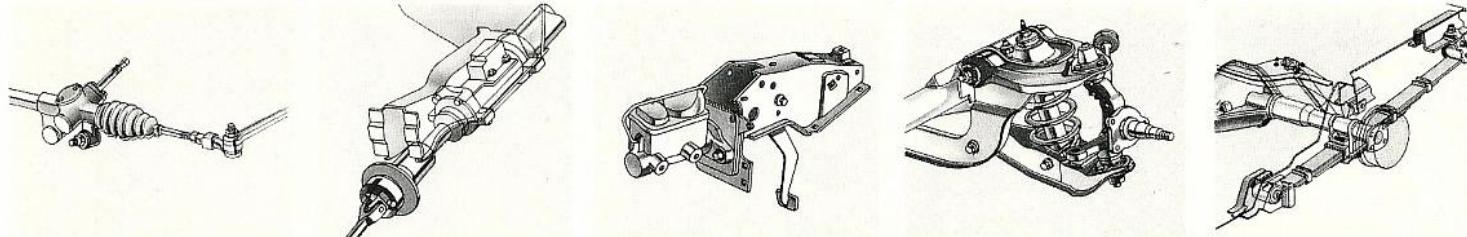
The list of options available on Bobcat is long and varied. (See back cover.) Everything from a flip-up/removable

moonroof to forged aluminum wheels, plus a variety of exciting desirables.

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 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.



From left to right: Rack-and-Pinion Steering, Energy-Absorbing Steering Column, Hydraulic Brake System, Ball Joint Suspension, Rear Spring construction



MERCURY BOBCAT: A FUN-TO-DRIVE CAR.

Bobcat was thoroughly engineered from the ground up. The cutaway above is designed to point out some of the features that combine to make Bobcat a pleasure to own.

Unitized body construction—Bobcat has an all-steel unitized body. The sheet metal and structural members are all solidly welded to the underbody platform to form a completely unitized construction that helps provide excellent alignment of doors, hood and third door.

Rack-and-pinion steering—Bobcat offers rack-and-pinion steering like that of many expensive European sports cars. It provides positive, precise response. The rack housing

is mounted on the front crossmember and linked by tie rods to the steering arms ahead of the front wheel centers. And Bobcat '78 offers optional variable ratio power steering.

Hydraulic brake system—Bobcat is equipped with a dual hydraulic braking system with warning light, one of many Ford Motor Company Lifeguard Design Safety Features.

Energy-absorbing steering column—Another of Bobcat's Ford Motor Company Lifeguard Design Safety Features is its energy-absorbing steering column and steering wheel.

Staggered mounting shocks. Rear shock absorbers on Bobcat are angle mounted to slant inward to maximize ride control. Large rubber bushings

are used in mounting the shocks to help control noise, vibration and harshness levels.

Mercury Bobcat Statistics	3-Door Runabout	Wagon
Wheelbase.....	94.5"...	94.8"
Overall length.....	169.0"...	179.1"
Overall height.....	50.5"...	52.1"
Overall width.....	69.4"...	69.7"
Tread, front.....	55.0"...	55.0"
Tread, rear.....	55.8"...	55.8"
Head Room, front.....	37.3"...	37.9"
Leg Room, front.....	40.8"...	40.8"
Head Room, rear.....	35.8"...	38.9"
Leg Room, rear.....	30.4"...	30.4"
Cargo Volume, cu. ft*.... (Behind front seat)	29.0	57.6
Curb weight, lbs.....	2492	2641
Fuel Capacity, gals.....	13.0**	14.0

*With rear seat folded down
**11.7 gallons in California.

1978 MERCURY BOBCAT

The Bobcat Runabout is designed for versatility. With the rear seat up, it's a sporty car with room and comfort for four passengers. With one hand, release the rear seat fold-down latch and you convert your Bobcat to a cargo-carrier able to carry all your gear from fishing rods to skis. The pneumatically assisted rear liftgate makes loading easy: lift it up and it stays out of the way. With the rear seat folded forward, you have a full five feet of cargo length load space. Bobcat is a car that solves a lot of problems.

Bobcat is designed for maneuvering on the highway and in city traffic. The 1978 Bobcat with its 2.3 litre engine and four-speed manual transmission, is a car with good fuel economy* at an affordable price.

And Bobcat offers you handsome exterior and interior styling in a small car. And interior room that spells comfort, as well as generous luggage carrying capacity. The Runabout offers 29 cubic feet of luggage capacity—the Bobcat Wagons over 57 cubic feet, with the rear seat folded down.

Mercury Bobcat Runabout standard equipment includes: 2.3 litre OHC 4-cylinder engine Four-speed manual transmission A78 x 13 BSW tires DuraSpark Ignition Manual front disc brakes Rack-and-pinion steering Full fender splash shields Split rear seat cushion with solid seat back Hood sound blanket Bucket seats Cigar lighter Ashtrays, front and rear Cut-pile carpeting Aluminum bumpers Simulated woodgrain instrument panel applique, parking brake grip, and shift knob

*EPA estimates not available at time of printing. Ask your dealer for Bobcat's fuel economy rating.

Mercury Bobcat Runabout and Bobcat Runabout w/Sports Package Option



MERCURY BOBCAT. SPORTY. HANDSOME STYLING.

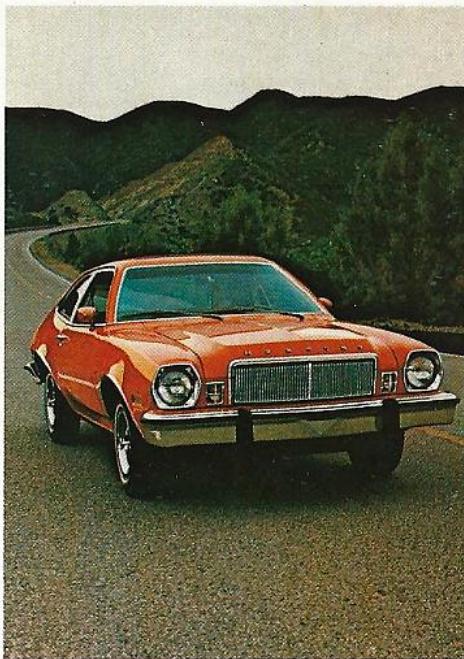
- Deluxe wheel covers
- Wide wheellip and rocker panel moldings
- Other equipment shown is optional.

Bobcat is agile and easy to park, as you might expect. Its low, wide stance provides balance on turns and in crosswinds. And while it's the smallest Mercury, it's big on style. Bobcat's optional deluxe interior, shown, features all-vinyl low-back bucket seats in black, and is also available in bright red, Wedgewood blue, medium jade and chamois. The other optional deluxe interior shown below is tangerine Alpine cloth-and-vinyl. And how about that mini-console

shown below? Another thoughtful touch, standard in Bobcat, it's a convenient place to store those often-used items like sunglasses and maps.

Bobcat features an independent coil spring front suspension. Suspension components are attached to the body at rubber insulated mounting points. This helps minimize the transfer of road noise and vibration to the passenger compartment.

Bobcat's rear suspension features semi-elliptical multi-leaf springs which help resist side motion.



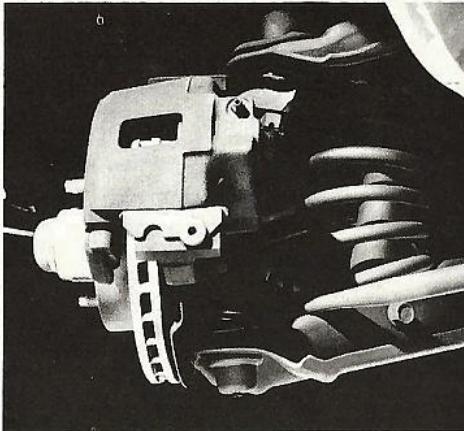
Optional Decor Bucket Seats in all-vinyl



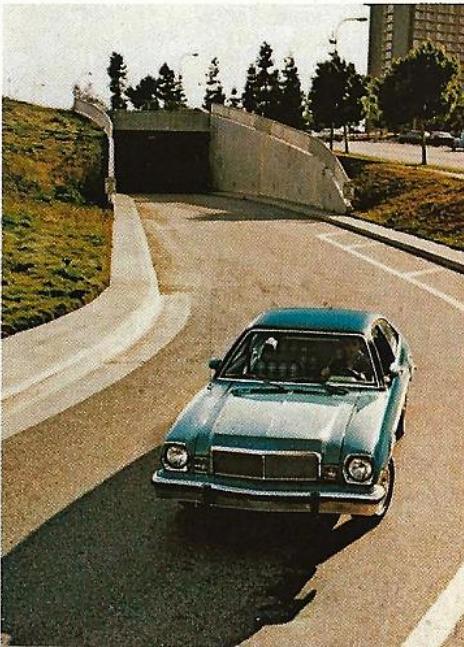
Mini-console



Ball Joint Front Suspension



Optional Deluxe Bucket Seats in tangerine Alpine cloth-and-vinyl



Mercury Bobcat Wagon and Bobcat Villager Wagon



1978 MERCURY BOBCAT WAGONS

Bobcat offers two wagon models: the Bobcat Villager Wagon with simulated rosewood bodyside and tailgate appliques, and the Bobcat Wagon. Bobcat wagons feature a counterbalanced liftgate that opens with a simple flip of the wrist.

Bobcat's warning light system alerts you when the liftgate is unintentionally left open. And there's cargo space galore: 6 feet of load length for all manner of totables with the rear seat down. On the road, Bobcat is fun to drive. Self-adjusting front disc brakes are standard. And Bobcat comes equipped with the popular 2.3 litre overhead cam "four"

engine as standard. We invite you to compare Bobcat and Bobcat Villager to any other wagon for value.

Mercury Bobcat Wagon standard equipment includes: 2.3 litre OHC 4-cylinder engine □ Floor-mounted 4-speed manual transmission □ Front disc/rear drum brakes □ DuraSpark Ignition system □ A78x13 BSW tires □ Rack-and-pinion steering □ High-back bucket seats □ Split rear seat cushion with solid seat back □ Dual speed electric windshield wipers with electric washers □ Blend-air heater with 3-speed blower □ "Liftgate Open" warning system □ Inside hood release

□ High level ventilation □ Parking brake warning light □ Three pod vertical taillamps □ Aluminum bumpers □ Deluxe wheel covers □ Hinged rear quarter windows □ 14-gallon fuel tank □ Color-keyed carpeting □ Cargo area light □ Cigar lighter □ Front and rear seat ashtrays □ Wheellip moldings □ Rocker panel moldings □ Door-operated courtesy lights □ Keyless door locking with reversible keys □ Additional standard features on Bobcat Villager Wagon are load floor carpeting and simulated rosewood applique on bodyside and liftgate □ Other items shown are optional.

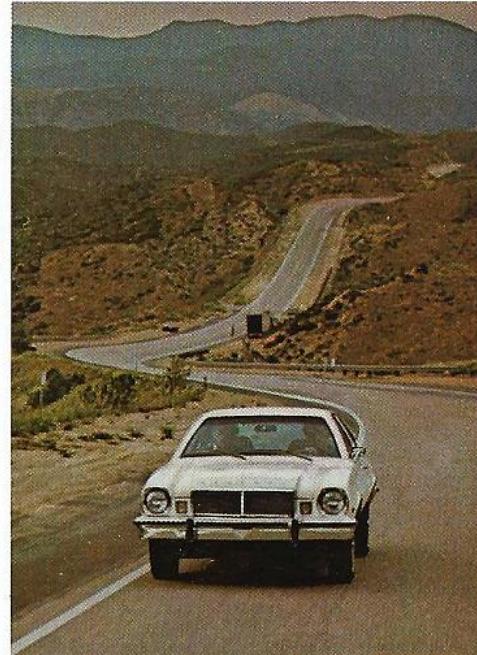
Mercury Bobcat Wagon Optional Deluxe Interior Low-Back Bucket Seats in chamois vinyl



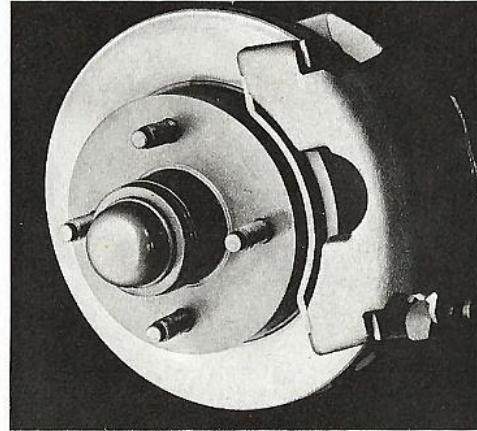
Mercury Bobcat Wagon Std. Bucket Seats



AM/FM Stereo Radio Option



Front Disc Brakes



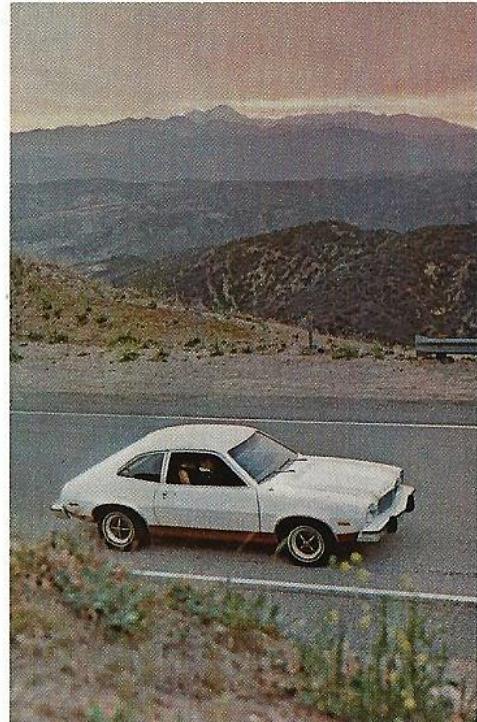
ENGINEERED FOR COMFORT AND STYLE.

Bobcat's interiors are designed for today's buyer. The deluxe interior option shown in the large illustration above, has low-back bucket seats that carry you in soft comfort, and deluxe steering wheel and seat belts. Available in black, bright red, Wedgewood blue, medium jade, chamois and tangerine. The smaller illustration shows Bobcat's standard high-back bucket seats in Wedgewood blue cloth-and-vinyl. And how about that AM/FM Stereo radio shown? This popular option includes two speakers located in the front doors. Three other radio options are also available. (See back cover).

Mercury Bobcat Wagon & Villager Wagon Specifications

Wheelbase	94.8"
Overall length	179.1"
Overall height	52.1"
Overall width	69.7"
Track—front	55.0"
—rear	55.8"
Cargo Area-Platform length (tailgate closed)	69.1"
Floor width (between wheel housings)	42.5"
Height at rear opening	28.0"
Cargo volume (cubic feet)	57.7*
Engines	2.3L-2V (std.) 2.8L-2V (opt.)
Curb weight (lbs.)	2641
Fuel capacity (gals.)	14

*With rear seat folded down.



THE 1978 MERCURY BOBCAT CAR AVAILABILITIES:



Mercury Bobcat 3-door Runabout



Mercury Bobcat Villager Station Wagon



Mercury Bobcat Station Wagon

1. Requires automatic transmission on all models, power brakes on wagons. Includes variable venturi carburetor in California. Not available with High Altitude Option.
2. Required on 2.8 litre V-6 models.
3. Includes tachometer, temperature gauge and ammeter; three spoke, soft-rim sports steering wheel; front stabilizer bar and higher axle ratio in Runabout equipped with 2.3 L engine.
4. Includes day/night inside mirror, remote control racing mirrors, passenger visor vanity mirror, deluxe color-keyed seat belts, engine compartment light, glove box and ash tray lights, lights-on buzzer, adjustable map light, interval windshield wipers and 3rd door courtesy light switch.
5. Required in state of New York.
6. Includes door-edge guards, front floor mats, glove box lock and license plate frame(s).
7. Included with Deluxe Interior Trim, Sports Accent Group and California Emissions. Included with 2.8 litre engine on station wagons except in California.
8. Includes deluxe low-back bucket seats, higher level door and seat trim, deluxe seat belts and steering wheel, sound package, including carpeting in the load floor area.
9. Includes sun screen and stowage bag. Available only on 3-door.
10. Includes tri-color bodyside tape stripe with stylized Bobcat head on front fender, tri-color hood and lower back panel tape stripes, four white styled steel wheels, dual racing mirrors, front spoiler with integral air chutes, handling suspension, all-glass third door, black paint treatment to wiper arms, drip and window frames, belt areas and windshield moldings, black painted rocker panel. Power disc brakes required. Available on 3-door only.
11. Includes lower bodyside and lower back panel paint/tape treatment (Runabout only), four styled steel wheels and trim rings, leather-wrapped sports steering wheel, deluxe low-back bucket seats, high-level seat and door trim, deluxe seat belts, sound package, gold color bodyside tape stripe (Villager only). Not available with Sports Package, Deluxe Interior Trim or Styled Steel Wheels.

BOBCAT POPULAR OPTIONS

PERFORMANCE RELATED

	Bobcat	Bobcat Wagon	Villager Wagon
2.8 Litre V-6 (1)	X	X	X
California Emissions System (Required in Calif.)	X	X	X
High Alt. Option (Required only in High Alt. regions)	X	X	X
Select-Shift Automatic Transmission (2)	X	X	X
Sports Instrumentation/Handling Group (3)	X	X	X

COMFORT & CONVENIENCE

Air Conditioning, Manual	X	X	X
Tinted Glass, complete	X	X	X
Light/Convenience Group (4)	X	X	X
Bucket Seat, Four-Way Manual Adjustable	X	X	X
Defroster, Electric, Rear Window (5)	X	X	X
Luggage Carrier, Roof	NA	X	X
Radio, AM	X	X	X
Radio, AM/Integral Clock	X	X	X
Radio, AM/Stereo Tape	X	X	X
Radio, AM/FM Monaural	X	X	X
Radio, AM/FM Stereo	X	X	X
Power Brakes	X	X	X
Power Steering, Variable Ratio	X	X	X

APPEARANCE & PROTECTION

Alpine Plaid Seat Trim	X	X	X
Appearance Protection Group (6)	X	X	X
Belts, Deluxe color-keyed	X	X	X
Bumper Protection Group	X	X	X
Carpeting, Load Floor (7)	X	X	X
Front License Plate Bracket	NEC	NEC	NEC
Glamour Paint	X	X	X
Hinged Quarter Windows (3 door/wagon)	X	X	X
Interior, Deluxe (8)	X	X	X
Luggage Compartment Cover	X	NA	NA
Molding, Narrow Protective Bodyside	X	X	X
Molding, Wide color-keyed Protective Bodyside	X	X	X
Molding, Rocker Panel	X	X	X
Moonroof, Flip-up/Removable (9)	X	NA	NA
Sports Package (10)	X	NA	NA
Sports Accent Group (11)	X	X	X
Tires, Radial Ply	X	X	X
Tires, White Sidewall	X	X	X
Tires, Raised White Letter, Steel Belted Radials	X	X	X
Trim Rings	X	X	X
Third Door, All-Glass	X	NA	NA
Vinyl Sports Roof	X	NA	NA
Vinyl Trim	NEC	NEC	NEC
Wheel Covers—Wire	X	X	X
Wheels, Styled Steel with Trim Rings (See page 4)	X	X	X
Wheels, Forged Aluminum—4 Wheels (See page 6)	X	X	X
Wheels, White Forged Aluminum—4 Wheels	X	X	X

X—Available

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.

Motorcraft



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
BOBCAT

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