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Since its introduction in 1967, Cougar has been one of the most admired sports specialty cars in its class, distinguished by its sporty flair, interior elegance and superb ride and handling.

Now, for 1977, Lincoln-Mercury is introducing these outstanding qualities into a new and exciting full-line of Cougars. These new Cougars include not only the luxurious and stylish two-door XR-7 model, but the elegant and sporty Cougar Brougham and Cougar, both offered in two-door, four-door and Station Wagon models. This brochure provides mid-size car enthusiasts with a preview of these distinctive and stylish Cougars for 1977.

Cougar XR-7

Cougar XR-7 — New for 1977 — designed and built for buyers who prefer their personal cars with that added touch of excitement and luxury. The styling flair, sculptured elegance and improved riding performance elevate the Cougar XR-7 to a motoring class by itself.

For 1977, the XR-7 features stylish dual rectangular headlamps and a new bold vertical grille fashioned in the tradition of the classic Continentals. The clean, uncluttered body is styled in a sweeping profile accentuated by its unique rear deck lid with accent stripes. New horizontal taillamps with integral backup lights are complemented by bright vertical bars.

The 1977 Cougar XR-7 shown here with its smartly designed optional cast aluminum wheels distinguishes itself as a truly outstanding road car.









Cougar XR-7, Top Cat in the mid-size specialty car field, features a high-level of standard equipment, including fully padded Landau vinyl roof, distinguished louvered opera windows and luxury sound package.

This striking White Cougar XR-7 is equipped with the optional Decor Group, which includes full-length bodyside moldings, styled Barcelona wheels, dual racing mirrors, Twin Comfort Lounge Seats with passenger recliner and unique door trim panels.

The interior's built-in richness can be complemented by optional luxury leather with vinyl trim. Additional options shown include cornering lamps, wide-band white sidewall tires and Bumper Protection Group.

Cougar XR-7's sculptured deck lid adds a finishing touch to an outstanding two-door personal car — for those who demand a special breed of cat.





Cougar Brougham

Now for the first time, the excitement of Cougar styling is offered in a four-door family-size car. Sculptured in the distinctive Cougar XR-7 tradition, Cougar Brougham's bold front-end styling is graciously accented by bright wheelip and full bodyside moldings. Styled-steel wheels and Bumper Protection Group shown are optional. The standard vinyl roof and opera windows add a sports flair which is accented by the sleek styled rear-end treatment.

Twin Comfort Lounge Seats, available in the Brougham Decor Group, are shown in the attractive pleated sew style. Luxurious interior trim is personally tailored from a wide choice of rich fabrics and soft vinyls.

Cougar Brougham for 1977 blends the contemporary and classic for uncompromising good taste in a family car. It's something to shout about.



Cougar

Cougar Two-Door — running mate of the XR-7. Luxuriously refined with a hefty blend of sportiness, this standard 1977 Cougar offers styling with a captivating flair.

A new instrument cluster with woodgrain applique is richly complemented by a wide range of vinyl and cloth interior trims. The optional sporty console and comfortable bucket seats, tailored in two-tone vinyl, deserve a second look. Other options include styled-steel wheels and Tu-Tone paint combinations.

Crisp styling and superb riding performance put Cougar oceans apart from its nearest rival.







Woodgrain bodyside and tailgate treatment with bright molding and deluxe wheel covers are standard on Cougar Villager. Optional luggage rack features an integral air deflector and an adjustable bar to accommodate varying load sizes.



Cougar Wagons

Cougar Villager Station Wagon — the first sporty family-size wagon in the Cougar XR-7 tradition. This new wagon combines Cougar's new front end styling with the practical characteristics of a station wagon.

Cougar Wagons feature precision-tuned handling as well as Mercury's traditionally quiet ride. The optional Twin Comfort Lounge Seats shown here are individually adjustable for added driver and passenger comfort and convenience. Cougar Villager for 1977 — definitely a sporty wagon with plenty of room to spare.

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