

Mercury Monarch

1976



Mercury Monarch.

The precision-size luxury car.

A luxury automobile for our times. Trimmed of the excess inches and pounds that do not contribute significant room or strength, the Mercury Monarch was built to precisely the right size by people devoted to personal comfort and individual taste. The Monarch's smooth, quiet ride was designed by the ride specialists—Mercury.

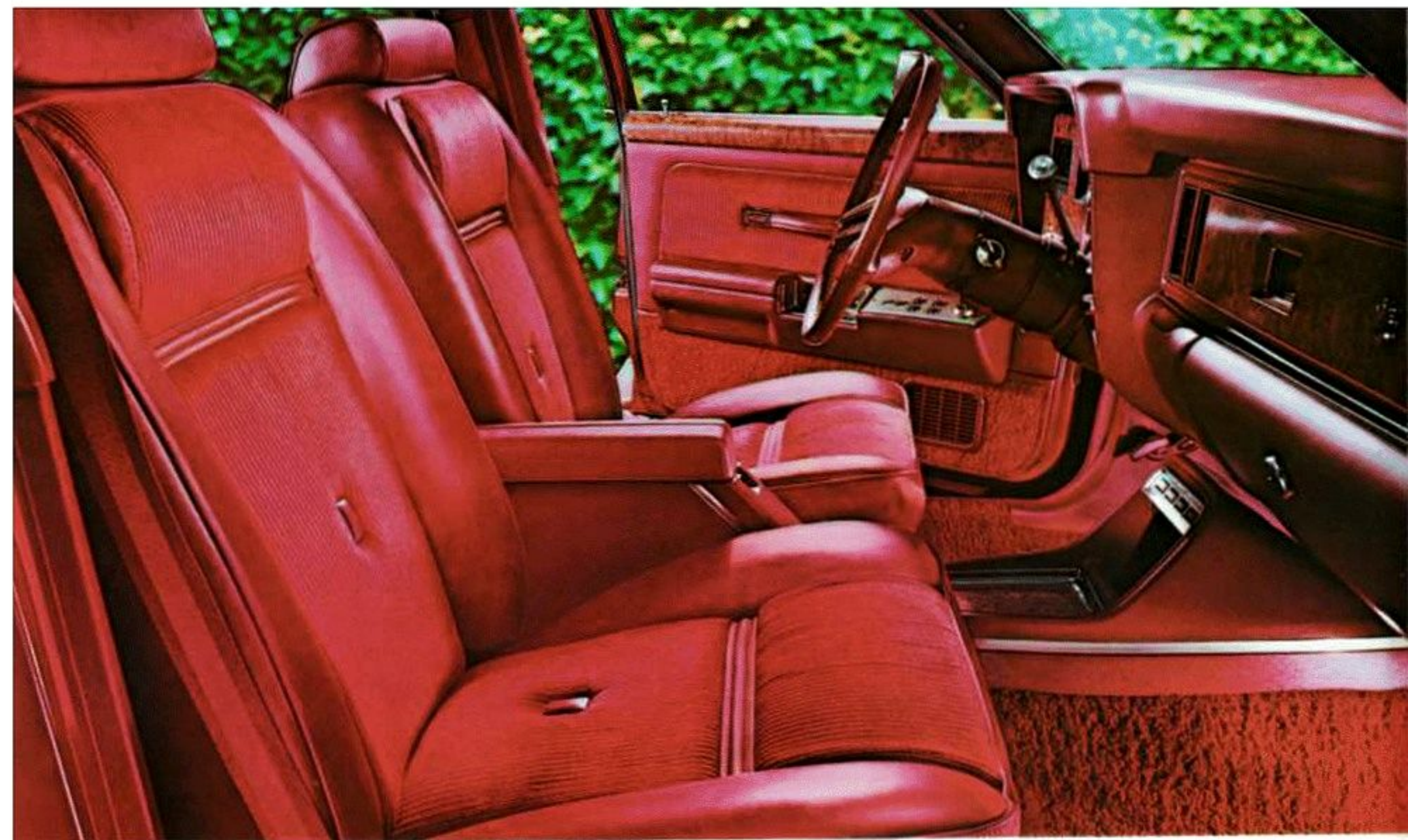
And for 1976, the quality and quietness of Monarch's ride have been significantly improved over last year's already impressive levels, thanks to refinements to the front and rear suspension isolation components, engine mounts, and exhaust system, as well as an increased application of sound absorbing materials. The result is an outstanding degree of smoothness and

isolation from road noise.

Monarch proudly presents the top of the line Grand Monarch Ghia. A roomy 4-door Sedan with unique standard features such as cast aluminum spoked wheels, power steering, power windows and power 4-wheel disc brakes. The Grand Monarch Ghia's interior provides luxurious 5 passenger comfort and elegant personal appointments. It is tastefully understated with European styled reclining front bucket seats upholstered in dark red Touraine cloth and vinyl. Leather seats are also available, in dark red or tutone tobacco and white. The personal appointments of the Grand Monarch Ghia include an illuminated vanity mirror, digital clock, leather wrapped luxury steering wheel, deep

cut-pile carpeting, console and tinted glass.

The 1976 Grand Monarch Ghia is among the few personal luxury automobiles in Canada to offer as a standard feature four wheel disc brakes coupled with a sophisticated hydraulic power system. The Grand Monarch Ghia—personal comfort and distinctive taste in a precision engineered automobile.



Mercury Grand Monarch Ghia 4-door Sedan



Mercury Monarch Ghia 2-door Sedan shown on cover

Above: Grand Monarch Ghia interior in dark red velour



Below: Monarch Ghia interior with optional bucket seats in tan cloth

Mercury Monarch Ghia.

Personal luxury in a trim roomy size.

The Monarch Ghia combines unique engineering features with classic styling and luxurious interior appointments. It has been built to deliver a smooth, quiet ride while providing enviable comfort. The Monarch Ghia is a distinctive automobile with advanced design for easy handling, and precise cornering and parking.

Monarch Ghia is a beautiful expression of Mercury design. The styling is trim, the car is roomy with comfort for five passengers. Exterior design is refined and graceful. Unique wheel covers, paint stripes and super acrylic paint establish an impressive look of luxury. The wide bodyside mouldings enhance that look.

The Monarch Ghia includes

such standard features as a 250-1V six-cylinder engine, solid-state ignition, high level ventilation and inside hood release. Monarch Ghia



Optional MoonRoof has electrically powered sliding panel of one-way glass.

presents a level of interior luxury rarely experienced in a trim, precision-size car. An individually contoured flight bench seat in all-vinyl is standard on the Monarch Ghia, and is also available in leather or luxury cloth and vinyl. Optional comfort contoured bucket seats, illustrated opposite, are available in the same choice of upholstery materials.

The long list of Ghia options permits unprecedented individual distinction. Few personal luxury cars offer such refinements... power MoonRoof, rear window defroster, AM/FM/MPX radio and tilt steering wheel. The Monarch Ghia is the luxury car that is precisely designed to accommodate your individual preferences for performance and style.

Mercury Monarch.

Precision tuned luxury at an affordable price.

Mercury Monarch has been precision engineered to give you a unique combination of modern automotive features. It is beautifully trim in overall size and weight for economical gas mileage that's right for today's driving. The roomy interior seats five adults in comfort. Monarch's suspension has been improved to provide a quieter ride. Few cars in any price range offer the standard features of the Monarch. For example: front disc brakes, steel-belted radial tires, foot operated parking brake, steering column mounted windshield wiper/washer control, bodyside, decklid, and window mouldings, and full wheel

covers. And the new Monarch 2-door and 4-door sedans have been



Mercury Monarch standard bench seat in all-vinyl.

equipped to appeal to more new car buyers than ever before.

This year, Monarch's standard and optional engines have been refined to give you significant fuel economy improvement as well as better driveability in terms of easier starting, better stop-and-go response and smoother acceleration. In addition, there are optional engines that run on lower-priced regular gasoline that's readily available anywhere. Ask your Mercury dealer for details.

When it comes to the combination of crisp handling, roominess and economy, look to the precision-size Mercury Monarch.

Mercury Monarch Ghia 4-door Sedan



Mercury Monarch 2-door Sedan



1976 Mercury Monarch Options & Specifications

Performance: 302 CID 2V V8 engine • 351 CID 2V V8 engine • Select-Shift automatic transmission • Traction-lok differential • Optional axle ratio • Radial tires • Heavy duty battery • Power front disc brakes • Power, four-wheel disc brakes • Floor shift • Fuel monitor warning light • Engine block heater • Heavy duty suspension • Space-saver tire • Trailer towing package.

Comfort/Convenience: Automatic parking brake release • Air conditioning • Digital clock • Console • Convenience Group • Electric rear window de-

froster • Power door locks • Tinted glass—complete • Tinted glass—windshield only • Visibility Group • Illuminated vanity mirror • Light Group • Radios: AM • AM/FM Monaural • AM/FM Stereo • AM/FM Stereo with tape player • Rear window defogger • 4-way power seats • Bucket seats • Speed control • Power steering • Tilt steering wheel • Power windows • Intermittent windshield wipers.

Appearance: Deluxe colour-keyed seat and shoulder belts • Interior Decor Group • Decklid luggage carrier •

Luggage compartment trim • Dual racing mirrors • Glamour paint • Vinyl roof • White wall tires • Sunroof—steel panel • MoonRoof—glass panel • Deluxe steering wheel • Luxury steering wheel • Leather wrapped steering wheel • Leather seat trim (Ghia) • Luxury cloth seat trim (Ghia) • Westminster cloth seat trim (base Monarch) • Cast aluminum spoked wheels • Trim rings • Styled steel wheels.

Protection: Appearance Protection Group • Bumper Protection Group • Security Lock Group • Protective bodyside mouldings • Rocker panel mouldings.

Specifications

(All dimensions in inches unless otherwise specified)	2-Door	4-Door
Wheelbase	109.9	109.9
Overall Length	197.7	197.7
Overall Height	53.2	53.3
Overall Width	74.5	74.5
Tread — Front	58.5	58.5
— Rear	57.7	57.7
Front Head Room	38.3	38.5
Shoulder Room	55.1	55.1
Hip Room	54.1	54.1
Leg Room	40.5	40.5
Rear Head Room	36.5	37.6
Shoulder Room	53.2	55.2
Hip Room	50.4	51.2
Leg Room	33.9	35.6
Luggage Capacity (cu. ft.)	14.0	13.8
Fuel Capacity (Imp. gals.)	16.0	16.0

Powertrain Combinations

	250 CID 2V 6 cyl. engine	302 CID 2V V8 engine	351 CID 2V V8 engine
3 Speed Manual	Standard	Optional	N.A.
Select-Shift automatic transmission	Optional*	Optional*	Optional
*Powertrain is also available with an engine that is designed to use regular (leaded) fuel.			

Illustrations and information presented were correct when approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Mercury Dealer for the latest, most complete information on models, features, prices and availability.



REPLACEMENT PARTS — For continued top performance specify genuine Motorcraft parts and Auto-lite Spark Plugs whenever they need replacement.

FUEL WARNING: Unless you have selected an optional engine that is designed to use regular gasoline (leaded), all Monarch engines require **UNLEADED FUEL ONLY**. The use of leaded fuel in these engines can damage the catalytic converter and affect other emission control components.

MERCURY MONARCH



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