

# MERCURY MONTEGO 1975.





# Mercury Montego MX Brougham with Custom Option

When you're looking for a new car, if you're like most people, you want value for your money. You want a car that's built strong to last, built to give you riding comfort and ease of handling, and built to give you economical performance.

The mid-size Montego makes eminent good sense for the family facing today's rising costs. For here is a car that enables you still to enjoy comfort, style, luxury,

gas economy and smooth, quiet ride at a mid-size price. Montego gives you the ride and comfort of a bigger car but in a smaller size package.

Today more and more people are looking to mid-size Mercury Montego because Montego is built for today's values.

**Mercury Montego MX Brougham with Custom Trim Option: Includes:**  
Deluxe color-keyed wheel covers •

Door pull assist straps • 22 oz. cut pile carpet • Visor vanity mirror • Levant grain full vinyl roof, or Odense grain Embassy vinyl roof • Luxury steering wheel • Unique door trim panels • Comfort Lounge seats with velour seating surfaces • Luggage compartment trim.  
*Did you know you can expect improved tread life, ride and fuel economy from your 1975 Montego's standard steel-belled radials?*

*Mercury Montego MX Brougham 2-Door Hardtop with Custom Trim Option*





# Mercury Montego MX Brougham

When you want the riding comfort and luxury that a Mercury is famous for, but admire them most in a trimmer size at a cost not over-inflated — you've wished yourself the mid-size Montego.

Montego handles with ease in the city and on the highway. Montego's wide stance holds the road and its high stability front suspension and coil spring rear suspension gives you a smooth comfortable ride.

Being a mid-size car, Montego seems to be the right answer for more and more people. Since it rides like our bigger luxury cars, and the interior appointments are deep, plush, and so comfortable, Montego could be your answer if

you're moving down to an intermediate.

On the other hand, the base Montego price, is easily affordable if you are now driving a smaller size and want to move up. Consider Montego's price. Then consider what you get for your money. The Montego standard features list is most impressive.

If you're a family man who is looking for a car that'll suit your family's needs plus offer you something that you'll enjoy driving, Montego answers both those requirements in fine fashion. Like the Montego MX Brougham 4-Door Pillared Hardtop that's shown below.

**Standard features on Mercury Montego MX Brougham:** 351-2V V-8

engine • Select-Shift automatic transmission • Power brakes; (front disc, rear drum) • Power steering • Solid-state ignition • HR78x14 BSW steel-belted radial ply tires • Energy absorbing bumper system • Front bumper guards • Dual headlamps • Dual note horn • Deluxe sound insulation • Deluxe wheel covers • Deluxe steering wheel • Locking steering column • Concealed windshield wipers with new wiper-mounted washer jets • Colour-keyed cut-pile carpeting • Ford Motor Company Safety Design Features. *Did you know that solid-state ignition on your 1975 Montego eliminates parts that wear and replaces them with components virtually maintenance-free?*

*Mercury Montego MX Brougham 4-Door Pillared Hardtop*



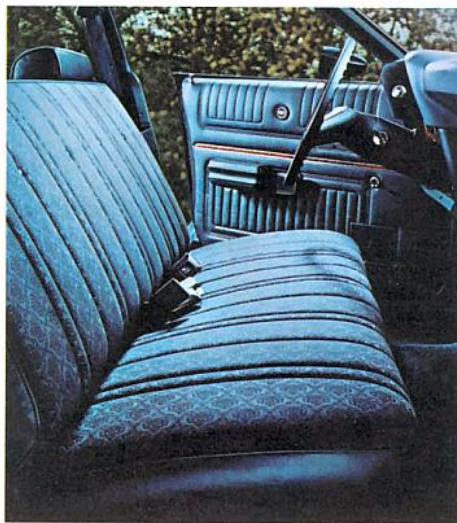


# Mercury Montego MX

Montego is an easy-to-handle mid-size car that doesn't let economy get in the way of riding comfort and stylish luxury. You can add to your already impressive base Montego, a selected list of optional interior and exterior trim packages. And you can personalize your new Montego to suit your every taste.

Add air conditioning with automatic temperature control, an AM/FM Multiplex Stereo radio and tape player and you'll have the envy of all your neighbours.

Whatever way you order your new Montego we're sure you'll be proud of your choice.



## Standard features on Mercury Montego MX:

- 351-2V V-8 engine •
- Select-Shift automatic transmission •
- Power brakes; (front disc, rear drum) •
- Power steering • Solid-state ignition •
- HR78x14 BSW steel-belted radial ply tires •
- Energy absorbing bumper system •
- Front bumper guards • Dual headlamps •
- Deluxe sound insulation •
- Locking steering column •
- Concealed windshield wipers with new wiper-mounted washer jets •
- Colour-keyed cut-pile carpeting •
- Ford Motor Company Safety Design Features.

*Did you know every Montego is finished with seven coats of super-acrylic enamel for lasting beauty?*

Mercury Montego MX 2-Door Hardtop





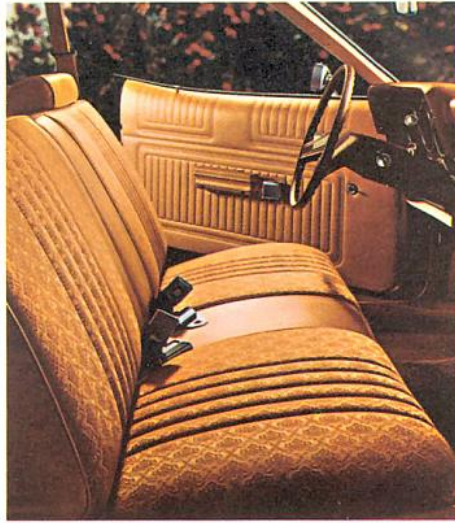
# Mercury Montego

If you are wondering why more and more people are turning to Montego after they've shopped around, it could be just plain value. And that's the only plain feature you'll find with our Montego.

With Montego, you ride in style, relax in style, but you don't have to overspend your budget. Dollar for dollar, feature for feature, Montego can be one of the best values on the road today.

Montego, the mid-size car that beautifully blends luxury and style with economy.

*The extremely handsome Montego standard interior, shown at right in smartly tailored cloth-and-vinyl, is also available in all-vinyl. Available in black, blue or tan. The Montego MX standard interior is shown at left in cloth and vinyl. Available in black, blue, green, tan and saddle.*



**Standard features on Mercury Montego:** 351-2V V-8 engine • Select-Shift automatic transmission • Power brakes; (front disc, rear drum) • Power steering • Solid-state ignition • HR78x14 BSW steel-belted radial ply tires • Energy absorbing bumper system • Front bumper guards • Dual headlamps • Locking steering column • Concealed windshield wipers with new wiper-mounted washer jets • Colour-keyed cut-pile carpeting • Ford Motor Company Safety Design Features. *Did you know you can order an optional Security Lock Group with locks for fuel tank cap, inside hood release and spare tire?*

*Mercury Montego 4-Door Pillared Hardtop*

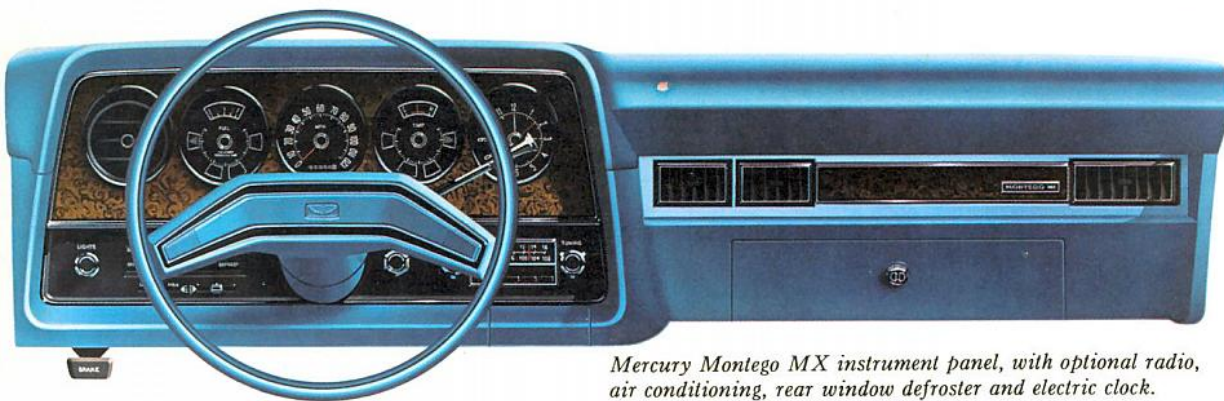






*Mercury Montego MX Brougham interior with Custom trim option.*





*Mercury Montego MX instrument panel, with optional radio, air conditioning, rear window defroster and electric clock.*

## Mercury Montego Interiors

Shown left: the elegant tone of this Montego MX Brougham interior with Custom Trim Option is highlighted by individually adjustable Twin Comfort Lounge Seats smartly tailored in supple vinyl and richly textured striped velour cloth. You can select this interior in blue or green in addition to the tan.

Above: the Mercury Montego MX Brougham instrument panel. Everything within fingertip reach and command view on this instrument panel with woodgrained inlay of teakwood vinyl for the Montego MX Brougham with custom Trim Option.

Below and left: the Montego MX Brougham standard interior reflects a high level of interior luxury. Shown in cloth-and-vinyl available in black, blue, green, tan and saddle, or you may prefer super-soft all-vinyl at no extra cost. Vinyl also in white with colour-keyed components on 2-door models.



*Mercury Montego MX Brougham standard interior.*

*Tot-Guard Safety Seat shields children 19" to 25" tall and 20 to 50 lbs.*



*Ford Infant Safety Carrier for babies faces rearward on the seat.*



## MERCURY MONTEGO MAJOR SPECIFICATIONS

### Power team combinations

Availabilities:	351-2V "V8"	400-2V "V8"	460-4V "V8"
Montego	Std.	Opt.	Opt.
Montego MX	Std.	Opt.	Opt.
Montego MX Brougham	Std.	Opt.	Opt.

TRANSMISSIONS: Select-Shift Automatic is standard equipment on all models.

BRAKES: Power front disc brakes standard on all models.

STEERING: Power steering is standard on all models.

### Dimensions:

	4-Door	2-Door	Fuel tank capacity 22.0 gal.
Wheelbase	118.0"	114.0"	Tread—Front 63.4"
Overall length	219.5"	215.5"	—Rear 63.5"
Overall width	78.6"	78.6"	Luggage capacity 16.5 cu. ft.

### Ford Motor Company Safety Design Features

- Dual Hydraulic Brake System with warning light
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, and windshield pillars
- Energy-absorbing steering wheel and column
- Energy-absorbing armrests and safety-designed door handles
- Integral lap and shoulder belts with individual lap and shoulder belt retractors for front outboard occupants
- Lap belts with mini buckles for center front and all rear seating positions with retractors for rear outboard occupants
- Positive reminder warning light and buzzer for all front seat occupants
- Turn indicators with lane-changing signal feature
- Energy-absorbing instrument panel with padding for center and right passengers
- Padded sun visors
- Locking steering column with warning buzzer
- Two speed or variable speed windshield wipers
- Windshield washers with wiper mounted spray jets
- Impact absorbing laminated safety glass windshield
- Double-yoke safety door latches and safety hinges
- Hazard warning flasher
- Steel guard rails in side doors
- Backup lights
- Side marker lights
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on 2-door vehicles
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons (on all cars equipped with radios)
- Outside rearview mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform automatic transmission shift quadrant
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety-designed front end structure
- Energy-absorbing front and rear bumpers
- Head restraints for front outboard occupants
- Safety glove box latch
- Inside yieldaway day/night mirror
- Front bumper guards
- Self adjusting brakes
- Inside hood latch release
- Anti-theft key system with one key for doors and ignition only, other key for glove compartment and trunk
- Visible vehicle identification
- Safety designed roof structure

MERCURY MONTEGO



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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.



Litho in Canada 8/74