



Your Lincoln-Mercury Dealer presents:

MERCURY MONARCH FOR 1975

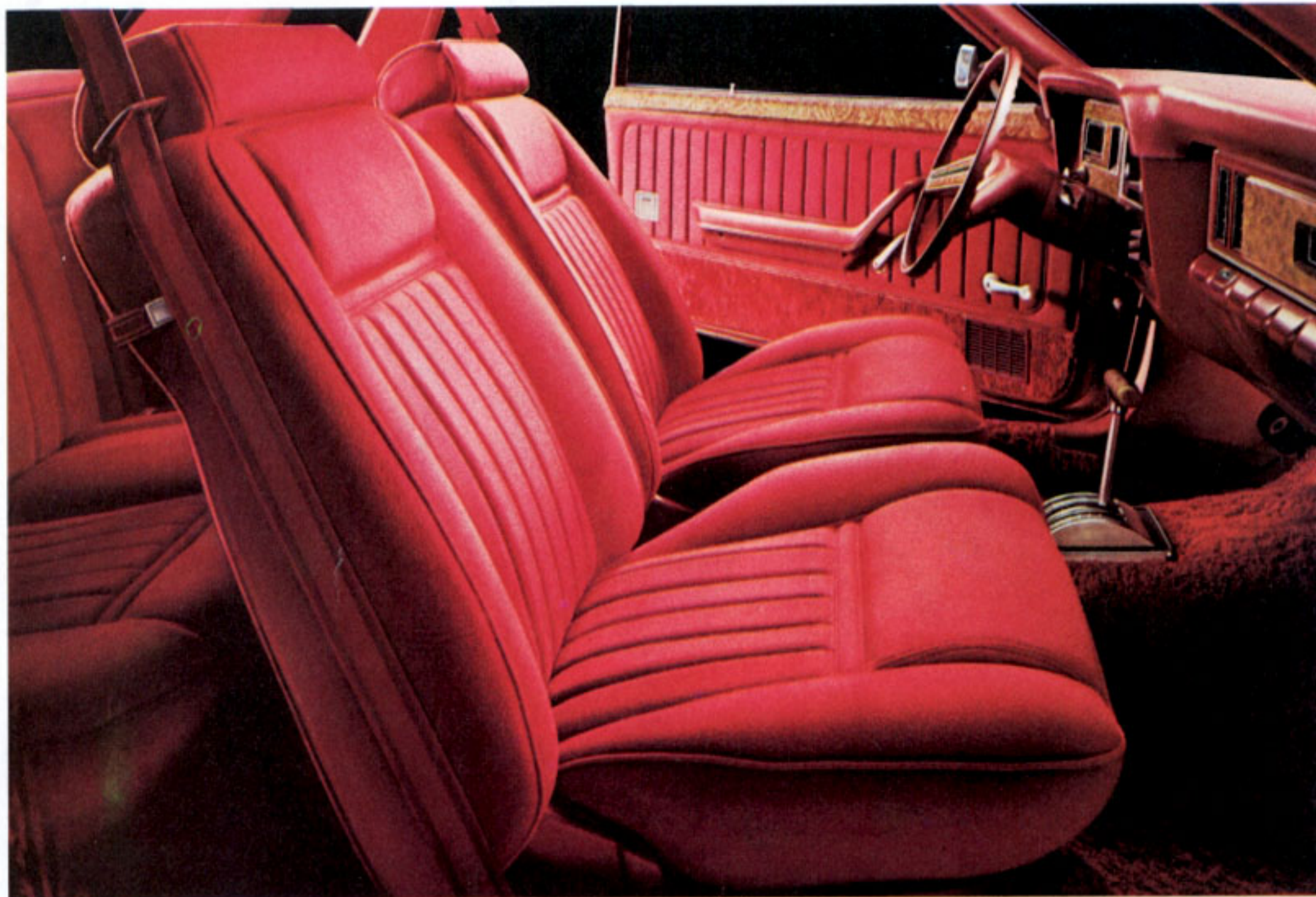
a luxurious new precision-size car engineered to give you excellent gas mileage and comfort for five adults.



MERCURY MONARCH GHIA optional luxury cloth interior (also available with seating surfaces of leather or vinyl); shown with optional floor shift and automatic transmission.

Mercury Monarch Ghia

Everything a luxurious car should be for '75—including a smooth ride in a new precision size.



Seldom has there been such luxury in a car of precision size! *Practical* luxury as in the Ghia's comfort-designed reclining bucket seats . . . the quartz crystal-controlled digital time-piece . . . the easy visibility of the elegantly mounted driving instruments . . . the white sidewall steel-belted radials, Ghia wheel covers and front disc brakes.

You'll see luxury, too, in the finish of the bodywork, the fit of doors and seams, the tailored sleekness of the grained vinyl roof, the convenience of map pockets in the elegant interior. Engineered and crafted with precision, from the economical, precision-cast 250 CID 6-cylinder engine to the suspension system, tuned to the standard radial tires. Everything a luxurious car should be.



Mercury Monarch

Precision-size luxury
with small-car economy.

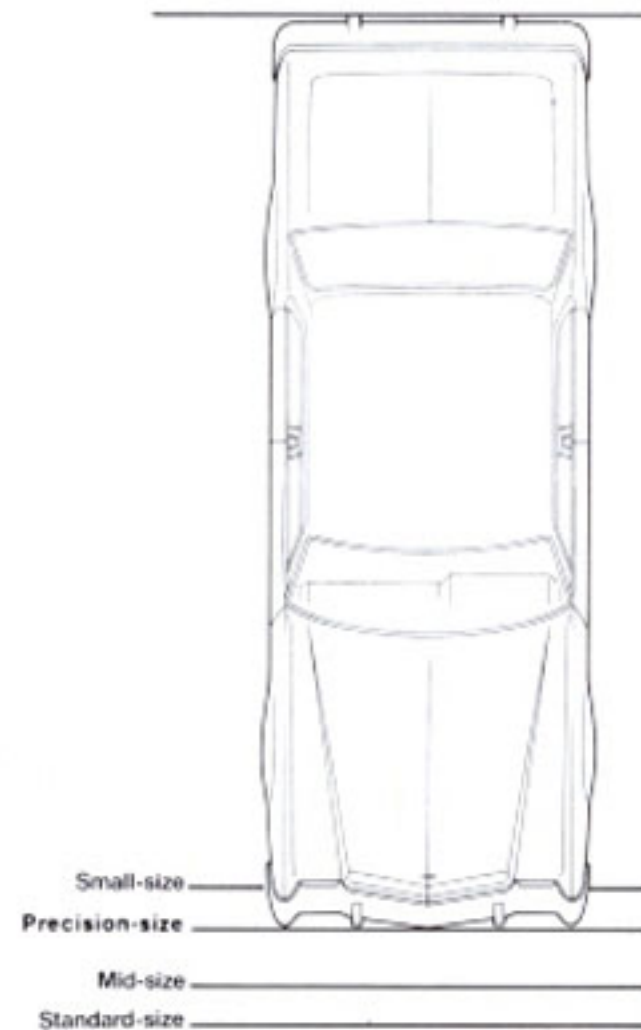


MERCURY MONARCH Super-Soft Vinyl Interior. Shown with optional floor shift, automatic transmission and digital clock.

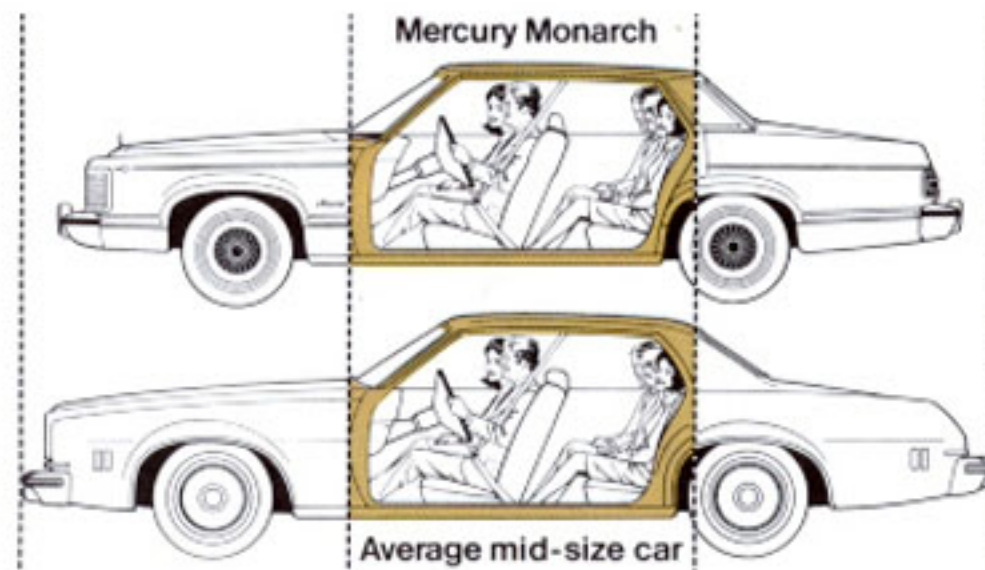
From individually adjustable front bucket seats to the suspension system tuned to standard steel-belted radials, every detail of this new-size car has been engineered to give you a luxuriously quiet ride. And the beautiful thing about Monarch is that you get all the luxury, quiet and comfortable ride you're moving up for—without moving up to a standard-size car price. You get a car engineered

to give you excellent gas mileage, room for five adults and long distance comfort, maintenance-saving solid-state ignition, steering that's quick and seemingly effortless, a body that's strong and durable—all in a precision size that accentuates the positive while reducing the unnecessary. With more luxuries and a longer list of options than we've ever offered before in a car of this size.

The idea behind
Monarch's precision size.



The idea is simple: to design a car trim enough to deliver today's needed mileage from every drop of precious fuel, yet roomy enough for five passengers. (Note in the diagram, left, how Monarch fits precisely between the average of last year's small and mid-size cars. Note the ease of entry and exit afforded by Monarch's wide door opening in the illustration above.) To fit the car to people, not fit people to the car, and to make it easy to park, easy to drive. And to reduce inches and pounds that don't add meaningful room or strength. By "precision size" we mean designing the 4-door Monarch one foot shorter than the average of last year's mid-size cars, yet Monarch gives you more headroom and nearly as much legroom. Engineering the car to give you a smooth, stable ride and handling ease wherever you drive. And finally, giving you new standards of riding comfort, convenience, handling, and honesty of design in a car of precision size!



Mercury Monarch instrument cluster, shown with optional AM radio.



Mercury Monarch 1975—new precision size



MERCURY MONARCH 4-DOOR SEDAN,
shown with optional WSW tires and bumper protection group.

Specifications

Wheelbase	109.9"
Overall length	199.9"
Overall height	53.4"
Overall width	74.0"
Track—Front	58.5"
—Rear	57.7"
Front compartment headroom ..	38.3" (38.5", 4-Door)
Front compartment legroom	41.1" (max.)
Front compartment hiproom ..	55.8" (55.9", 4-Door)
Luggage capacity, cu. ft.	14.6 (14.8, 4-Door)
Fuel tank capacity, gals.	19.2
Curb weight, lbs.	3,297 (3,334, 4-Door)
Standard engine*	200-1V 6-cylinder
Standard transmission	3-speed manual
Optional engines	250-1V 6-cylinder, 302-2V V-8, 351-2V V-8
Optional transmission	Select-Shift automatic

*250-1V 6-cylinder in California.



Lincoln-Mercury Division

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Never before has your
Lincoln-Mercury Dealer had a
small car that offers more luxuries
and a bigger choice of options!

Just for its luxuries alone, owning a 1975 Monarch will be an exciting experience. Even more exciting is the long list of options designed to let you personalize your own Monarch. Among them: power windows, power glass Moonroof, AM/FM stereo radio with tape, digital clock (standard on Ghia), illuminated visor vanity mirror, air conditioning, cast aluminum spoked wheels, tinted glass, power steering, power front disc brakes, rear window defroster, and many more!

See the new precision-size 1975 Mercury Monarch
... at the sign of the cat.

