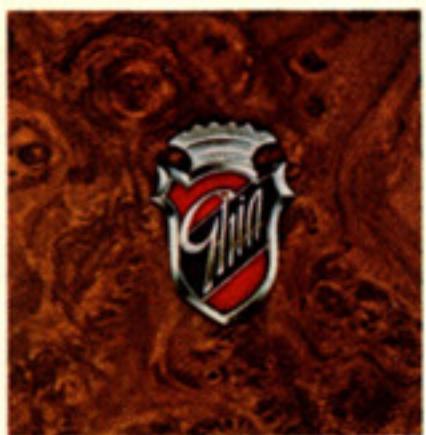


# MERCURY MONARCH 1975.



# Precision size Mercury Monarch. Precisely right.



A new car that's precisely right for its time! The idea was to design a car trim enough to deliver today's needed mileage, yet roomy and comfortable for

five passengers — without compromise. To fit the car to people, not fit people to the car. And to get rid of extra inches and pounds that fail to add meaningful room or strength. By "precision size" we mean designing Monarch one foot shorter than the average of last year's mid-size cars, yet with more headroom and nearly as much legroom. We believe, in terms of handling, fuel savings, riding

comfort, convenience, and honesty of design, the new precision-size Monarch is everything you expect a luxury car to be for 1975. Mercury Monarch — the new precision-size luxury car, now joining mid-size Mercury Montego — and compact Comet. All from the ride specialists!

## Mercury Monarch Ghia:

Here is North America's newest luxury car in a new precision size. A car that sheds pounds of useless weight but uses pounds of insulation to give you a luxuriously quiet ride. A car whose luxury is evident in the finish of body-work and fit of doors and seams, in the sleek tailoring of the elegant vinyl roof. A car whose handling, gas-saving steel-belted radials and precisely tuned suspension suit it beautifully to the times. The precision-size Mercury Monarch —

a new car to inspire confidence in 1975!  
**Standard features on the Mercury**

## Monarch Ghia:

250-IV "Six" engine • 3-speed manual transmission • Front disc brakes • Solid-state ignition • High-level ventilation • Inside hood release • Foot-operated parking brake • WSW steel-belted radial tires • Odense grain bodyside molding • Energy absorbing bumper system with front and rear bumper guards • Articulated windshield wipers • Deluxe sound and ride package • Dual note horn • Digital clock • Luxury steering wheel • Day/night interior mirror • 22-oz. cut-pile carpeting • Left-hand remote control outside mirror • Odense grain vinyl roof • Unique Ghia wheel covers • Deluxe colour-keyed seat belts • Carpeted luggage compartment • Ford Motor Company Safety Design Features.



Mercury Monarch Ghia 2-Door

Mercury Monarch Ghia 4-Door Sedan.



# Mercury Monarch.

## An exciting achievement in luxury, comfort, room and economy.

Monarch — a Mercury ride now in a new precision size. From individually adjustable front bucket seats to classic Hotchkiss-type rear suspension tuned for standard steel-belted radials — this new-size car combines the strength of unitized construction with the silence of body-and-frame and has been engineered to give you a smooth, comfortable, quiet ride. Engineered, too, to give you economical gas mileage for today's driving. A smaller car whose precision size makes it notably easy to handle and park, yet a car that has much in terms of room and comfort that a larger car offers. A

car to suit your needs and the times.

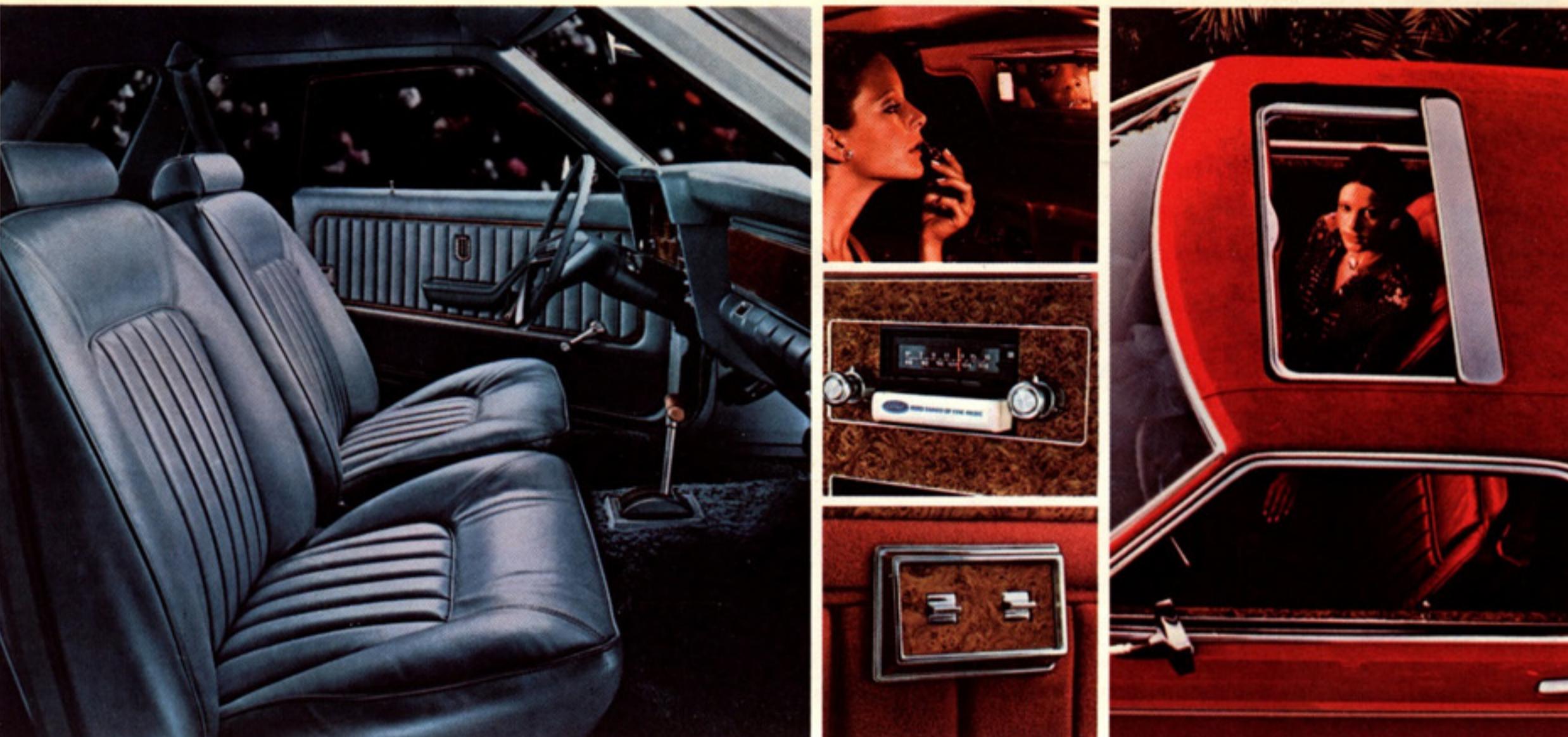
### Standard features on the Mercury

#### Monarch:

250-IV "Six" engine • 3-speed manual transmission • Front disc brakes • Solid-state ignition • High-level ventilation • Inside hood release • Foot-operated parking brake • BSW steel-belted radial tires • Energy absorbing bumper system with front and rear bumper guards • Articulated windshield wipers • Locking glove box • Lighter • Ford Motor Company Safety Design Features.

From cut-pile carpeting underfoot to the full contours of Mercury Monarch's

instrument panel with high-gloss vinyl woodgrain, there is a look of rich luxury about this interior (shown right). Individually reclinable bucket seats are upholstered in supple vinyl, available in black, dark red, silver blue, green and tan. A Decor Option is also available in super-soft vinyl seat trim with map pocket and assist rails. This interior includes 22-oz. cut-pile shag carpeting, luxury steering wheel and day/night mirror.



Mercury Monarch standard interior with optional floor mounted shift.

Mercury Monarch 4-Door sedan

Options shown: illuminated visor vanity mirror, AM/FM stereo radio with tape, power windows and power glass moonroof.

Mercury Monarch 2-Door





Above: Monarch Ghia's optional luxury cloth interior. Below: Optional leather interior. Both with floor mounted shift.



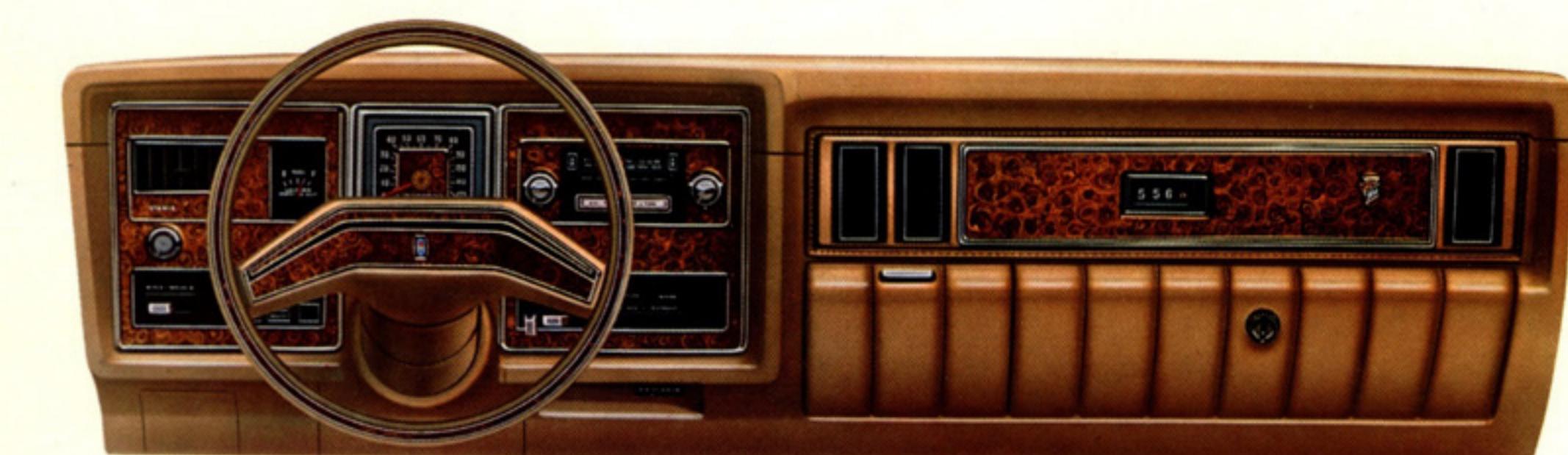
## Mercury Monarch Interiors



*The Mercury Monarch 2-Door Sedan affords remarkable ease of entry and exit, this is a luxury touch unusual in a car of this size.*



*Mercury Monarch's rear contoured seats offer passengers rewarding comfort together with plush luxury.*



*Monarch Ghia instrument panel with optional AM/FM stereo tape, air conditioning and automatic transmission.*

Seldom has such a high level of interior luxury been presented in a car of such precision size. Monarch Ghia's seats are deeply contoured; the front seat backs individually reclinable. In front, you settle back in deep, glove-soft bucket seats with extra thickness and foam padding to cushion you in long distance comfort. Underfoot is thick shag carpeting. Instrument panel registers afford "comfort control" ventilation as you drive. Handsomely set off against vinyl woodgrain, instruments and digital clock are positioned for ideal visibility. Rear door hinges are canted to permit graceful entry and exit. Note the handsome detailing of map pockets, assist handles, grab bars and deep-padded door panels with large, cushioned armrests — all engineered with your comfort in mind.

Shown upper left on opposite page is the Monarch Ghia's optional luxury cloth interior, available in dark red, silver blue, green and tan. Bottom left opposite page is shown the optional interior with seating surfaces of ultra-soft leather, available in dark red, silver blue or tan. Both interiors shown with optional radios, air conditioning and floor mounted automatic transmissions. The standard interior in the Monarch Ghia is super-soft all-vinyl available in black, dark red, silver blue, green and tan.



*Did you know that digital clocks, such as the one that is standard on Monarch Ghia, are from 20 to 30 times more accurate than conventional electric car clocks?*

## MERCURY MONARCH MAJOR SPECIFICATIONS

### Power team combinations

Availabilities:	250-1V "6"	302-2V "V8"	351-2V "V8"
Monarch Ghia	Std.	Opt.	Opt.
Monarch	Std.	Opt.	Opt.
<b>Transmissions:</b>			
3-Speed Manual standard.			
Select-Shift Automatic optional.			
<b>Tires:</b>			
Monarch Ghia: WSW Steel-Belted Radial Tires.			
Monarch: BSW Steel-Belted Radial Tires.			
<b>Brakes:</b> Front disc brakes.			
<b>Steering:</b> Power steering is optional on all models.			
<b>Dimensions:</b>			
Wheelbase	109.9"	Tread—Front	58.5"
Overall Length	199.9"	—Rear	57.7"
Overall Width	74.0"	Luggage Capacity	14 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 and rear 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
- Spare tire lock
- Safety designed roof structure

MERCURY MONARCH



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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.

