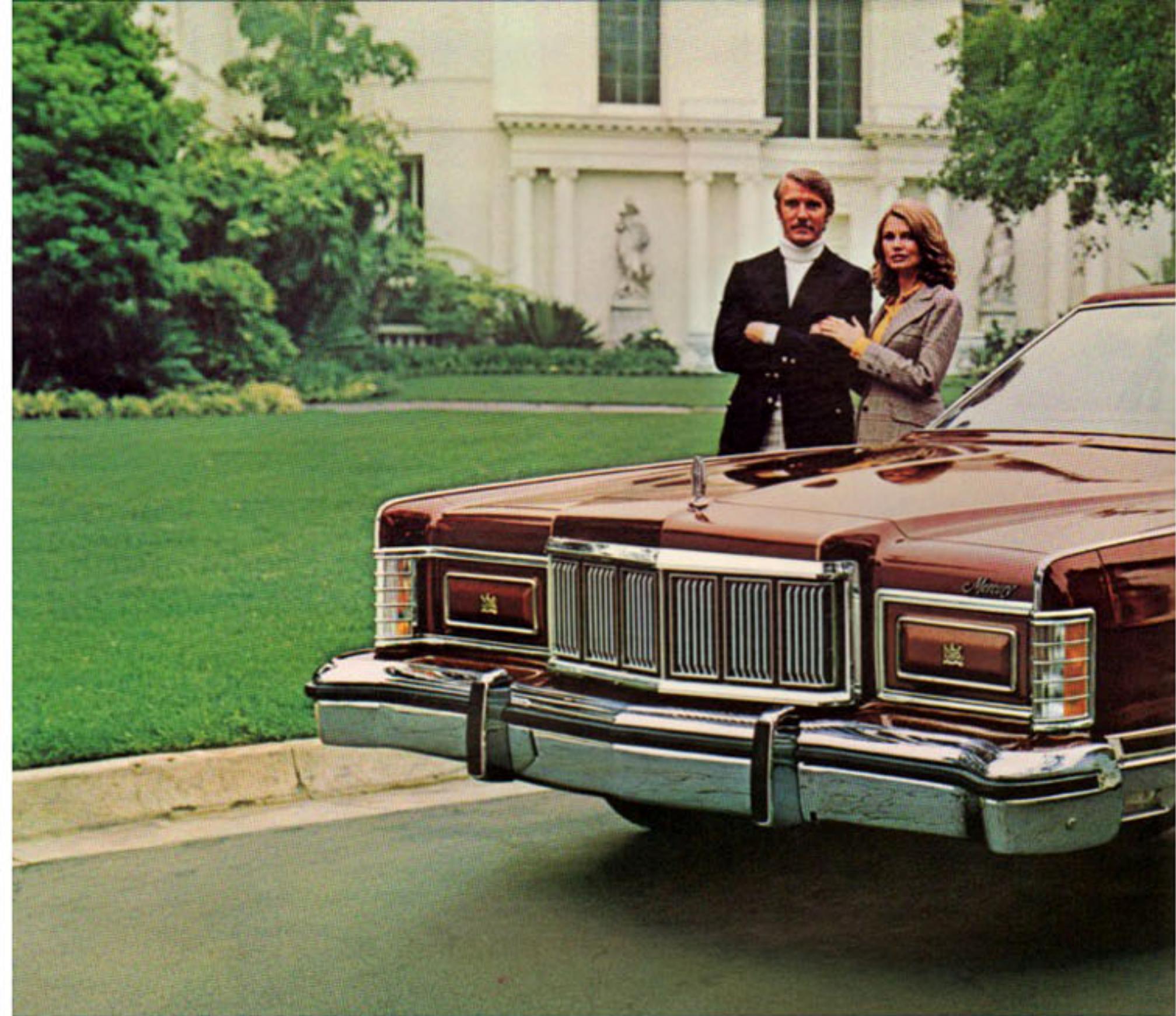


1975

Mercury Grand Marquis · Mercury Marquis Brougham
Mercury Marquis · Mercury Cougar XR-7





Mercury Grand Marquis 4-Door Pillared Hardtop.



Mercury Grand Marquis

4 0 4 6 9
MERCURY MARQUIS

00510
EUROPEAN LUXURY CAR

Two years ago we drove a 1973 Marquis Brougham day and night for 40,000 miles, and then matched its ride against a \$28,000 European luxury sedan with less than 600 miles on the odometer. Out of 50 professional chauffeurs, 38 rated Marquis superior in riding comfort.

Grand Marquis for 1975 continues a Mercury reputation as one of the world's finest riding cars. Together with gas-saving steel-belted radials, a solid-state ignition system that doesn't require breaker point replacement, increased fuel

tank capacity and new improved power steering at low speeds, it all adds up to convenience and welcome economy in a beautiful car with a luxurious ride. Among the many fine options you can select for your 1975 Grand Marquis are four-wheel disc brakes and the Sure-Track Brake System which provide improved directional control under maximum braking conditions.

Standard features on Mercury Grand Marquis: 460-4V V-8 engine • Select-Shift automatic transmission • Solid-state ignition • Impact resistant bumper system with front bumper guards • BSW JR78x15 steel-belted radial tires • Power steering • Power brakes; front disc, rear drum

- Power ventilation system • Power windows
- Concealed headlamps • Concealed windshield wipers • Left-hand remote control mirror • Vinyl roof • Fender skirts • Digital clock • Passenger assist handles • Visor-mounted vanity mirror
- Deep 22-oz. shag cut-pile carpeting • Luxury steering wheel • Carpeted luggage compartment
- Automatic seat back release on 2-dr. models
- Dome/Dual map reading lamp • Deluxe safety belts • Full-length bodyside molding with color-keyed vinyl insert • Twin Comfort Lounge Seats
- Hood and deck lid paint stripes • Ford Motor Company Lifeguard Design Safety Features
- Note: Other equipment shown is optional. Did you know that every Mercury is painted with three coats of super acrylic enamel?



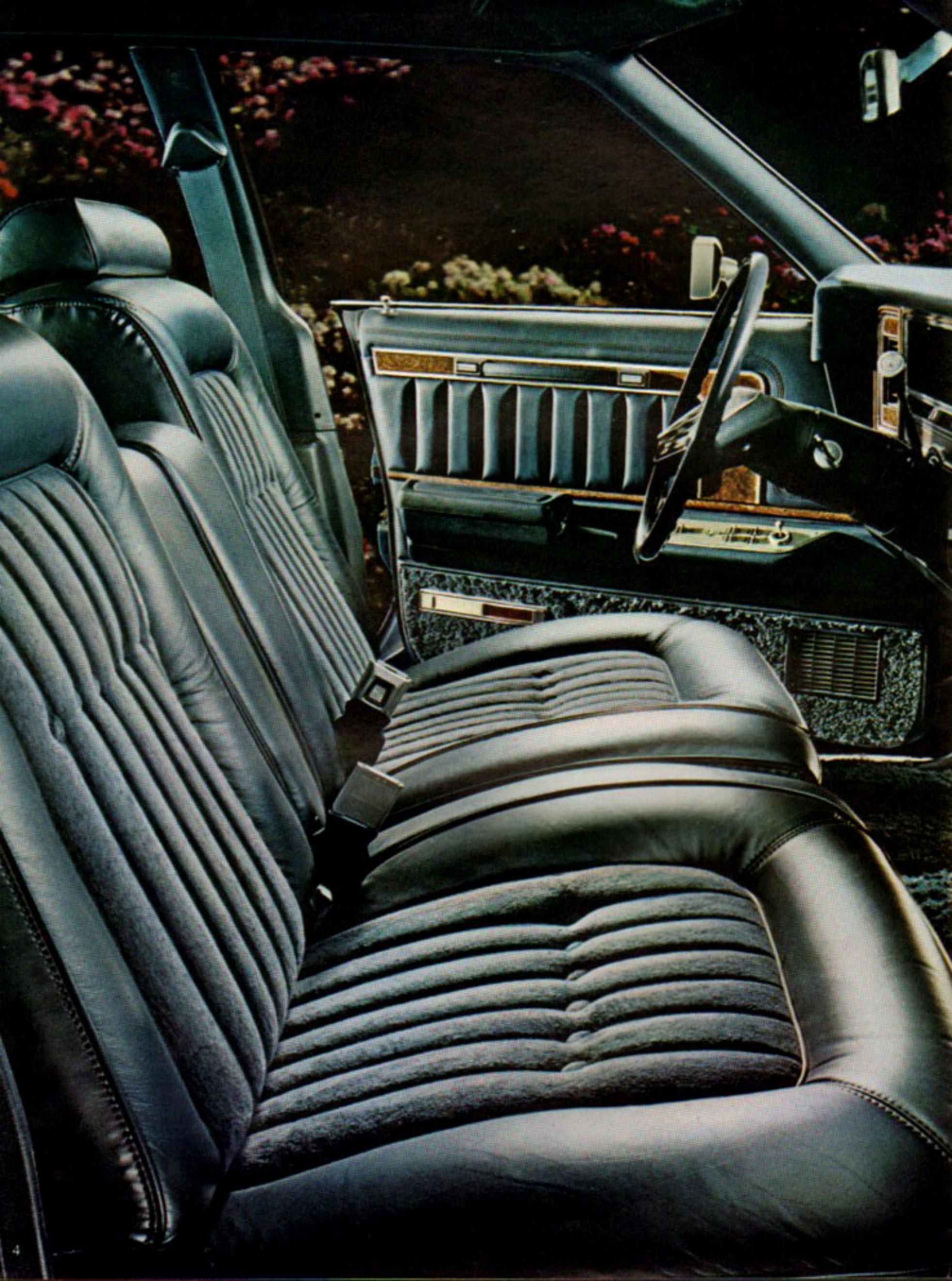
Windshield washer jets are mounted in the wiper assembly.



Solid-state ignition doesn't require breaker point replacement



Steel-belted radial ply tires, standard on every 1975 Marquis.





Mercury Grand Marquis 2-Door Hardtop with optional bumper protection group and WSW tires.

Mercury Grand Marquis interiors

In the expertly tailored, elegantly textured richness of the Grand Marquis interior you may well experience the ultimate luxury in a medium-price car. A heavy barrier of eleven different kinds of sound insulation helps shield you from tiring, distracting road noise as you drive. You settle sumptuously in individually adjustable Twin Comfort



Mercury Grand Marquis interior with leather seating surfaces. Radio and automatic temperature control optional.

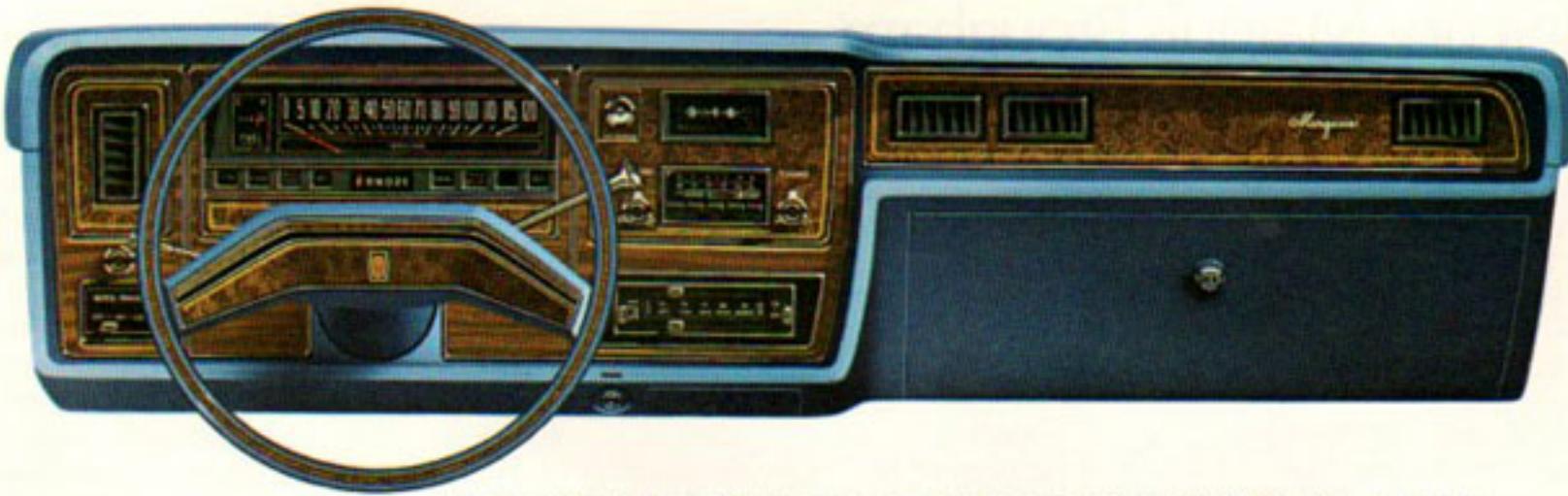
Lounge Seats, sheathed in seating surfaces of soft leather or plush velour.

Twin Comfort Lounge Seats, available with optional 6-way/6-way power adjustment, permit both passenger and driver to select individual positioning for comfort. A passenger seat that reclines is also available as an option. All about you are signs that the comfort of you and your passengers has been uppermost in the minds of the designers who conceived this magnificent interior: assist straps, map reading lamps, digital clock, armrests, the thick carpeting that extends smartly up the sides.

The larger illustration, left, shows the Grand Marquis interior in seating surfaces of leather-and-velour, available in blue, dark red, green, black and tan. The smaller view, this page, is the leather-with-vinyl Grand Marquis interior, which may be chosen in addition to the colors above in white leather-with-vinyl, with components of black, blue, red, green or saddle.

ADDITIONAL MERCURY GRAND MARQUIS FACTS:

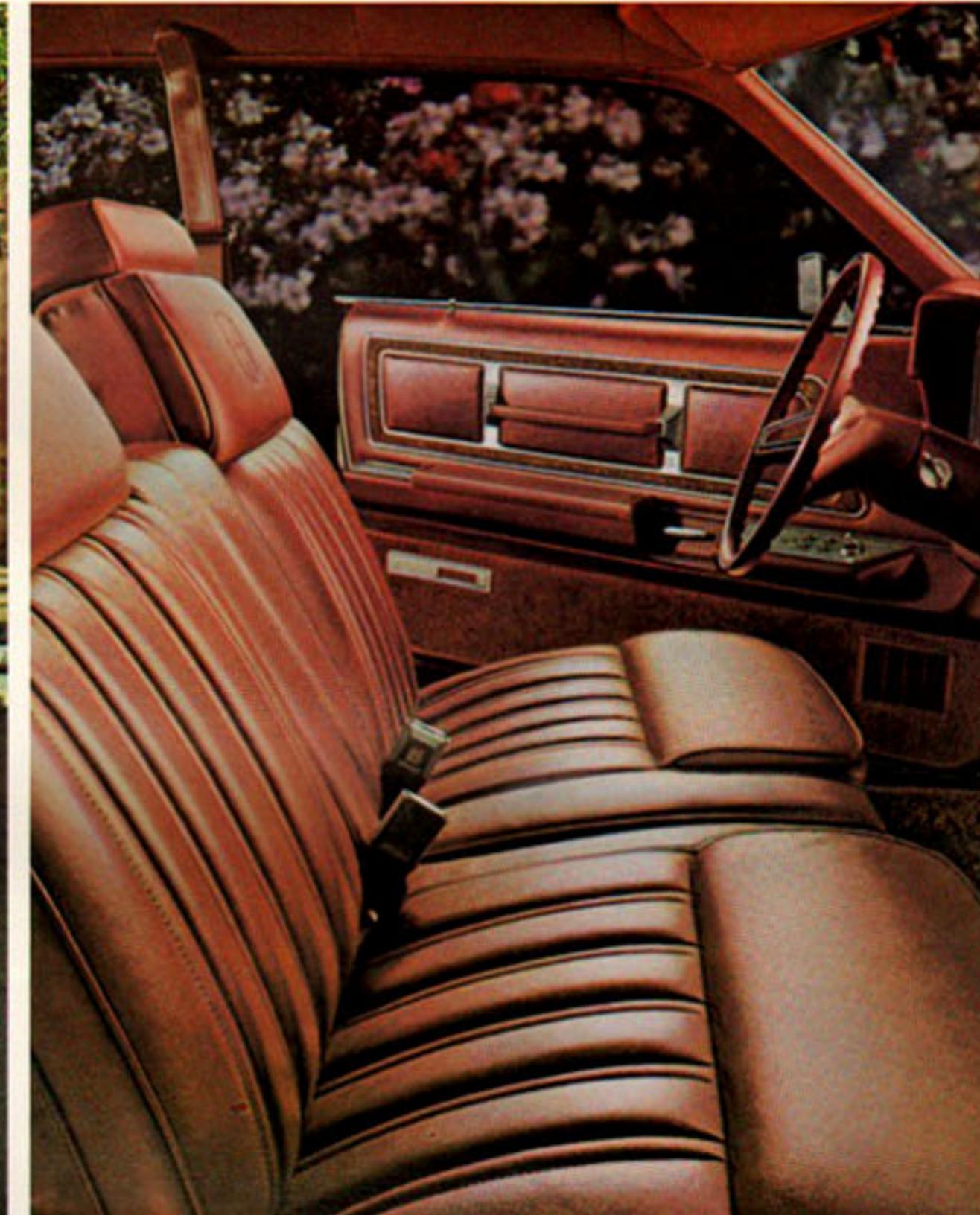
| | |
|--|--------------------|
| Wheelbase | 124.0" |
| Overall length/width/height | |
| (4-door models) | 229.0"/79.6"/54.7" |
| Tread, front/rear | 64.1"/64.3" |
| Usable luggage capacity, cu. ft. | 22.7 |
| Fuel tank capacity, gals. | 24.2 |
| (with optional extended range fuel tank) | 32.2 |



Mercury Grand Marquis instrument panel with optional AM/FM/MPX radio, automatic temperature control, interval windshield wipers and right-hand remote control mirror.



Mercury Marquis Brougham 2-Door Hardtop



The Mercury Marquis Brougham optional interior with Twin Comfort Lounge Seats is available in blue, dark red, green, tan and saddle. Twin Comfort Lounge seating may be selected as an option, either in cloth-and-vinyl or super-soft all-vinyl. In 2-door models an automatic seat back release is standard.

Mercury Marquis Brougham



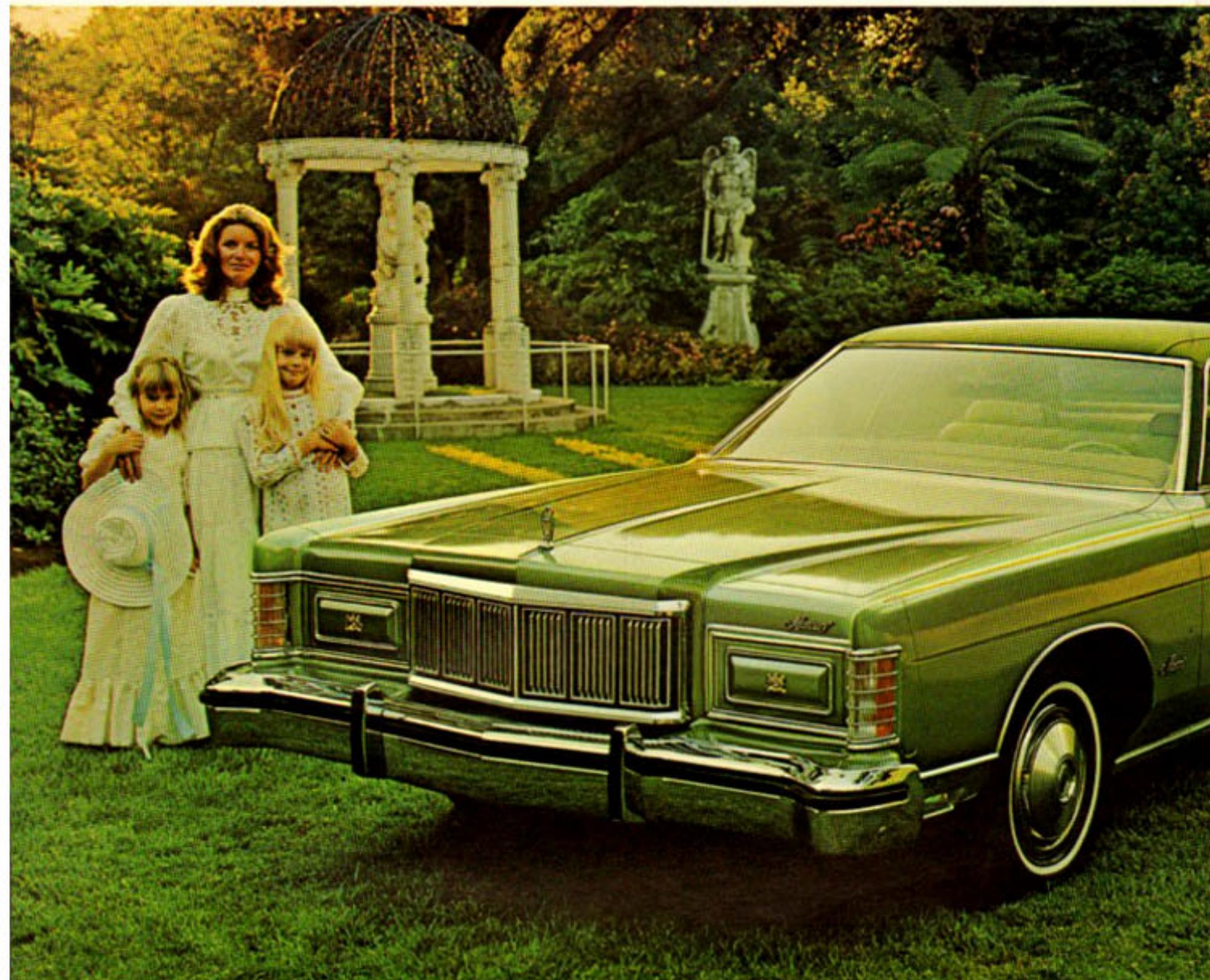
Your 1975 Mercury is engineered to handle and ride in admirable quiet. Engineered flex-action of body and frame helps soak up road noise and vibrations before they reach you and your passengers.

The suspension is tuned to standard steel-belted radial tires. Power front disc brakes let you pedal lightly to stop positively, or you can choose optional four-wheel disc brakes (shown) with an advanced Hydro-Boost system. For 1975, fuel tank capacity has been increased by 10%, and you can add the extra convenience of an optional extended range 8-gallon capacity fuel tank, also new for 1975.

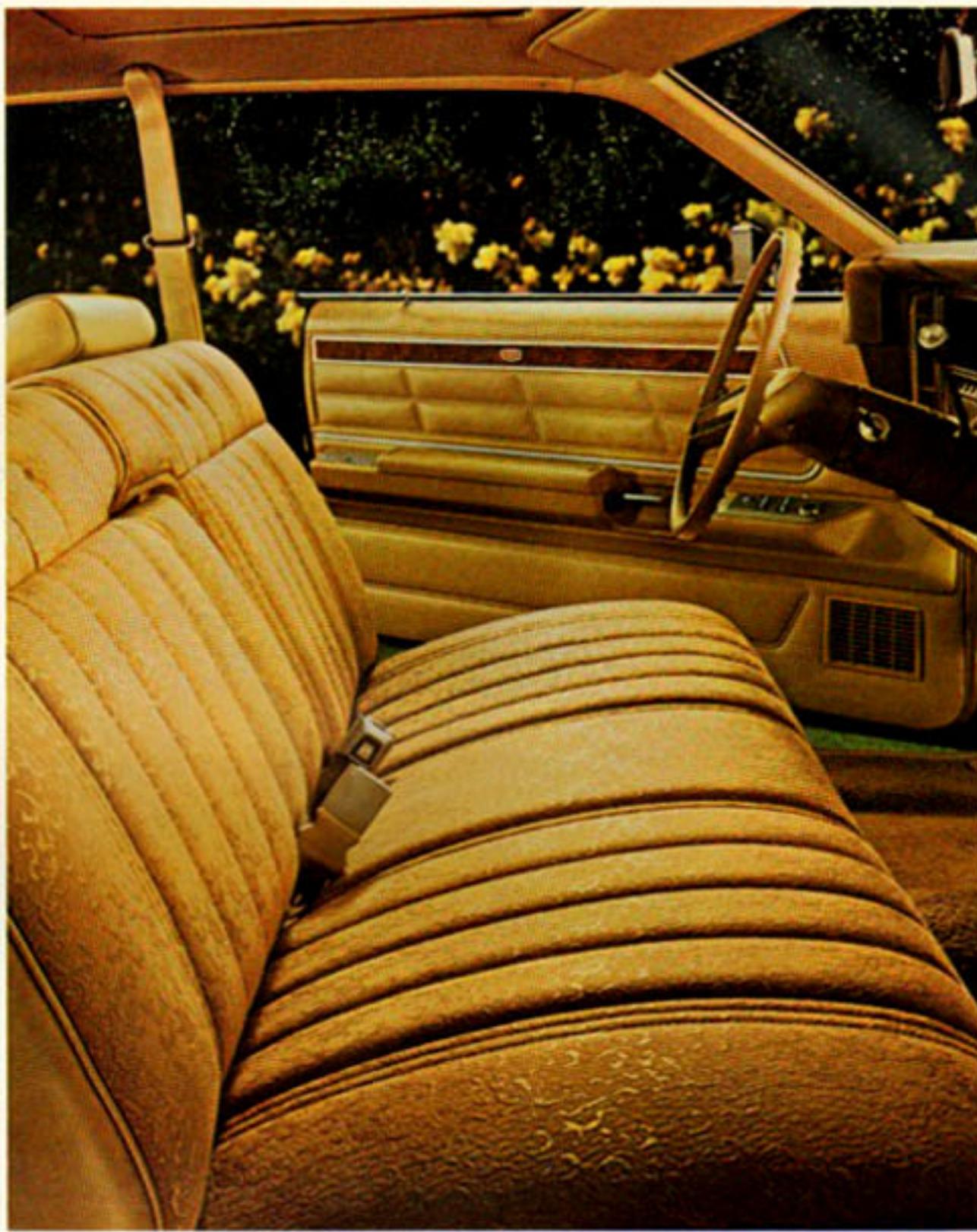
Standard features on the Mercury Marquis Brougham:
 460-4V V-8 engine • Select-Shift automatic transmission
 • Solid-state ignition • Impact resistant bumper system
 • BSW JR78x15 steel-belted radial tires • Power steering
 • Power brakes; front disc, rear drum • Power ventilation system • Power windows • Concealed headlamps • Electric clock • Concealed windshield wipers • Vinyl roof • Automatic seat back release on 2-door models • Fender skirts • Brougham wheel covers • Visor-mounted vanity mirror • Deep cut-pile carpeting • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional. Did you know you can adjust the controls for stereo speakers in your 1975 Mercury for front-to-rear and side-to-side balance?



Mercury Marquis Brougham 4-Door Pillared Hardtop



Mercury Marquis 4-Door Pillared Hardtop

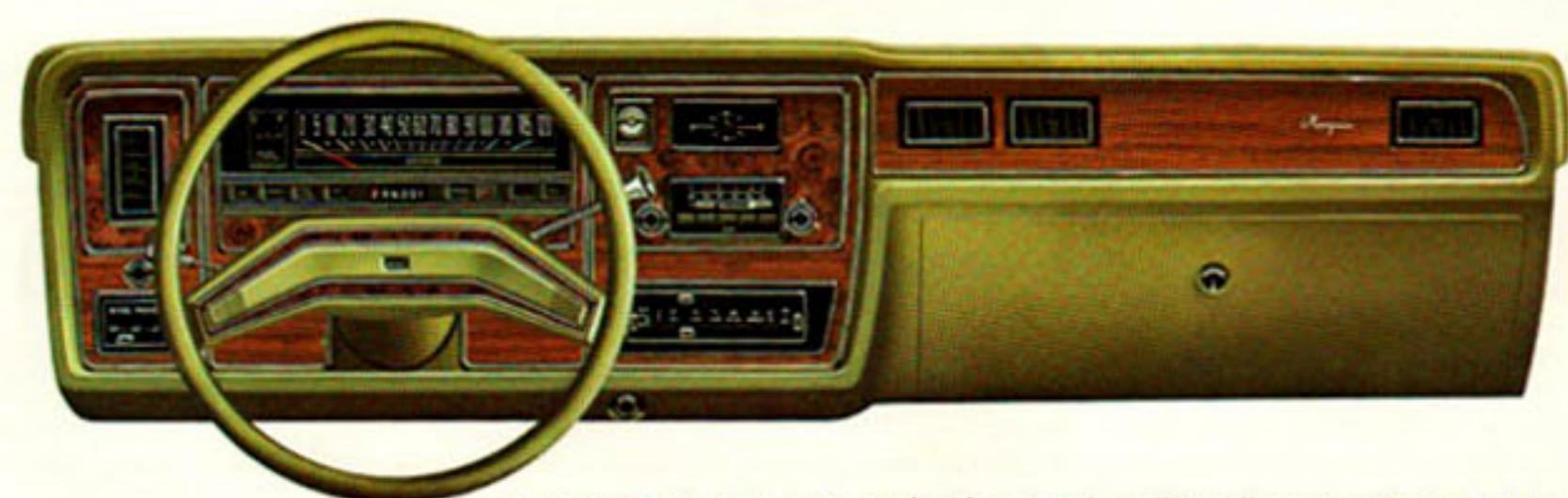


Mercury Marquis standard interior in cloth-and-vinyl, available in black, blue, green and tan. Also available at extra cost in all-vinyl in blue, green and tan.

Mercury Marquis

For 1975 we've engineered Mercury Marquis to give you satisfaction and confidence in every critical area. In quality of workmanship (check the fit of the doors, the finish of paint). In riding comfort (take one for a test drive and experience its ride). In ease of handling and driving (put it through its paces on a rough-and-winding road). In beautiful styling, inside and out (your eyes can be judge). In its smaller 400-2V V-8 engine now standard for Marquis in 1975. This year before you buy any new medium-price car, check out the 1975 Mercury Marquis. Check out the long list of fine options, too, including the Security Lock Group with lockable fuel tank cap, lockable hood release and spare tire lock. Our design aim was to make owning a 1975 Mercury more satisfying than ever before.

Standard features on the Mercury Marquis: 400-2V V-8 engine - Select-Shift automatic transmission - Solid-state ignition - BSW HR78x15 steel-belted radial tires - Power steering - Power brakes; front disc, rear drum - Automatic seat back release on 2-door - Left-hand remote control mirror - Power ventilation system - Concealed headlamps - Concealed windshield wipers - Deep cut-pile carpeting - Deluxe wheel covers - Deluxe steering wheel - Ford Motor Company Lifeguard Design Safety Features - Note: Other equipment shown is optional. *Did you know there are more than a thousand Lincoln-Mercury dealers who support the Ford Motor Company goal of "NO UNHAPPY OWNERS"? This says a lot about how your new Mercury will be cared for.*



Mercury Marquis instrument panel with optional AM/FM radio, automatic temperature control, right-hand remote control mirror and interval windshield wipers.



Mercury Cougar XR-7 2-Door Hardtop



Mercury Cougar XR-7



For 1975, Cougar invites you to enter the world of sleek elegance and bold glamour. Among mid-size personal luxury cars, this one is just as unique in its own class as the Continental Mark IV. From its advanced suspension system tuned to steel-belted radials, and the steely pride of its classic grille to the sophisticated opera window and distinctive Landau roof, XR-7 rises to an eminence that is bound to be envied. An excitingly new option, the glass sunroof, is available to let you enjoy the open air feeling in your XR-7 Hardtop. Cougar XR-7—like nobody else's car.

Standard features on Mercury Cougar XR-7: 351-2V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Solid-state ignition • HR78x14 steel-belted radials with tuned suspension system • Impact resistant bumper system • Landau vinyl roof • Opera window • Dual headlamps • Power steering • Performance instrumentation • Bucket seats with console or Twin Comfort Lounge Seats • Luxury steering wheel • Deep 22-oz. cut-pile carpeting throughout • Inside hood release • Passenger assist handle • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional. *Did you know every 1975 Lincoln-Mercury car has a locking steering column system to discourage theft?*



Mercury Cougar XR-7 2-Door Hardtop



Mercury Cougar XR-7 interiors



Mercury Cougar XR-7 Sports Accent Trim interior

Spaciously dimensioned and graciously elegant in its interior appointments, Cougar XR-7 offers you a choice of seating arrangements. Shown far left is the sumptuously tailored Twin Comfort Lounge interior, yours in a choice of super-soft all-vinyl, illustrated, optional cloth-and-vinyl or with seating surfaces of selected leather and supple vinyl. Among the many color schemes available are black, blue, dark red, green and tan. You may also select combinations of white with components in black, blue, green and red either in all-vinyl or leather-with-vinyl. Shown on this page is the Sports Accent XR-7 interior with center console and separately contoured bucket seats. This interior may be chosen in blue with silver blue, or saddle with tan color schemes.

ADDITIONAL MERCURY COUGAR FACTS:

| | |
|----------------------------------|------------------------|
| Wheelbase | 114.0" |
| Overall length/width/height | 215.5"/78.5"/52.7" |
| Tread, front/rear | 63.4"/63.5" |
| Usable luggage capacity, cu. ft. | 16.5 |
| Fuel tank capacity, gals. | 26.5 |
| Optional engines: | 400-2V V-8, 460-4V V-8 |



Mercury Cougar XR-7 instrument panel with optional AM/FM radio and air conditioning.

"No Unhappy Owners": a goal and a promise

Ford Motor Company is not satisfied merely to make the finest cars we know how, but to assure to the highest degree possible that you as an owner will be happy with your car from the very first mile and for as long as you drive it. Lincoln-Mercury dealers participating in the "No Unhappy Owners" program pledge to provide you with the kind of service and after-sale care that will keep you and your car happy. It is their goal, and ours, to answer and rectify any and all justifiable complaints regarding the manufacture, servicing and maintenance of your car in satisfactory operating condition.

Your 1975 Mercury will be equipped with all these Ford Motor Company Lifeguard Design Safety Features:

Occupant Protection

- Safety-designed front end structure
- Safety-designed roof structure
- Steel guard rails in side doors
- Double-yoke safety door latches and safety hinges
- Integral lap and shoulder belts with individual lap and shoulder belt retractors and starter interlock for front outboard occupants
- Positive reminder warning light and buzzer for all front seat occupants
- Lap belts with mini-buckles for center front and all rear seating positions with retractors for rear outboard occupants
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety-designed door handles
- Energy-absorbing instrument panel with padding for right and center front passengers

Padded sun visors

- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on two-door vehicles
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons (on all cars equipped with radios)
- Head restraints or high back seats for front outboard occupants
- Safety glove box latch
- Inside yieldaway rearview mirror
- Impact absorbing laminated safety glass windshield
- Flame resistant interior materials

Operating Safety

- Safety rim wheels and load-rated tires
- Dual hydraulic brake system with warning light
- Corrosion-resistant brake lines
- Turn indicators with lane-changing signal feature

Hazard warning flasher

- Backup lights
- Side marker lights
- Parking lights coupled with headlamps
- Two-speed or variable-speed windshield wipers
- Windshield washers
- Outside rearview mirror, driver's side
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars
- Uniform transmission shift quadrant
- Illuminated controls (wiper/washer, defrost/defog, climate control)
- Continuously variable control illumination intensity
- Safety hood latch system

Anti-Theft

- Locking steering column with warning buzzer
- Non-reversing odometer
- Visible vehicle identification number

1. Available only with 460-4V engine, four-wheel disc brakes and air conditioning.
2. Available only with 460-4V engine.
3. 80 ampere; std. with 460-4V engine.
4. Available only with Trailer Towing Packages II or III.
5. Automatic air shocks; not available with Trailer Towing Package III.
6. Available only on 4-door models; requires power side windows and tinted glass.
7. Available on 2-door hardtops and 4-door pillarless hardtop only; N/A with AM radio or when car is equipped with extended range fuel tank.
8. Delete option; replaces wide bodyside molding.
9. Requires full vinyl roof.
10. Includes tinted rear window and 70-amp. alternator.
11. Includes power door locks and remote control trunk lid release.
12. Available only with Twin Comfort Lounge Seats.
13. Dome/dual beam maplight (std. on Grand Marquis), underhood light, R.H. remote control mirror (not on Cougar), rear door light switches (4-door), trunk light, under-instrument panel light, illuminated visor vanity mirror, headlamp-on warning buzzer, glove box light, ashtray light, parking brake warning light (Cougar).
14. Front and rear floor mats, door-edge guards, license plate frames.
15. Rear bumper guards, front and rear rub strips.
16. Included in Appearance Protection Group.
17. Lockable gas cap, lockable hood release, spare tire lock.
18. Standard axle in California with 460-4V engine.
19. Included in Trailer Towing Packages II or III.
20. N/A in conjunction with power antenna.
21. Included in Lock Convenience Group.
22. Available on Grand Marquis only if wide bodyside molding is ordered as a delete option.
23. Includes deluxe color-keyed seat belts, automatic seat back release, L.H. remote control mirror and passenger visor vanity mirror.
24. 3/4 Landau vinyl roof standard.
25. 6-way drivers seat only.
26. N/A with leather wrapped steering wheel.

GENUINE MOTORCRAFT PARTS—Your new Mercury comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolite Power-Tip Spark Plugs, Motorcraft shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts and Autolite Spark Plugs whenever replacement is necessary.

Information shown here was correct when approved for printing. Lincoln-Mercury Division reserves the right to discontinue or change specifications or designs at any time, without incurring any obligations. Some features shown or described previously are optional equipment items which are available at extra charge. Some options are required in combination with other options.

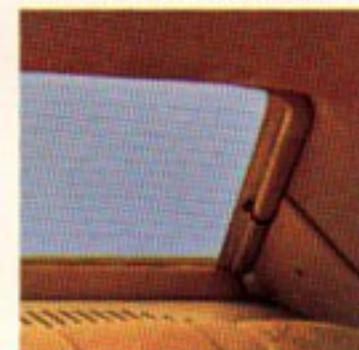
SELECT OPTIONS FOR 1975

| | Grand Marquis | Marquis Brougham | Marquis | Cougar XR-7 |
|--------------------------------------|---------------|------------------|---------|-------------|
| PERFORMANCE-RELATED | | | | |
| Brakes—Sure-Track (1) | X | X | X | N/A |
| Brakes—Four-Wheel Disc (2) | X | X | X | N/A |
| Higher Axle Ratio (18) | X | X | X | X |
| Traction-Lok Differential | X | X | X | X |
| Heavy-Duty Battery | Std | Std | X(3) | N/A |
| Heavy-Duty Electrical System | N/A | N/A | N/A | X |
| Trailer Towing Package | X | X | X | X |
| Equalizing Trailer Hitch (4) | X | X | X | N/A |
| Speed Control | X | X | X | X(26) |
| Automatic Load Levelers (5) | X | X | X | N/A |
| Fuel Economy Reminder Light | X | X | X | X |
| Cross Country Suspension | X(19) | X(19) | X(19) | X |
| Extended Range Fuel Tank (20) | X | X | X | N/A |
| COMFORT & CONVENIENCE | | | | |
| Power Vent Windows (6) | X | X | X | N/A |
| Power Antenna (7) | X | X | X | N/A |
| Power Seats | X | X | X | X(25) |
| Power Sunroof (9) | X | X | X | X |
| Power Moonroof (9) | N/A | N/A | N/A | X |
| Power Side Windows | Std | Std | X | X |
| Air Conditioning—Auto. Temp. Control | X | X | X | X |
| Air Conditioning—Manual Control | X | X | X | X |
| Tinted Glass—Complete | X | X | X | X |
| Digital Clock | Std | X | X | N/A |
| Electric Clock | N/A | Std | X | Std |
| Electric Rear Window Defroster (10) | X | X | X | X |
| Lock Convenience Group (11) | X | X | X | N/A |
| Power Door Locks | N/A(21) | N/A(21) | N/A(21) | X |
| Tilt Steering Wheel | X | X | X | X |
| Radio—AM | X | X | X | X |
| Radio—AM/FM/Multiplex | X | X | X | X |
| Radio—AM/FM/MPX w/Stereo Tape | X | X | X | X |
| Reclining Passenger Seat (12) | X | X | X | N/A |
| Speakers—Dual Rear Seat | X | X | X | X |
| Visibility Light Group (13) | X | X | X | X |
| Twin Comfort Lounge Seats | Std | X | X | Std |
| Vinyl Bench Seats | N/A | NEC | X | N/A |
| Interval Windshield Wipers | X | X | X | X |
| Convenience Group | N/A | N/A | N/A | X(23) |
| APPEARANCE & PROTECTION | | | | |
| Anti-Theft Alarm System | X | X | X | X |
| Appearance Protection Group (14) | X | X | X | X |
| Bumper Protection Group (15) | X | X | X | X |
| Cornering Lamps | X | X | X | N/A |
| Fender Skirts | Std | Std | X | N/A |
| Floor Mats, Front & Rear (16) | X | X | X | X |
| Luggage Compartment Trim | Std | X | X | X |
| Protective Bodyside Molding | X(22) | X | X | X |
| Grand Marquis Bodyside Molding (8) | X | N/A | N/A | N/A |
| Paint Stripes | N/A | N/A | X | N/A |
| Security Lock Group (17) | X | X | X | X |
| Wheel Covers—Brougham | Std | Std | X | N/A |
| Wheel Covers—Sporty | N/A | N/A | N/A | X |
| Wheels—Styled Steel | N/A | N/A | N/A | X |
| Wheel Covers—Luxury | X | X | X | N/A |
| Vinyl Roof—Full | Std | Std | X | X(24) |
| Leather-Wrapped Steering Wheel | N/A | N/A | N/A | X |
| Dual Racing Mirrors | N/A | N/A | N/A | X |
| L.H. Remote Control Mirror | Std | Std | Std | X |

X—Optional Std—Standard N/A—Not Available NEC—No Extra Cost



Protect your children. Ford Infant Safety Carrier for babies faces rearward on the seat. The Tot-Guard Safety Seat shields children 19" to 25" tall weighing 20 to 50 lbs.



Illuminated visor-mounted vanity mirror



Digital clock and radio with stereo tape.



Combination dome and reading lamp affords extra travel convenience during nighttime driving.



Speed Control located for easy operation.



MERCURY

LINCOLN-MERCURY DIVISION



MERCURY
Ford
LINCOLN