

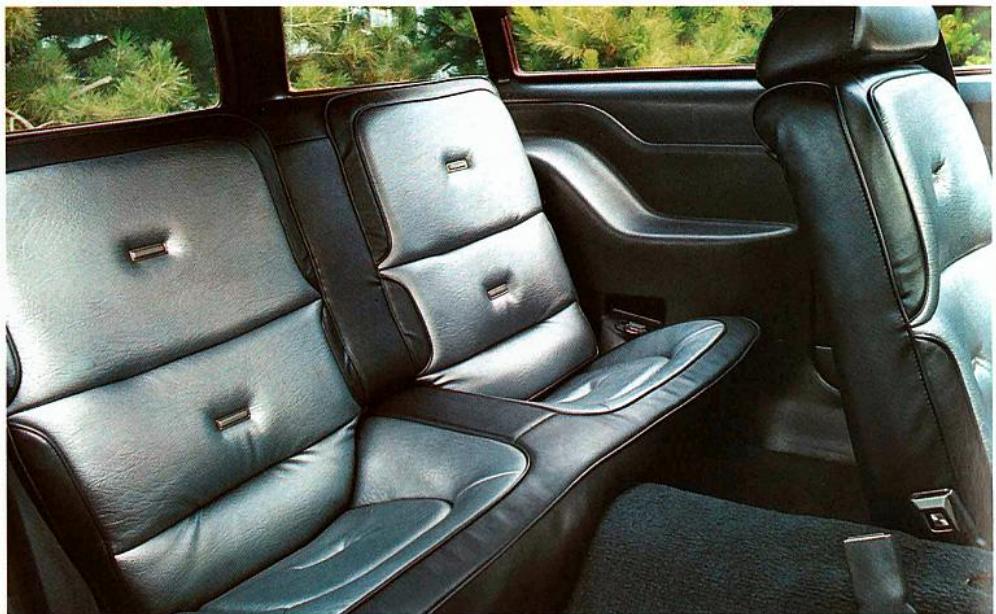
MERCURY BOBCAT

Runabout and Villager:
Small cars you can live with for a long time.





BOBCAT VILLAGER: A STYLISH WAGON THAT'S EASY
TO HANDLE, EAGER TO HAUL AND ECONOMICAL TO RUN!



HOW DID WE DESIGN SO MUCH COMFORT AND DURABILITY INTO SUCH A NEAT LITTLE WAGON?

Bobcat Villager—just one quick glance tells you it's from the same people who created the Continental Mark IV and the Mercury Colony Park. The look is trim and practical, yet stylish. From full-length simulated rosewood paneling on the outside, to thick-pile carpeting and handsomely tailored bucket seats on the inside, this little wagon was designed to be big on comfort and durability! Even the cargo floor is handsomely carpeted.

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But there's a lot more to Villager than just show. This is a real working wagon, as a light flip of its counterbalanced liftgate will prove. A warning system alerts you when the liftgate is unintentionally left open. There's cargo space aplenty, 57.6 cubic feet of it, with the rear seat folded down, room enough to haul lots of gear! Great for chores and cross-country tours—rugged and durable.

On the road, Bobcat Villager is as lithe and as quick as its name. Self-adjusting front disc brakes are standard. The standard 2300 cc overhead cam engine delivers a power punch that neatly combines brisk perfor-

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mance with welcome economy. Rack-and-pinion steering, dual ball-joint front suspension, a cat-sure wide stance and stagger-mounted rear shock absorbers to give you the solid, sure, yet easy ride you expect from Mercury, the ride specialists.

The Villager interior, shown left, in addition to its surprising roominess and smart looks, is a commitment to comfort and quiet ride, thanks to generous sound deadening insulation applied to critical body areas and in the engine compartment. Standard trim is rich all-vinyl, offered in black or tan solid decor, and in two-tone blue or green and in orange and black. An optional interior in smart polyknit fabric and vinyl is also available, in blue, green or tan. The low-backed bucket seats are equipped with adjustable head restraints; the cargo floor carpeting, as throughout, is color-keyed.

Options? The list is a long one, ranging from 2.8 litre V-6 engine to roof luggage rack and including Select-Shift automatic transmission, air conditioning, AM/FM stereo radio, rear window electric defroster, and much more—even power brakes and power steering. See page 11 for the complete rundown.

Like its companion Bobcat Runabout, the Villager, in addition to economy of operation and easy maintenance, has been built to give you welcome dependability and durability.

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and the full complement of Ford Motor Company Lifeguard Design Safety Features, just as are found on the big Mercurys.

Here's what Villager has in it for you: Functional—2300 cc 4-cylinder single overhead cam engine • Fully synchronized 4-speed manual transmission, floor-mounted shift lever • Front disc brakes • B78x13 BSW tires • Styled steel wheels • Solid-state ignition for reduced maintenance costs • Air-Blending Heater • "Lifegate Ajar" warning system • Hinged quarter windows • Rack-and-pinion steering • Impact-resistant bumper system • Electric windshield

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washer/wipers • Lifeguard Design Safety Features listed on Page 11.

Convenience - Appearance and Comfort • Inside hood release • Windshield-mount rearview mirror • Courtesy light switches, both side doors • Cigar lighter • Glove compartment • Cargo deck light • Simulated rosewood paneling on bodysides and rear panel • Woodtone instrument panel applique • Ashtrays, rear seat • Deluxe seat and shoulder belts • Deluxe two-spoke steering wheel • Color-keyed parking brake boot • Wheel lip moldings • Color-keyed carpeting in passenger and cargo areas • Instrument panel mini-console.

1. How's this for an easy-loading cargo deck? There's nearly six feet of carpeted load length.

2. Instruments are placed for driving ease and visibility.

3. Order your Bobcat with optional Select-Shift automatic transmission.

4. Steel-belted radial tires are optional gas-savers you can order on Bobcat.

BOBCAT RUNABOUT: OUR SMALLEST MERCURY
IS SO VERSATILE, IT'S REALLY TWO CARS IN ONE!



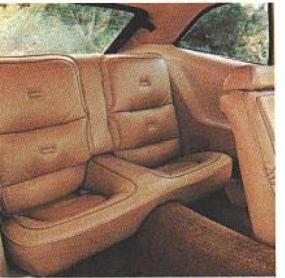


**NOW THE BIG CAT HAS
A SPORTY LITTLE COUSIN
WITH ITS OWN KIND
OF SPIRIT AND STYLE!**

Bobcat Runabout—our first three-door Mercury! We wanted to offer you a little Mercury that would be easy to drive and economical to maintain, without giving up the kind of comfort and fine detail you expect from Lincoln-Mercury.

And what a practical, versatile little car this is! With the rear seat up, it's a run-around-town car that carries four adult passengers in style. With one hand, release the rear seat fold-down latch and you convert your Runabout

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into a frisky little "wagon" ready for fun and able to carry the gear—from tennis equipment and fishing rods to outboard motor and skis. The pneumatically assisted rear liftgate makes loading easy: lift it up and it stays out of the way. With the rear seat folded forward you reveal a full five feet of carpeted cargo floor.

The ride is smooth, quiet, and wide-stanced. The dual ball-joint suspension design is the same type as on our big cars. A 2300 cc engine performs with excellent gas mileage. Based on EPA dynamometer tests on this type of car with frequently purchased options, this standard engine delivers 24 to 29 mpg

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under highway conditions; 17 to 19 under city conditions; Mileage will vary with equipment and type of driving. Sound deadeners and body insulation are used extensively, full length along the floor, for instance. Even the underside of the hood is blanketed in glass fiber to help quiet the engine. Manual front disc brakes and rack-and-pinion steering contribute to Bobcat's handling ease.

Inside, Bobcat goes all out for your comfort. Body-contoured bucket seats in durable solid or two-tone vinyl are standard; plush carpeting is color-keyed. Backrests have been designed to give comfortable support as you drive. For even more elegant decor, select the optional Polyknit fabric interior, shown left, available in blue, green or tan. Enjoy the extra richness of Bobcat's simulated woodgrain instrument panel, deluxe seat and door trim and low-back bucket seat design with adjustable head restraints.

The Runabout, too, boasts a wide selection of fine options to help you personalize your car (see page 11). They range from a Sunroof, forged aluminum wheels and steel-belted radial tires to a Sports Accent Group including leather-wrapped steering wheel, trim rings, thick cut-pile carpeting, "super sound" insulation package and special accent color on bodysides and lower back panel.

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However you equip your Bobcat Runabout, you'll find it a sporty little cousin to the big cat and a handsome alternative to the traditional "Plain Jane" small car.

All these standard features on Bobcat Runabout:

Functional—2300 cc 4-cylinder single overhead cam engine • Fully synchronized 4-speed manual transmission, floor-mounted shift lever • Manual front disc brakes • B78x13 BSW tires • Styled steel wheels with center ornament • Hood sound blanket • Solid-state ignition • Air-Blending Heater • Rack-and-pinion steering • Impact-resistant bumper system • Electric windshield washer/wipers • Ford Motor

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Company Lifeguard Design Safety Features listed on page 11.

Convenience, Appearance and Comfort—Inside hood release • Windshield-mount rearview mirror • Courtesy light switches, both side doors • Cigar lighter • Glove compartment • Woodtone instrument panel applique • Ashtrays, rear seat • Deluxe seat and shoulder belts • Deluxe two-spoke steering wheel • Wide wheel lip moldings • Rocker panel moldings • Bright window moldings • Protective bodyside moldings with vinyl insert • Cut-pile carpeting • Instrument panel mini-console • Fully carpeted cargo floor.

1. Bobcat Runabout standard all-vinyl interior offers five color schemes: black, blue, green, tan and orange.

2. Add a uniquely sporty look with optional aluminum wheels.

3. Floor-shift is standard equipment on all Bobcat models.

4. Optional Trim Rings nicely dress up Bobcat's standard styled steel wheels.

5. One of the popular options you'll want to consider is the sun roof.

*Cars equipped to meet California Emission standards delivered 23 to 26 mpg under highway conditions; 16 to 18 mpg under city conditions.

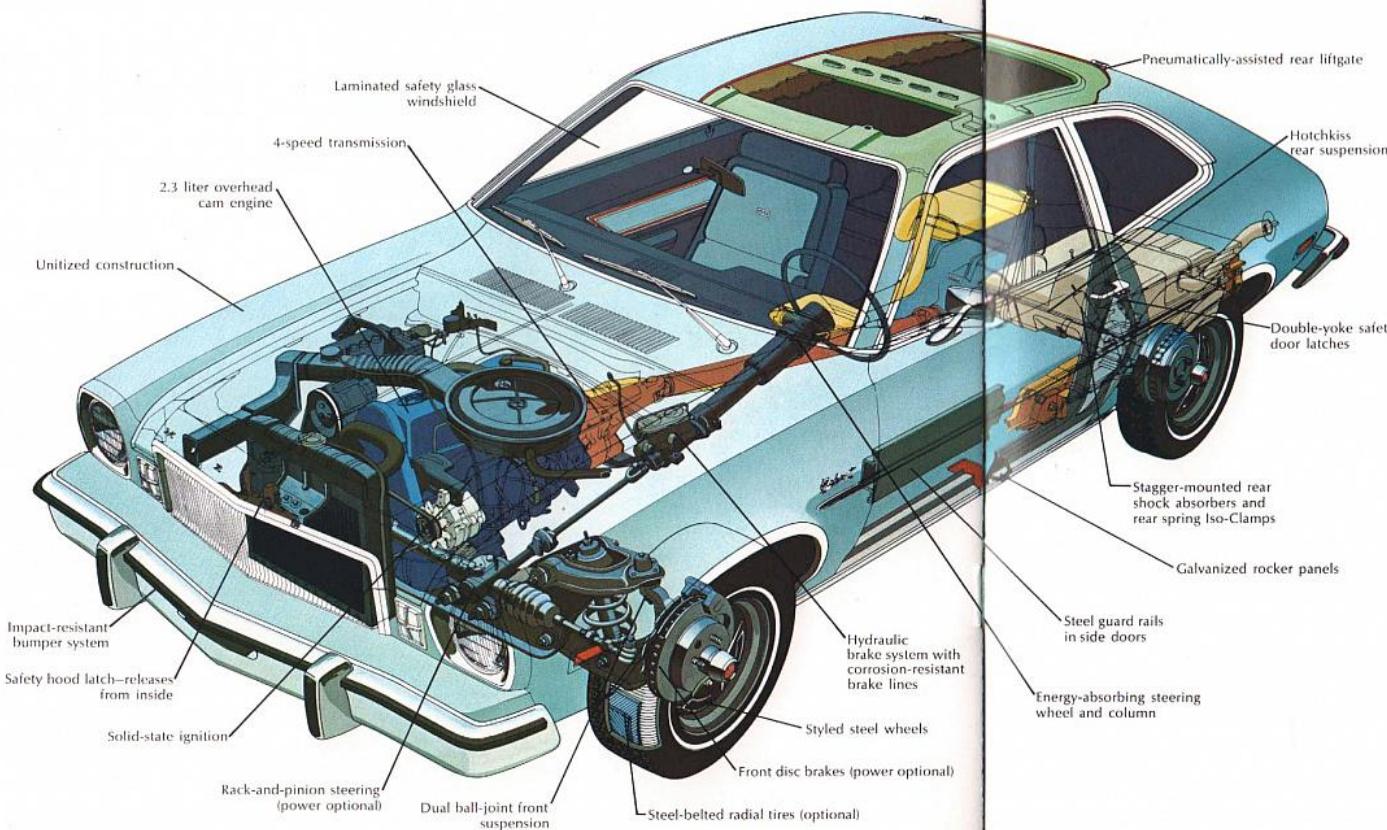
MERCURY BOBCAT VITAL STATISTICS

	Wheelbase	Overall Length	Overall Height	Overall Width	Tread Front	Tread Rear	Front Headroom Legroom	Rear Headroom Legroom	Cargo Volume Index (Behind front seat)
3-Door Runabout	94.5"	169.0"	50.5"	69.4"	55.0"	55.8"	37.3"	40.8"	35.8" 30.4" 29.0 cu. ft.*
Villager Wagon	94.8"	178.8"	52.0"	69.7"	55.0"	55.8"	37.9"	40.8"	38.9" 30.4" 57.6 cu. ft.*

Your Mercury Bobcat has all these Ford Motor Company Lifeguard Design Safety Features to put your safety first!

- 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 for front occupants • Positive seat belt reminder warning light and buzzer for front seat occupants • Lap belts with mini buckles and retractors for rear seating positions • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety-designed door handles • Energy-

- absorbing instrument panel with padding for front passenger • Padded sun visors • Energy-absorbing front seat back tops with padding • Self-locking front seat backs • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons (on all cars equipped with radios) • Head restraints for front seat occupants • Safety glove box latch • Inside yieldaway rearview mirror • Impact-absorbing laminated safety glass windshield • Flame-resistant interior materials • 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 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 (on cars equipped with automatic transmission)
- Illuminated controls (wiper/washer, defrost/defog, climate control) • Continuously variable control illumination intensity
- Safety hood latch system • Locking steering column with warning buzzer • Non-reversing odometer • Visible vehicle identification number



Give your Bobcat its own personality with moderately priced options.

- V-6 Engine—2800 cc—available on both models (requires Select-Shift Automatic Transmission) • Select-Shift Transmission • Power Brakes; front disc, rear drum • Power Steering; required when you select the V-6 engine and air conditioning • Steel-belted radial tires, BR78x13 WSW • Air Conditioning with manual temperature control
- Sunroof, manually operated (Runabout only) • Sports Accent Group, see page 9 • Sound Insulation Package • Deluxe Bumper Protection Group: front and rear bumper guards with rubber inserts and horizontal rub strips • Appearance Protection Group: door-edge guards, front floor mats, glove box lock, license plate frames
- Optional Light Group: engine compartment, glove box, ashtray and parking brake lights; maplight and "lights on" warning buzzer
- Convenience Group: day/night inside rearview mirror, right- and left-hand remote control racing mirrors and visor vanity mirror • Anti-Theft Lock Group: Locking inside hood release, spare tire and gas cap locks • Pivoting Runabout Quarter Window • Vinyl Roof (Runabout only) • Glamour Paint • Color-keyed bodyside protective molding • Tinted glass, all windows (Runabout only; standard on wagon) • Bumper Guards (front/rear) • Dual Accent Body Stripes (Runabout only) • Aluminum Wheels • Wheel Trim Rings (included in Sports Accent Group) • Radios—AM; AM/FM, mono or stereo
- Electric Rear Window Defroster • Heavy-Duty Battery • Special Handling Suspension: unique front stabilizer bar, special spring rates and shock absorber valving (Runabout only; standard on wagon) • Fuel Economy Warning Light: helps you conserve fuel as you drive • Traction-Lok: limited-slip differential; helps you go in mud or snow as long as one wheel has traction.

Your Lincoln-Mercury dealer has an informative video tape on the Bobcats. Ask him to screen it for you.

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

Motorcraft 

QUALITY REPLACEMENT PARTS FROM FORD—Your new Mercury Bobcat 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.

Left: Tot-Guard Safety Seat for children 19" to 25" tall, 20 to 50 lbs. Right: Ford Infant Safety Carrier for babies, faces rearward on the seat. (Both shown in Mercury Montego model.)





MERCURY BOBCAT

LINCOLN-MERCURY DIVISION

