

MERCURY MONTEGO 1974



Mercury Montego MX Brougham with Custom Trim Option

Here is our mid-size car in its most elegant guise. With a luxurious look on the outside and the most luxurious interior ever. Last year a Montego's ride was judged better than that of our three top competitors in the same size and price class. Montego MX Brougham—with Custom Option—the mid-size Mercury at its finest!

Montego MX Brougham with Custom Trim Option includes these features: 302-2V V-8 engine • 3-speed manual transmission • Front disc brakes • G78 x 14 BSW tires •

Impact-absorbing bumpers • Dual headlamps • Seat belt interlock system • Deluxe wheel covers with colour-keyed inserts • Levant grain vinyl roof • Super sound insulation package • Luxury steering wheel • Visor vanity mirror • Locking steering column • Concealed windshield wipers • Inside hood release • Colour-keyed 25-oz. cut-pile carpeting • Door pull assist straps • Twin Comfort Lounge Seats • Ford Motor Company Safety Design Features • Note: Other equipment shown is optional.

Montego MX Brougham 4-Door Sedan with Custom Trim



Montego MX Brougham 2-Door Hardtop with Custom Trim





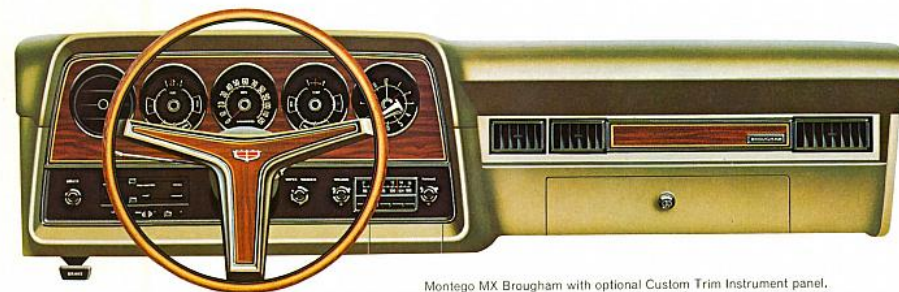
Mercury Montego MX Brougham with Custom Trim option

Mercury Montego MX Brougham Interior with Custom Trim Option

A custom decor look sets the tone of high elegance in this unique Montego MX Brougham optional interior. The Twin Comfort Lounge Seats are tailored with seating surfaces of rich Arden velour. Seat facings are of super-soft vinyl. Underfoot is deeply resilient 25-ounce cut-pile carpeting. Among other niceties distinguishing this interior are the visor vanity mirror, door pull assist straps and a uniquely distinctive steering wheel. The Custom Trim Option Interior can be chosen in medium blue or gold striped cloth and vinyl.

ADDITIONAL MONTEGO MX BROUGHAM FACTS:
(2-Door Hardtop)

Wheelbase.....	114.0"
Overall length.....	214.2"
Overall width.....	78.6"
Overall height.....	62.9"
Tread front/rear.....	62.8"/62.9"
Luggage capacity (cu. ft.).....	16.5
Fuel tank capacity, approx. gals.....	22.0



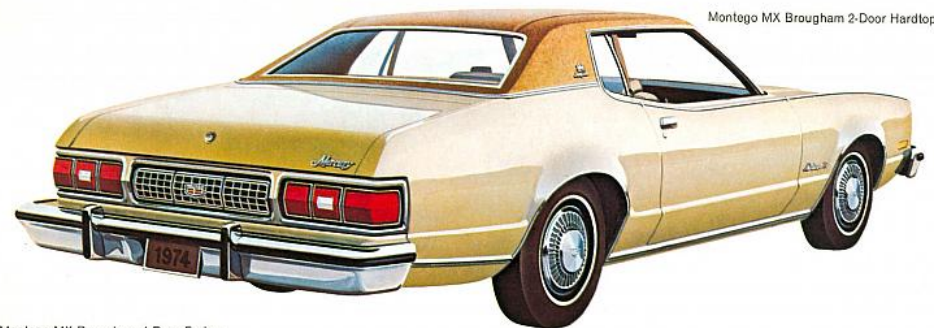
Montego MX Brougham with optional Custom Trim Instrument panel. Radio and air conditioner shown are optional.

Mercury Montego MX Brougham

Montego is considerably trimmer than most full-size cars, yet boasts the same type suspension system as on our most expensive luxury cars. This, combined with Montego's wide stance, gives you the over-all riding comfort of a full-size with mid-size maneuverability and price.

Standard features on Mercury Montego MX Brougham:
302-2V V-8 engine • 3-Speed manual transmission • Front

disc brakes • G78x14 BSW tires • Impact-absorbing bumpers • Dual headlamps • Seat belt interlock system • Deluxe Sound Insulation Package • Wheel covers • Locking steering column • Concealed windshield wipers • Inside hood release • Colour-keyed deep loop carpeting • Upper body peak mouldings • Ford Motor Company Safety Design Features • Note: Other equipment shown is optional.



Montego MX Brougham 2-Door Hardtop

Montego MX Brougham 4-Door Sedan



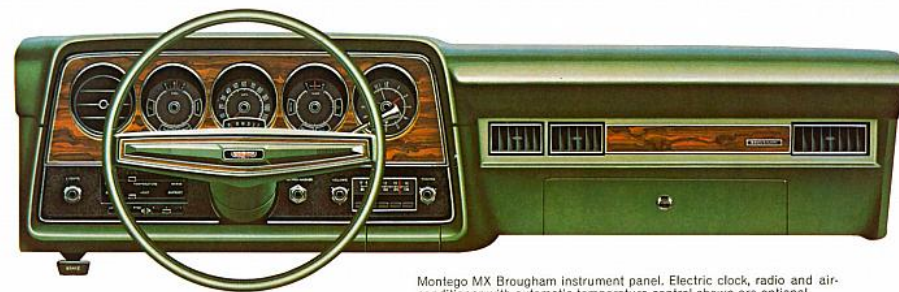


Mercury Montego MX Brougham Flight Bench interior

Mercury Montego MX Brougham Interior

Little has been spared in the way of fine appointments to make even the shortest drive in Montego a refreshing experience. Shown is the beautifully tailored MX Brougham interior with the Flight Bench in cloth-and-vinyl. It is also available in an all-vinyl fabric of super-soft texture. Colours in cloth-and-vinyl are black, medium blue, medium green, tan, gold and saddle. In all-vinyl you may choose from the same solid colours and also (2-door only) from white with black, medium blue, medium green, gold or saddle components.

ADDITIONAL MONTEGO MX BROUGHAM FACTS:	
(4-Door Pillared Hardtop)	
Wheelbase.....	118.0"
Overall length.....	218.2"
Overall height.....	53.7"
Overall width.....	78.6"
Tread front/rear.....	62.8"/62.9"
Luggage capacity (cu. ft.).....	16.5
Fuel tank capacity, approx. gals.....	22.0



Montego MX Brougham instrument panel. Electric clock, radio and air-conditioner with automatic temperature control shown are optional.

Mercury Montego MX

A beautiful choice if you admire the kind of ride associated with a big car, but also admire the ease of handling and maneuvering that a mid-size car can give you. Montego MX puts it all together nicely.

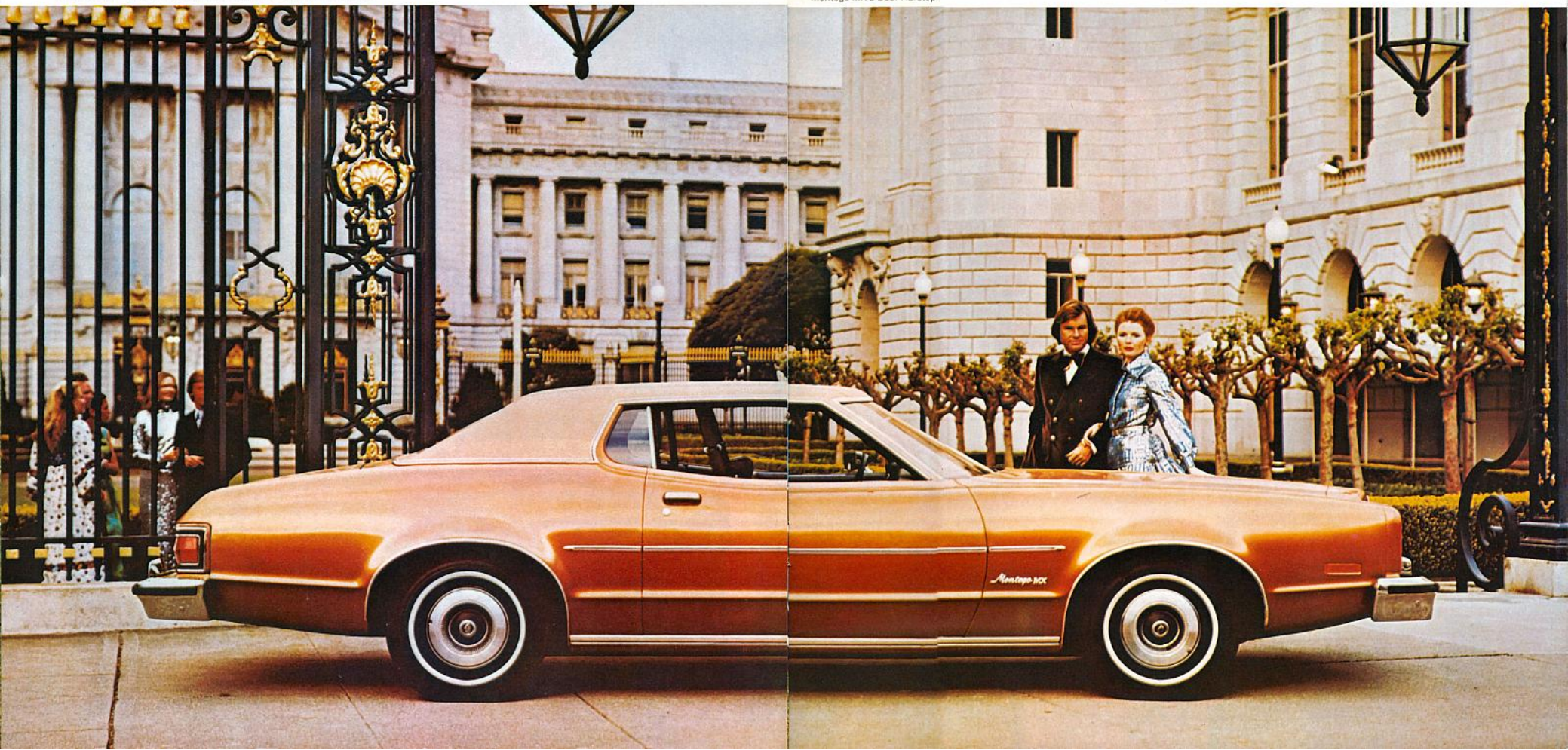
Standard features on the Montego MX: 302-2V V-8 engine • 3-speed manual transmission • Front disc brakes • G78x14 BSW tires • Impact-absorbing bumpers • Deluxe Sound In-

sulation Package • Dual headlamps • Rocker panel moulding • Seat belt interlock system • Locking steering column • Concealed windshield wipers • Inside hood release • Colour-keyed deep loop carpeting • Upper body paint stripes • Ford Motor Company Safety Design Features • Note: Other equipment shown is optional.

Montego MX 4-Door Sedan



Montego MX 2-Door Hardtop



Mercury Montego and Sports Appearance Group

A good deal of Montego's ability in traffic and on the open road stems from its stance—one of the widest in its class. Two wheelbase lengths, 114" on 2-door models and 118" on 4-door models, contribute to Montego's traditionally smooth ride and responsive handling. If you want to add even sportier flair to your Montego, look into the optional Sports Appearance Group!

Standard features on Montego: 302-2V V-8 engine • 3-speed manual transmission • Front disc brakes • G78x14 BSW tires • Impact-absorbing bumpers • Dual headlamps • Seat belt interlock system • Locking steering column • Con-

cealed windshield wipers • Inside hood release • Colour-keyed deep loop carpeting • Ford Motor Company Safety Design Features • Note: Other equipment shown is optional.

Optional Sports Appearance Group Includes: Sporty hood • Dual racing mirrors • Black-painted hub caps with bright trim rings • Lower body paint/tape stripes • Wide-oval RWL tires • Black-out back panel • Leather-wrapped steering wheel • Cluster trim cover • Bright pedal pads • Vinyl bench seat • Tachometer • Trip odometer, Clock, fuel, ammeter, oil pressure and temperature gauges.



Montego 4-Door Sedan





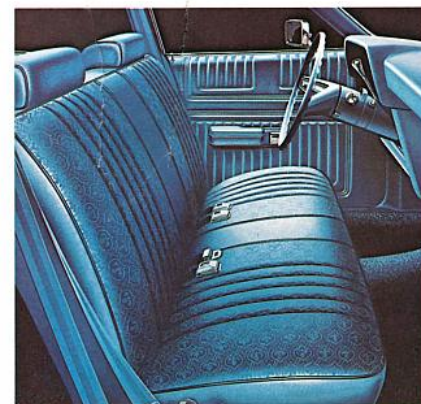
Mercury Montego MX interior

Mercury Montego MX and Montego Interiors

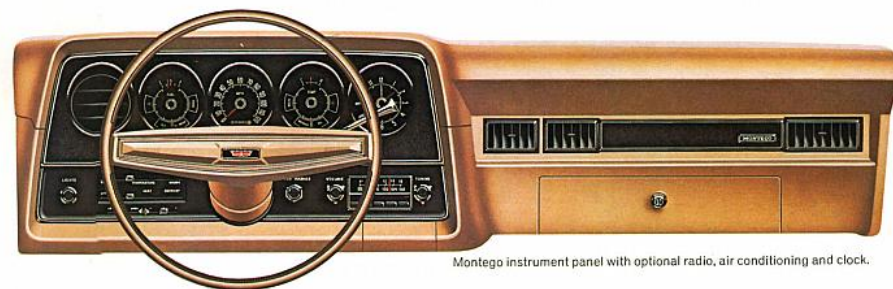
The larger illustration shows the extremely handsome Montego MX standard bench seat interior decor. It can be selected either in cloth-and-vinyl or all-vinyl. In cloth-and-vinyl, available colours are black, medium blue, medium green, tan, gold and saddle. In all-vinyl (2-door model only)

you may also choose white.

The smaller illustration shows the standard Montego interior in cloth-and-vinyl. This interior is also available in all-vinyl. Colours you may choose from are black, medium blue and tan.



Mercury Montego interior (automatic transmission optional)



Montego instrument panel with optional radio, air conditioning and clock.

MERCURY MONTEGO MAJOR SPECIFICATIONS

Power team combinations

Availabilities:	302-2V "V8"	351-2V "V8"	351-4V "V8"	400-2V "V8"	460-4V "V8"
Montego	Std.	Opt.	Opt.*	Opt.	Opt.
Montego MX	Std.	Opt.	Opt.*	Opt.	Opt.
Montego MX BRM	Std.	Opt.	N.A.	Opt.	Opt.
*2-dr. Hardtops only					

TRANSMISSIONS: 3-Speed Manual is standard equipment on sedans and hardtops with the 302 engine. Select-Shift Automatic is optional with the 302 engine and mandatory with all other engines.

BRAKES: Manual front disc brakes standard on Hardtops and Sedans. Power front disc brakes optional.

STEERING: Power steering is optional on all models.

Dimensions:

	4-Door	2-Door	Fuel tank capacity 22.0 gal.
Wheelbase	118.0"	114.0"	Tread—Front 62.8"
Overall length	218.2"	214.2"	—Rear 62.9"
Overall width	78.6"	78.6"	Luggage capacity 16.5 cu. ft.

The 1974 Mercury bumper systems must pass both the pendulum test and barrier impact tests. Specifically, in the pendulum test the bumper is hit three times on each bumper frontal area with a specially shaped pendulum equal to the car mass. Pendulum speed is 5 mph. Additionally one 3 mph hit is required at a 30 degree angle at either corner of the bumper. The bumpers meet the 1974 Canadian Motor Vehicle Safety Standards for up to 5 mph frontal impact pro-

tection and up to 5 mph rear impact protection straight into a flat, vertical fixed barrier without preventing normal operation of the car's lighting, latching, fuel, cooling and exhaust systems or of the propulsion, suspension, steering and braking systems.

Tests show that, with bumper guards, no substantial damage to sheet metal should result from such a barrier impact at or below these speeds.

Ford Motor Company Safety Design Features

- Dual Hydraulic Brake System with warning light
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting 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
- Front and rear lap belts with mini-buckles for center front and rear passengers.
- Positive reminder warning light and buzzer for front outboard seat belts
- Turn indicators with lane-changing signal feature
- Inside yield-away rearview mirror
- Energy-absorbing instrument panel with padding for center and outboard passengers
- Padded sun visors
- Locking steering column with warning buzzer
- Two speed or variable speed windshield wipers
- Windshield washers
- Improved impact absorbing laminated safety glass windshield
- Door-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 transmission shift quadrant (on all cars equipped with automatic transmission)
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety-designed front end structure
- Improved front and rear bumpers
- Head restraints for front outboard occupants
- Safety glove box latch

Illustrations and information presented were correct when approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

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.

MERCURY MONTEGO



Litho in Canada 8/73