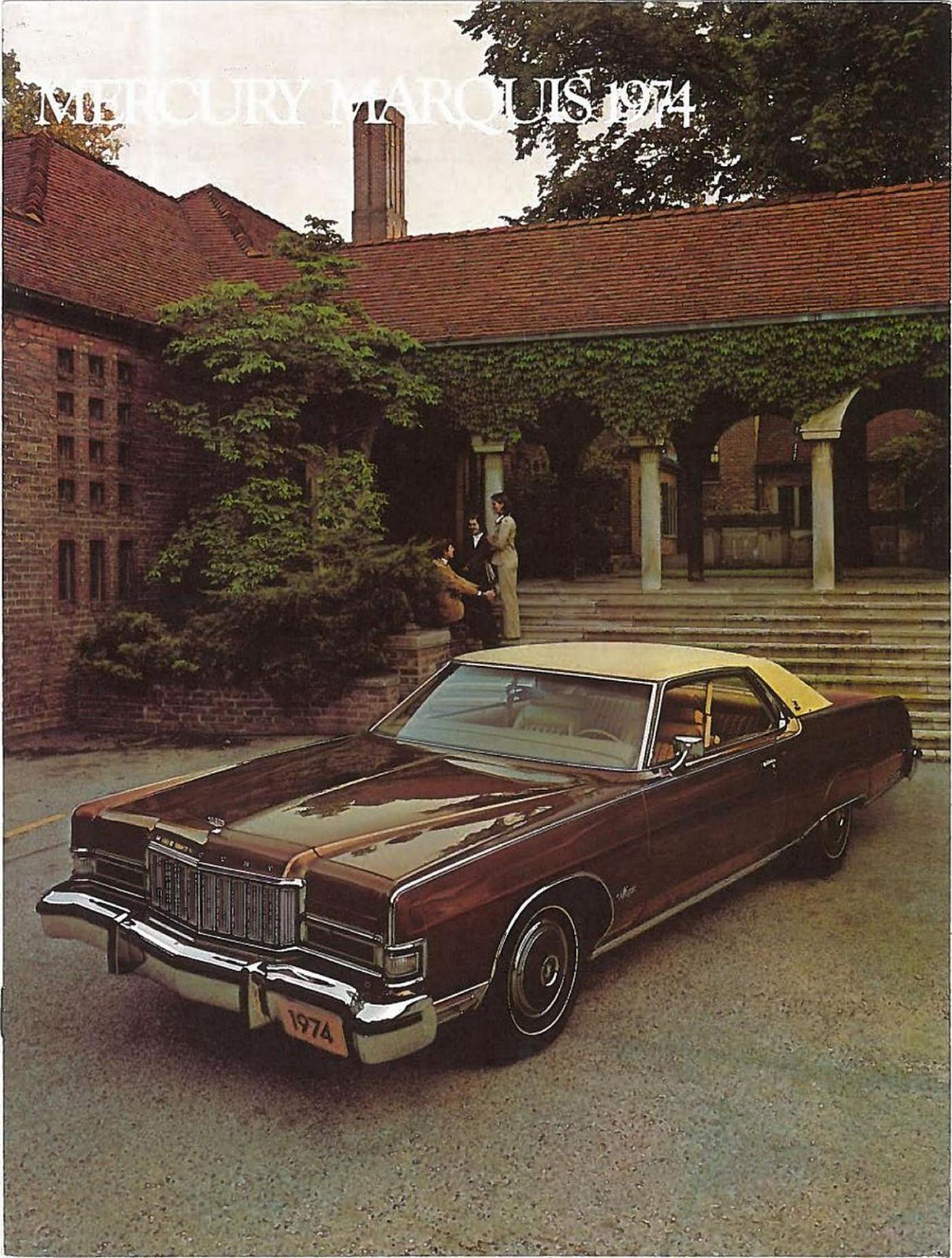


MERCURY MARQUIS 1974



Mercury Marquis Brougham

Beautifully restyled for '74, our most elegant Mercury was built to be more than beautiful. Built to give you a smooth, steady, quiet ride with a feeling of solid security as you drive. A ride that will let you arrive relaxed and refreshed.

Standard features on Mercury Marquis Brougham: 460-4V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Steel-belted radial ply tires • Power steering • Power windows* • Impact absorbing bumpers • 3-Point Restraint System • "Halo" vinyl roof* • Deluxe sound

insulation* • Concealed headlamps • Concealed windshield wipers • Power ventilation • Automatic parking brake release • Fender skirts* • Deluxe wheel covers with inserts* • Lefthand remote control mirror* • Electric clock* • Visor-mounted vanity mirror, passenger side* • 25 oz. shag cut pile carpeting* • Door pull straps* • Front door courtesy lights, pillar lights and lights under instrument panel* • Lighting in luggage compartment and glove box • Ford Motor Company Safety Design Features • Note: Other equipment shown is optional.



Mercury Marquis Brougham 2-Door Hardtop

*Brougham exclusive features over Marquis

Mercury Marquis Brougham 4-Door Sedan





Mercury Marquis Brougham with Grand Marquis optional interior

Mercury Interiors

Your '74 Mercury can be as luxuriously comfortable to ride in as it is to drive! The plush elegance, which is so much a part of the Marquis Brougham interior, beautifully supplements the superb ride and easy handling.

Shown above is the elegant Marquis Brougham optional Grand Marquis interior with Twin Comfort Lounge Seats in tan Velour bodycloth with vinyl seat facings. Each seat has its individual armrest and can be adjusted for maximum comfort. The Grand Marquis optional interior can also be selected in tan leather with vinyl facings.

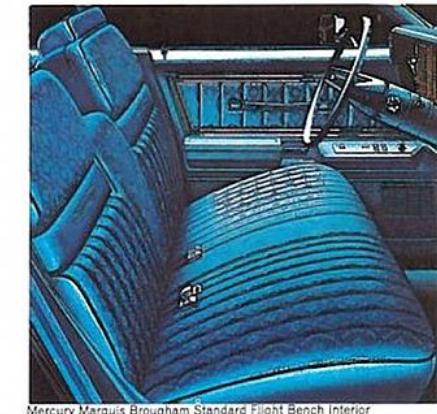
The smaller illustration shows the Marquis Brougham interior with standard flight bench seat in cloth-and-vinyl.

You can choose it in black, medium blue, medium green, beige, gold or saddle.

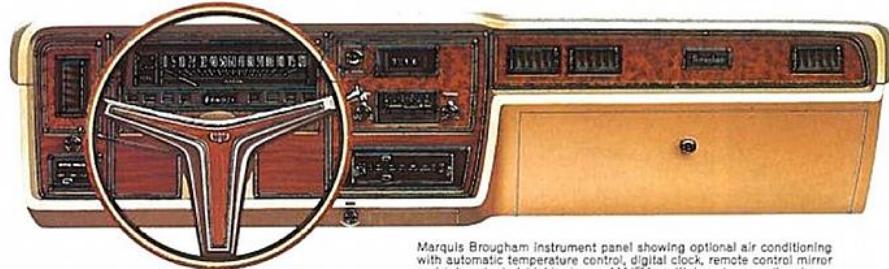
An optional flight bench seat with fold-down centre armrests is also available on Marquis models.

ADDITIONAL MARQUIS BROUGHAM FACTS:

Wheelbase.....	124.0"
Overall length.....	206.8"
Overall width.....	79.6"
Tread front/rear.....	64.1"/64.3"
Luggage capacity (cu. ft.).....	20.5
Fuel tank capacity, approx. gals.....	18.3



Mercury Marquis Brougham Standard Flight Bench Interior



Marquis Brougham instrument panel showing optional air conditioning with automatic temperature control, digital clock, remote control mirror and interval windshield wipers, AM/FM multiplex stereo radio, shown with Grand Marquis luxury steering wheel.



Mercury Marquis Brougham with optional Twin Comfort Lounge Seats

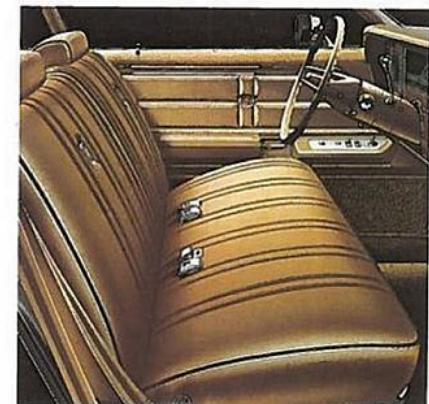
Mercury Interiors

A world of thoughtful elegance surrounds you as you ride comfortably in your '74 Mercury. Twin Comfort Lounge Seats shown above, available on Marquis Brougham models and Marquis models with the Custom Trim Option, are individually adjustable, each with its own armrest. Available in black, medium blue, medium green, beige, gold and saddle in cloth-and-vinyl. In Super-Soft all-vinyl the Twin Comfort Lounge Seats are available in the same colours as above;

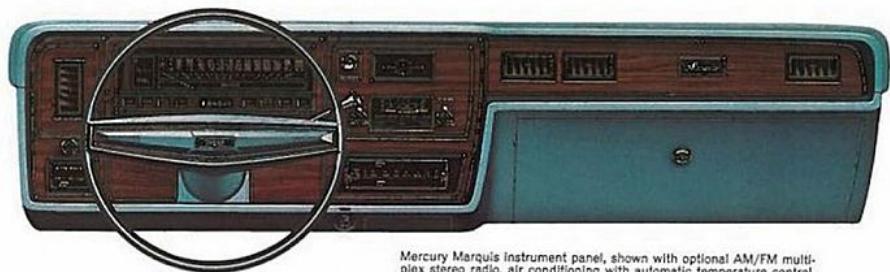
also in white with black, medium blue, medium green, gold or saddle components.

The Marquis standard interior is available in cloth-and-vinyl in black, medium blue, medium green, beige and saddle.

The smaller illustration shows the optional, all-vinyl seats available on Marquis models, and Marquis with the Custom Trim Option.



Mercury Marquis with Custom Trim Option all-vinyl Interior, shown with optional power windows



Mercury Marquis Instrument panel, shown with optional AM/FM multiplex stereo radio, air conditioning with automatic temperature control, remote control mirror and interval windshield wipers.

Mercury Marquis

One of the foundations of the full-size Mercury's fabulously smooth and steady ride is its advanced suspension design. It is specifically tuned for the steel-belted radial ply tires that are standard on this luxurious car. They contribute a positive sense of stability on the road. Although the comfort and richness of Marquis make it every bit a prestige car, you can equip it to your personal tastes so that its luxury is still well within your reach.

Standard features on Mercury Marquis with Custom Trim Option: 460-4V V-8 engine • Select-Shift automatic trans-

mission • Power front disc brakes • Steel-belted radial ply tires • Power steering • Impact absorbing bumpers • 3-Point Restraint System • Deluxe sound insulation • Concealed headlamps • Concealed windshield wipers • Power ventilation • Automatic parking brake release • Fender skirts • Electric clock • Loop-pile carpeting • Courtesy lights • Lighting in luggage compartment, glove box and instrument panel ashtray • Deluxe wheel covers • Ford Motor Company Safety Design Features • Note: Other equipment shown is optional.

Mercury Marquis 4-Door Pillared Hardtop with Custom Option



Mercury Marquis 2-Door Hardtop with Custom Option



Mercury Marquis.

Marquis' fine engineering qualities and design are combined with a Mercury smooth ride and effortless handling to make your driving experience a carefree pleasure. The plush, roomy Marquis interior further adds to your feeling of ease on the road, and contributes to an overall impression that this is indeed a luxury car. This year a distinctive new grille accents Marquis' already elegantly contoured exterior, adding to the car's stylish appearance. Among the standard features offered, 400-2V engine with Solid State Ignition System, Automatic Transmission, Power Steering and Power Front Disc Brakes. Cloth and vinyl seats, glove box and dome lights, and a new 15" steering wheel highlight the

interior standard features. Exterior standard features include deluxe wheel covers, wheel lip mouldings, rocker panel mouldings, and front side marker lights.

Mercury Marquis. An elegantly styled car that puts luxury well within your reach.

ADDITIONAL MARQUIS FACTS:

Wheelbase	124.0"
Overall length	226.5"
Overall width	79.6"
Tread, front/rear	64.1"/64.3"
Luggage capacity cu. ft.	20.5
Fuel tank capacity, gals.	18.3
Marquis optional engine	460-4V V8



Mercury Marquis 2-Door Hardtop

Mercury Marquis 4-Door Pillared Hardtop



MAJOR SPECIFICATIONS

Power team combinations

Availabilities:	400-2V "V8"	460-4V "V8"
Marquis	Std.	Opt.
Marquis Brougham	N.A.	Std.
Tires:		
BSW Steel-Belted Radial Tires are standard on all models.		
TRANSMISSION: Select-Shift Automatic standard on all models.		
BRAKES: Dual hydraulic system with warning light. Power brakes (disc front, drum rear), standard on all models.		
STEERING: Power steering is standard on all models.		
Dimensions:		
Wheelbase	124.0"	Tread—Front 64.1"
Overall length	226.8"	—Rear 64.3"
Overall width	79.6"	Luggage capacity 20.5 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. Specifically, the bumpers meet the 1974 Canadian Motor Vehicle Safety Standards for up to 5 mph frontal

impact protection 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
- 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 

