

THIS IS MERCURY

Cougar • Mercury • Meteor • Montego • Comet



1974. The year of the cat.

1974 Mercury Cougar

A whole new dimension in size and space.

Because Cougar luxury deserves a little more room.

Cougar XR-7 for '74 — totally new and totally unlike any Cougar before. Longer in its stride. Cat-sure on steel-belted radials. With a wider stance. And a sleek body that's nearly 14" longer. Bigger, roomier and more luxurious than ever. A fabulous leap forward to a larger breed of cat.



Mercury Cougar XR-7 interior with standard all-vinyl bucket seats.

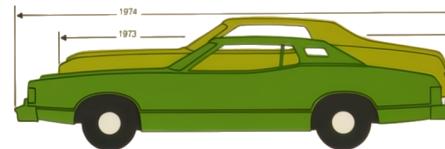


Mercury Cougar XR-7 interior showing the measure of luxury and comfort afforded rear seat passengers.

Sit behind the wheel of this superbly-equipped personal luxury car. Between the seats, floor-mounted console houses the stick shift for Cougar's 3-speed Select-Shift automatic transmission. Rich cut-pile nylon carpeting adds to the luxury. Notice how Cougar's instrument panel, shown right, is styled in the European manner. Full instrumentation including a tachometer, all hooded and inset into the woodgrain vinyl covered instrument panel. Power ventilation provides a constant flow of air for your comfort.

Shown at top left is the uniquely stylish Cougar XR-7 interior with front bucket seats in super-soft all vinyl. You may select from black, white, copper, medium green or tan. Bucket seats are offered in optional vinyl with leather seating surfaces. Available colours are black, copper, tan and white.

As part of the Sports Accent Trim you may also have



1974 Mercury Cougar XR-7 is over 14" longer.

your choice of either two-tone medium blue/silver blue or two-tone saddle tan.

A Twin Comfort Lounge Seat interior, in standard super-soft all vinyl, is also available in medium blue/silver blue, in saddle/tan (both as part of the Sports Accent Trim) and in medium green, copper, black, tan and white. Twin Comfort Lounge Seats in optional Victoria velour cloth-and-vinyl are available in medium green and tan; and as part of the Sports Accent Trim, in medium blue/silver blue and saddle/tan. For the ultimate in luxury, Twin Comfort Lounge Seats are offered in optional vinyl with leather seating surfaces, in the same colours as for all-vinyl.

Cougar XR-7 also gives you a great many standard features along with all this luxury: 351-2V V8 engine • Select-Shift automatic transmission • Power front disc brakes • Steel-belted radial tires • Impact-absorbing bumpers • Dual headlamps • 3 point restraint system • Locking steering column • Power steering • Performance instrumentation • Bucket seats and console • Luxury steering wheel • Luxury-weight cut-pile carpeting • Inside hood release • Unique vinyl roof • Opera window • Ford Motor Company Safety Design Features • Note: Other equipment shown is optional.

Mercury Cougar XR-7. There's never been a Cougar like this cat.



Mercury Cougar XR-7's European-styled dash.

Mercury Cougar XR-7 2-door hardtop showing unique vinyl roof.



1974 Mercury Marquis

Outstanding ride, comfort and luxury.

Both Mercury models Marquis and Marquis Brougham are beautifully restyled for '74. They impart a striking impression. Setting off their elegant appearance is a prestigious new grille, from which clean, crisp lines



Mercury Marquis Brougham interior with Grand Marquis Option.

Mercury Marquis 2-door with Custom Option.

flow back along the formal coachwork to the classic rear styling.

And both cars uphold the Mercury reputation for a superbly smooth ride. A long 124" wheelbase, wide stance, and a precision suspension system provide rare driving comfort. And all this comfort is complemented with steel-belted radial ply tires, standard on all models.

Shown top left is the elegant Marquis Brougham interior with optional Grand Marquis Luxury Trim with Twin Comfort Lounge Seats in tan velour body cloth with vinyl seat facings. Each front seat has its own individual centre armrest and can be individually adjusted for maximum comfort.

The Grand Marquis interior can also be selected in tan leather with vinyl seat facings. Shown at the top right is the standard Marquis Brougham interior with Flight Bench Seats in cloth-and-vinyl. You can choose it in black, medium blue, medium green, beige, gold or saddle. In Super-Soft all-vinyl, this interior is also available in white with black, medium blue, medium green, gold or saddle components at slight extra cost.

Wagon owners are offered luxurious elegance in the Mercury Colony Park and Marquis wagons. Their 3-way doorgate opens flat with the window down. But it also



Mercury Marquis 4-door with Custom Option

swings out with the window up or down for quick and convenient loading of groceries and other smaller items. The extra convenience of a power doorgate window is standard equipment.

Add to this the remarkably smooth ride of Mercury and you have the ultimate in wagons.

Make 1974 the year you experience the luxury of Marquis or Marquis Brougham.

Standard features on Mercury Marquis include:

- 400 4-V V8 engine
- Select-Shift automatic transmission
- Power front disc brakes
- Steel-belted radial tires
- Power steering
- Impact absorbing bumpers
- 3 point restraint system
- Deluxe sound insulation system
- Concealed headlamps
- Concealed windshield wipers
- Power ventilation
- Automatic parking brake
- Fender skirts
- Electric clock
- Loop-pile carpeting
- Courtesy lights
- Lighting in luggage compartment, glove box, instrument panel ashtray
- Deluxe wheel covers

Ford Motor Company Safety Design Features.

Additional standard features on the Marquis

Brougham include:

460-4V V8

"Halo" vinyl roof

Lefthand remote control mirror

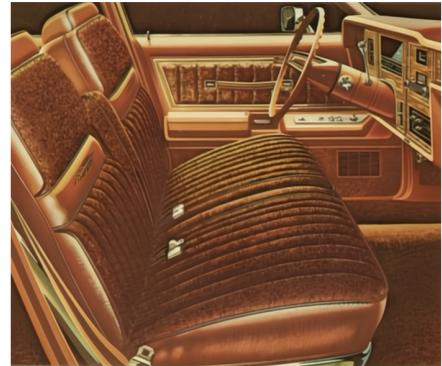
Visor-mounted vanity mirror, passenger side.

Interior pillar lights and lights under the instrument panel

Ford Motor Company Safety Design Features

Note: Other equipment

shown is optional.



Mercury Marquis Brougham interior with standard Flight Bench seats.



Mercury Marquis Brougham instrument panel, shown with optional AM/FM multiple stereo radio, air-conditioning with automatic temperature control, remote control mirror, digital clock and interval windshield wipers.

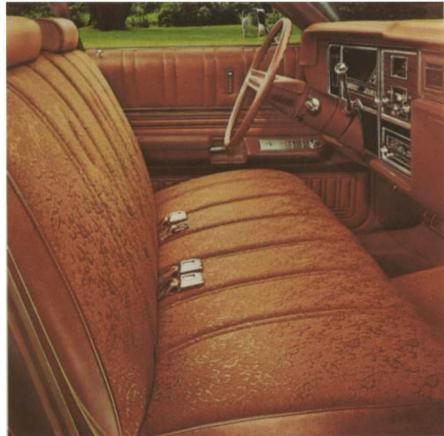
Mercury Colony Park station wagon.



1974 Mercury Meteor

Everything fits the description of a luxury car but the price.

For 1974, Mercury Meteor offers a 2-door hardtop in two models, a 4-door pillared hardtop in two models and two station wagons. No matter which you choose, you'll



Mercury Montcalm standard interior.

Montcalm 2-door hardtop.

find it has much in common with luxury cars.

In terms of interior roominess, comfort and luxury, in terms of size, wheelbase and standard equipment, the description fits that of a luxury car. But Meteor doesn't have a luxury car price.

For example, look at the luxury offered in the standard Montcalm interior at top left. The full length foam-padded bench seat is attractively upholstered in soft Foxton cloth with vinyl trim. At top right, is the beautiful Low-Back Flight Bench Seat with a drop centre armrest, available as an option on Montcalm models. In summary, the interior of a Mercury Meteor is one place in a busy world where you can find a lot of personal comfort. And a little peace and quiet.

Whether your need is for work or play-load, town or country, Meteor wagons come through for you in style.



Rideau 500 4-door pillared hardtop.

Both in the luxuriously appointed Montcalm and the Rideau 500 you find a high level of driving comfort. They both have a large, easy-to-load cargo area. There's a huge 94.6 cubic feet with a floor area big enough to take on a 4' x 8' sheet of plywood lying flat.

And they both have many of the better ideas that have made Ford Motor Company the undisputed leader in station wagon sales.

When you look into the 1974 Mercury Meteor, you'll find that everything fits the description of a luxury car. Everything but the price.

Standard Meteor features include: 351 C.I.D. V-8 engine (400 C.I.D. on wagons) • Concealed windshield wipers with wiper-mounted washer jets • Loop-pile 100% nylon carpeting • Power ventilation system • Power steering • Power front disc brakes • 3 point

restraint system • Automatic parking brake release • Impact-absorbing front and rear bumpers • Steel side guard rails in the doors • Double-panelled steel roof • 3-speed Select-Shift automatic transmission • Ford Motor Company Safety Design Features • Note: other equipment shown is optional.



Montcalm optional interior in all vinyl.

3-way doorgate swings open wide (with window up or down) for people and luggage. For long loads, it swings down flat with window down.



Montcalm station wagon.



1974 Mercury Montego

The mid-sized car with the ride, comfort and luxury of a full-sized car.

Here is our mid-sized car in its most elegant guise. With a luxurious look on the outside and the most luxurious interior ever.



Montego MX Brougham 2-door hardtop with Custom Trim.

The Custom Trim Option sets the tone of high elegance in the Montego MX Brougham interior shown at the left. 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 rim-blow, 3-spoke steering wheel with cherrywood accents.

This Custom Trim Option can be chosen in medium blue or gold striped cloth and vinyl.

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 and wagons, contribute to Montego's traditionally smooth ride and responsive handling. A beautiful choice if you admire the kind of ride associated with a big car, but also like the ease of handling and maneuvering that a mid-sized car can give you. Montego puts it all together nicely.

If your preference is for a station wagon, we offer a choice of Montego MX Villager and Montego MX. Both with the innovative and convenient 3-way doorgate, that opens up more than 84 cubic feet of cargo space plus an additional 8.1 cubic feet under the floor area.

Whichever one of the eight Montego models you choose, you'll find the size and price are mid-sized. While the ride and comfort are full-sized.

Standard features on the Mercury Montego include:
302-2V V8 engine • 3-speed manual transmission • Front disc brakes • G78x14 BSW tires • Impact-absorbing bumpers • Dual headlamps • 3-point restraint system • Locking steering column • Concealed windshield wipers • Inside hood release • Colour-keyed carpeting • Ford Motor Company Safety Design Features.

Additional features standard on Mercury Montego MX include: Deluxe sound insulation package • Rocker panel mouldings • Upper body paint stripes.

Additional features standard on Mercury Montego MX Brougham include: Full length bodyside moulding • Full wheel covers.

Mercury Montego MX Brougham with Custom Trim Option include: Deluxe wheel covers with colour-keyed inserts • Door-pull assist straps • Visor vanity mirror • Luxury steering wheel • Levant Grain vinyl roof.



Mercury Montego MX Custom Villager split bench interior.



Mercury Montego MX Brougham instrument panel with Custom Trim Option. Radio and air-conditioner shown are optional.



Mercury Montego MX Brougham with Custom Trim Option.



Mercury Montego MX Villager, foreground; Montego MX 4-door sedan, background.

1974 Mercury Comet

An economical, easy handling compact with just the right touch of luxury.

This is the tough little car that built a name for durability. It's built of the same type high quality steel



Mercury Comet Custom Interior.

as our biggest Mercury. Solid body and frame, sturdy steel side guard rails. Big car ideas, big car stamina.

We took a little luxury Cougar and put it into one tough little car, Mercury Comet. And as you can see there's more than a touch of the cat in the luxurious Comet Custom Interior Option shown at the left. Thick cut-pile carpeting throughout, and overhead, rich expanded vinyl sheathed sunvisors and headlining. Super-soft expanded vinyl covers the European-influenced bucket seats and door panels. There are richly simulated woodgrain tones along the dash. Touches of European luxury are everywhere. Available colours are tan and silver-blue. Floor-mounted shift is optional.

Shown at right is the Comet Deluxe trim optional interior with full width bench seat in cloth-and-vinyl. You may also have this interior in Super-soft all-vinyl, in a choice of colours and cut-pile carpeting.

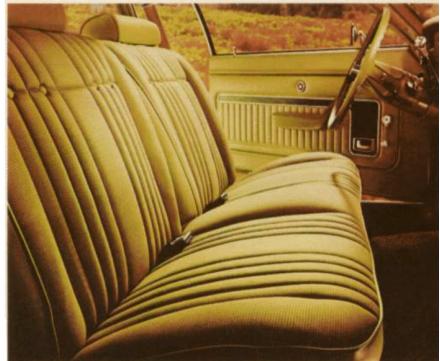
Mercury Comet. It's a basic economy car. But you can make it as luxurious as and as personal as you want. And you can still have a car at an economy price. Isn't Mercury Comet what everyone is looking for these days?

Standard features on the Mercury Comet: 200-IV "Six" engine • Fully synchronized 3-speed manual transmission • 6.45 x 14 BSW tires • Windshield washers

- Dual hydraulic brakes with warning light system • Locking steering column • Blend-Air heater with 3-speed blower • Impact absorbing bumpers • 3 point restraint system • 2-speed windshield wipers.

Custom Interior Option: Luxury steering wheel with colour-keyed leather-wrapped rim • Glove box light • Dual beam dome light • Map light • Reclining front bucket seats • Luxury-weight cut-pile carpeting • Luxury interior trim • Day/night rear-view mirror • Deluxe colour-keyed seat belts.

Custom Exterior Option: Odense grain vinyl roof • Remote control left-hand mirror • DR78 x 14 radial ply tires • High level sound insulation • Grain vinyl insert body-side mouldings, colour-keyed to vinyl roof • Deluxe colour-keyed wheel covers • Dual body paint stripes • Ford Motor Company Safety Design Features • Note: Other equipment shown is optional.



Mercury Comet Deluxe Interior.



Mercury Comet instrument panel with optional radio.

Mercury Comet 4-door sedan.



Mercury Comet 4-door sedan.



Mercury Comet 2-door sedan with Custom Interior and Exterior Option.

1974 MAJOR SPECIFICATIONS

Models	Wheelbase	Overall Length	Standard Engine	Standard Transmission	Optional Engines	Luggage Capacity
Mercury Marquis	124.0"	226.8"	400-2V "V8"	Select-Shift Automatic	460-4V "V8"	20.5 cu. ft.
Mercury Marquis Brm.	124.0"	226.8"	460-4V "V8"		—	20.5 cu. ft.
Mercury Station Wagons	121.0"	225.7"	400-2V "V8"		460-4V "V8"	94.6 cu. ft.*
Meteor Rideau 500	124.0"	226.8"	351-2V "V8"	Select-Shift Automatic	400-2V "V8"	20.5 cu. ft.
Meteor Montcalm	124.0"	226.8"	351-2V "V8"		460-4V "V8"	20.5 cu. ft.
Meteor Station Wagons	121.0"	225.7"	400-2V "V8"		460-4V "V8"	94.6 cu. ft.*
Montego 2-door H.T.	114.0"	214.2"	302-2V "V8"	3-Speed Manual	351-2V "V8"†	16.5 cu. ft.
Montego 4-doors	118.0"	218.2"	302-2V "V8"	3-Speed Manual	351-2V "V8"	16.5 cu. ft.
Montego Station Wagons	118.0"	218.5"	302-2V "V8"	Select-Shift Automatic	400-2V "V8"	84.9 cu. ft.**
Cougar XR-7	114.0"	214.2"	351-2V "V8"	Select-Shift Automatic	351-4V "V8"	16.5 cu. ft.
					400-2V "V8"	
					460-4V "V8"	
Comet 2-door Sedan	103.0"	187.7"	200-1V "6"	3-Speed Manual	250-1V "6"	11.3 cu. ft.
Comet 4-door Sedan	109.0"	196.3"	200-1V "6"		302-2V "V8"	12.8 cu. ft.
Comet GT	103.0"	187.7"	200-1V "6"			11.3 cu. ft.

*Additional underfloor stowage of 9.1 cu. ft. on 6 passenger models. 5.4 cu. ft. models with dual facing rear seats.

**Additional underfloor stowage of 8.1 cu. ft.

†351-4V V8 available on Montego and Montego MX. 2 Dr. H.T.s only.

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

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. (Except with bucket seats/console option)

- 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
- 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 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 or high back seats 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

