

MERCURY COUGAR 1974



Mercury Cougar XR-7

Cougar for '74—totally new and totally unlike any Cougar anybody's ever seen before! Longer in its stride, and cat-sure on steel-belted radials. With a wider stance. And a sleek body that's nearly 14" longer. Roomier and more luxurious than ever. A fabulous leap upward . . . to a larger breed of cat. A Cougar like nobody else's car.

Standard features on Mercury Cougar XR-7: 351-2V V-8 engine • Select-Shift automatic transmission • Power front

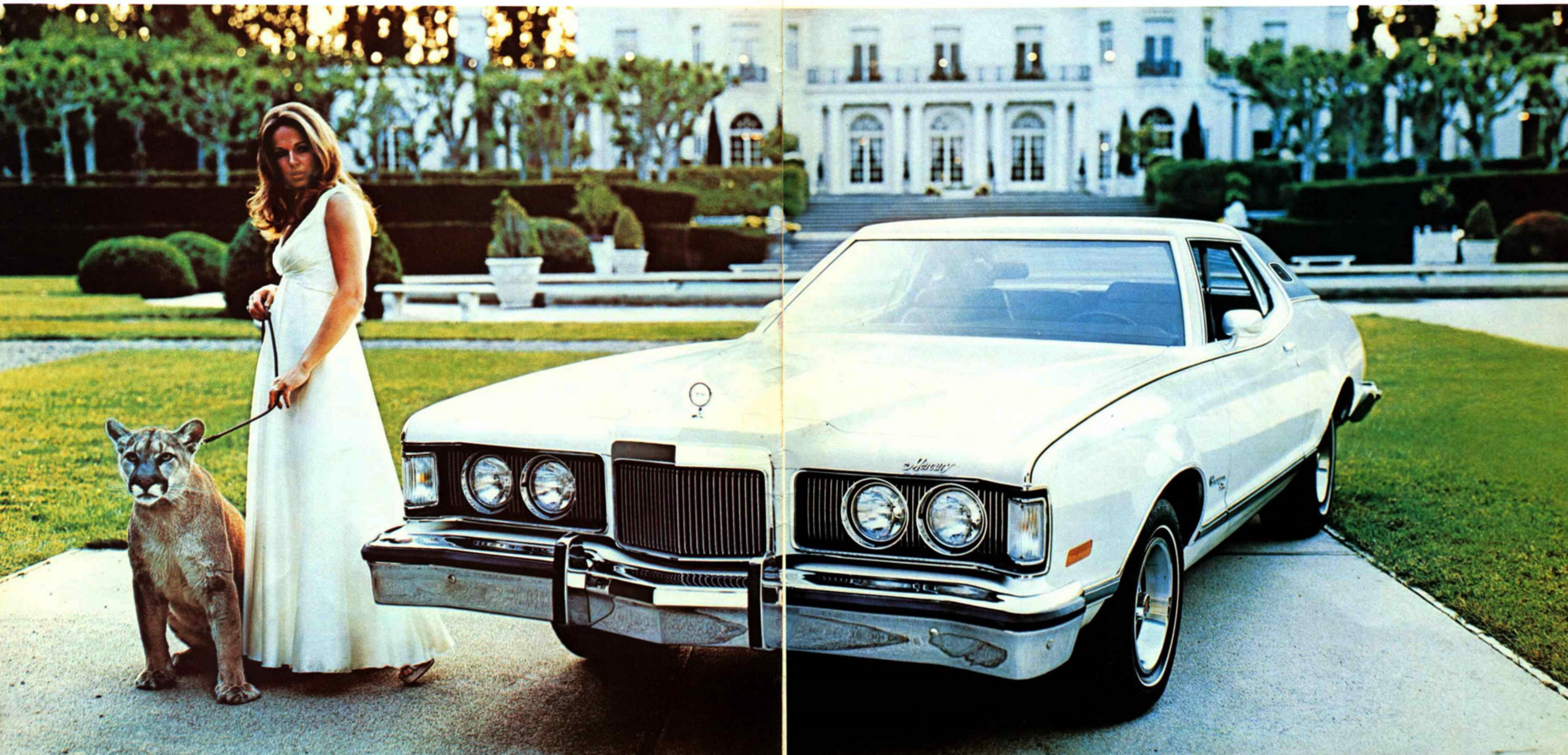
disc brakes • Steel-belted radial tires • Impact-absorbing bumpers • Dual headlamps • 3-point restraint system • Locking steering column • Power steering • Performance instrumentation • Bucket seats and console • Luxury steering wheel • Luxury-weight cut-pile carpeting • Inside hood release • ¾ vinyl roof • Opera window • Ford Motor Company Safety Design Features • Note: Other equipment shown is optional.



Mercury Cougar XR-7 Twin Comfort Lounge Seats

Bigger, roomier than ever, and certainly luxurious in interior appointments. Cougar XR-7 lets you choose between bucket seats with center console or Twin Comfort Lounge Seats, shown here in super-soft all-vinyl.

Mercury Cougar XR-7 2-Door Hardtop



Mercury Cougar XR-7

In the luxury sports car field, our exciting new Cougar XR-7 for '74 is an exciting new breed! A bigger, more roomy Cougar, wild but elegant . . . untamed but sophisticated—

with an unusually broad choice of trim combinations, with a prestigious opera window and unique vinyl roof. Definitely on the move and definitely up. Cougar XR-7!



Mercury Cougar XR-7 interior

Cougar XR-7's measure of luxury deserves a lot of room. So XR-7 gives you more room for legs, hips and shoulders. More elegance, too, as you can see.

Mercury Cougar XR-7 2-Door Hardtop





Mercury Cougar XR-7 interior



Mercury Cougar XR-7 Twin Comfort Lounge Seats

Mercury Cougar XR-7 Interiors

Shown above is the uniquely stylish Cougar XR-7 interior with contoured front bucket seats in optional super-soft all-vinyl. (You may select from black, white, copper, medium green or tan. Sports Accent Trim of medium blue/silver blue, and saddle/tan are also available.) Bucket seats are offered in optional vinyl with leather seating surfaces. Available colors are limited to black, copper, and white. As part of the Sports Accent Trim you may also have your choice of either two-tone medium blue/silver blue or two-tone saddle/tan.

The smaller illustration shows the Twin Comfort Lounge Seat interior, in standard super-soft all-vinyl 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 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 colors as for all-vinyl with the exception of tan.

ADDITIONAL MERCURY COUGAR FACTS:

Wheelbase.....	114.0"
Overall length.....	214.2"
Overall height.....	52.9"
Overall width.....	78.6"
Tread, front/rear.....	62.8"/62.9"
Luggage capacity, cu. ft.....	16.5
Fuel tank capacity, gals.....	22.0 approx.
Cougar optional engines.....	351-4V V-8
	400-2V V-8
	460-4V V-8



Mercury Cougar XR-7 instrument panel with full instrumentation. Radio and air conditioner shown are optional.

MERCURY COUGAR MAJOR SPECIFICATIONS

Power team combinations

Availabilities:	351-2V "V8"	351-4V "V8"	400-2V "V8"	460-4V "V8"
Cougar XR-7	Std.	Opt.	Opt.	Opt.

Transmissions:

Select-Shift Automatic standard on all Models

Tires:

HR78 x 14 Steel-Belted Radial Tires are standard on all models. White sidewalls optional.

Dimensions:

Wheelbase	114.0"	Tread—Front	62.8"
Overall length	214.2"	—Rear	62.9"
Overall width	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
- 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
- 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

MERCURY COUGAR



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.



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