



CAPRI 2000 AND CAPRI V-6.

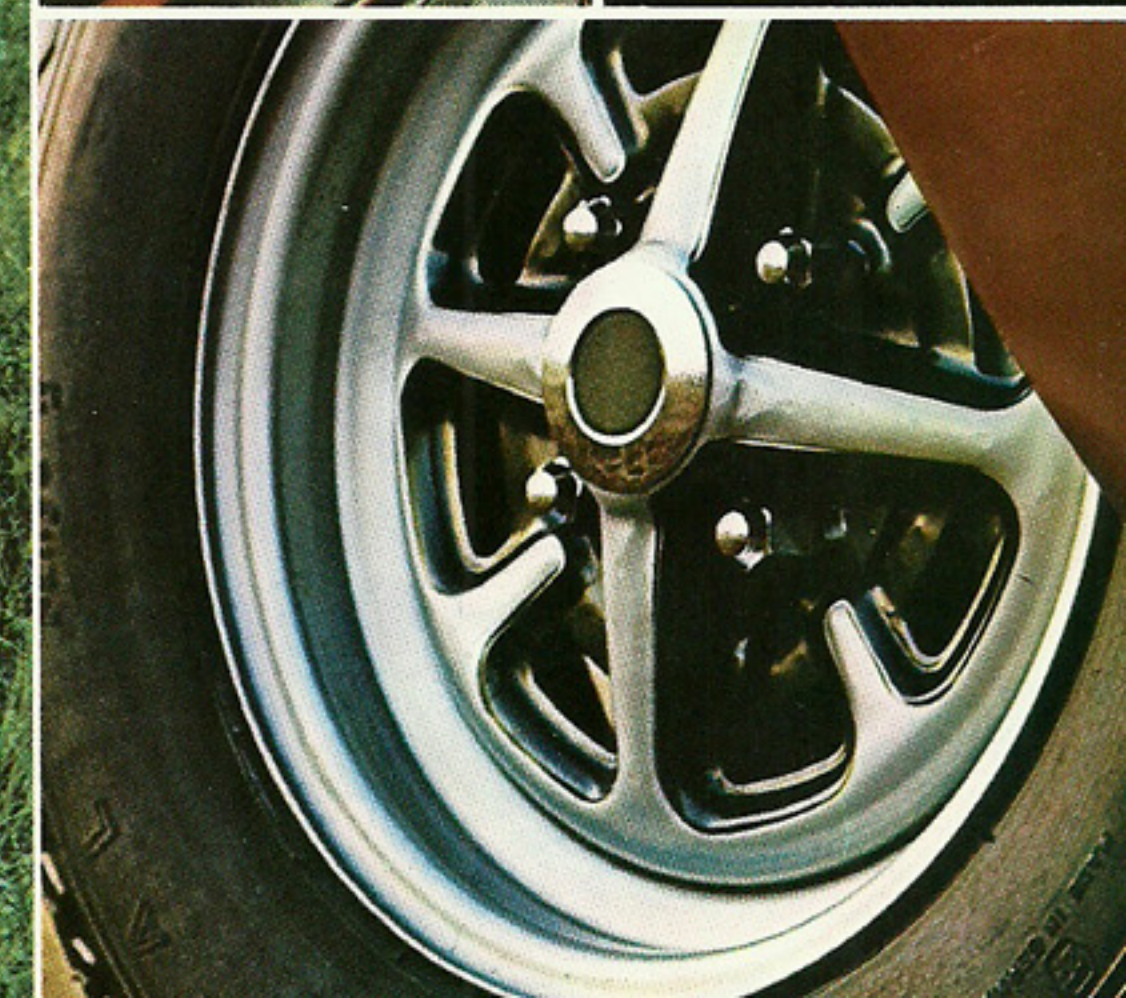
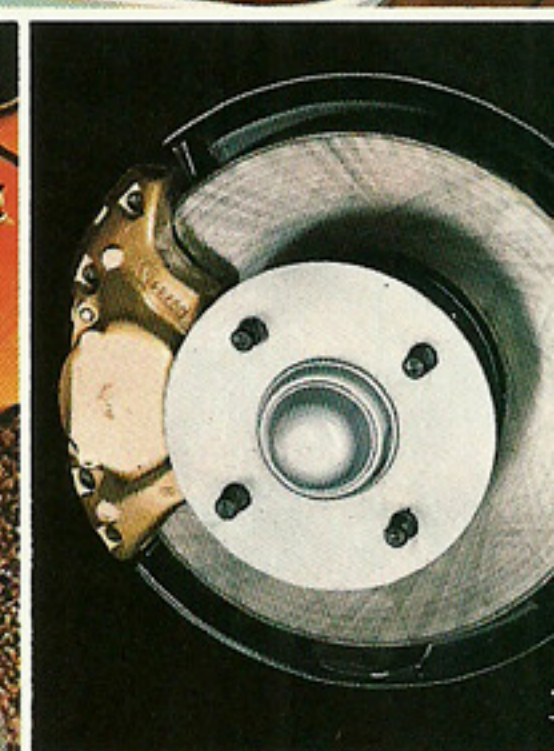
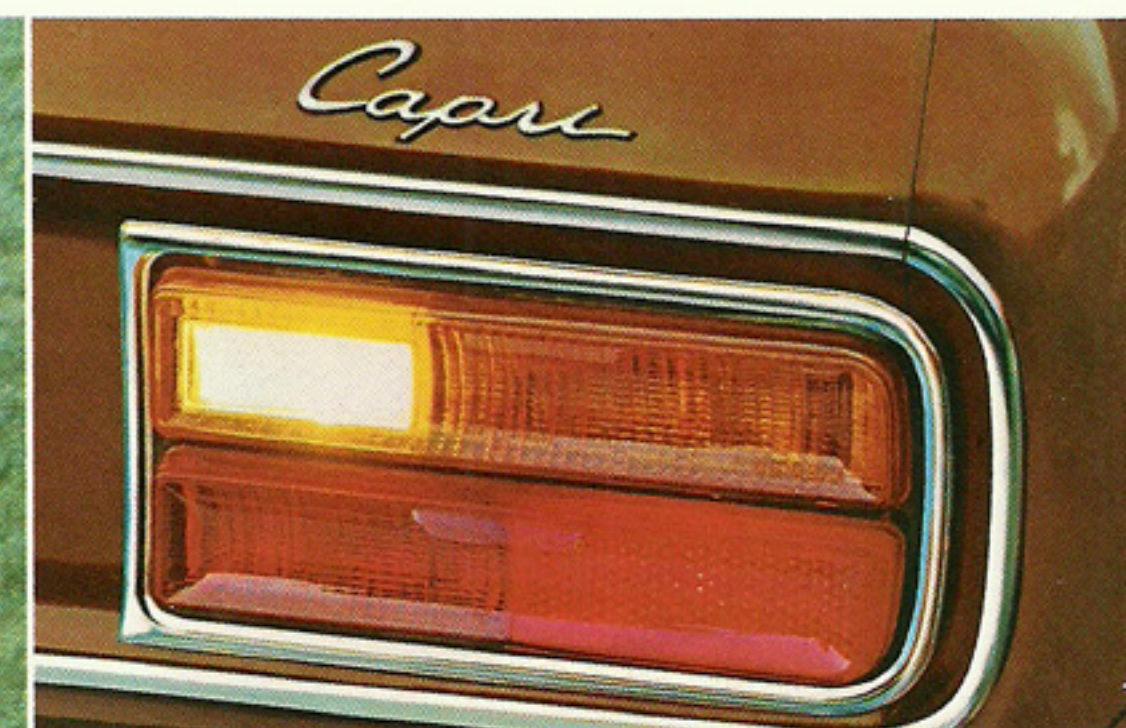
Imported for Lincoln-Mercury

Capri V-6, shown in rear, with optional Decor Group.

Sexy European cars with great style and superb performance have had, all too often, prices that run into five figures. Until Capri that is . . . the sexy European you can afford. But economy is just one reason why it's outselling every other European car in America except one! Capri's combination of European craftsmanship, road manners, and fuel economy make it one of those rare cars right for its time. Drive one soon! The new Capri 2000, illustrated here, or the exuberant Capri V-6.

1. European rear lighting treatment is totally integrated. Unit includes red for tail and stop lights, amber for turn signal and white for backing up. 2. The standard transmission is a smooth-shifting, floor-mounted, 4-speed manual. 3. Power-assisted brakes—discs in

front—are standard with Capri. You wouldn't expect otherwise! 4. Capri's standard radial ply tires are now steel-belted. Sized at 165 SR x 13 for the 2000 (shown), and 185/70 HR x 13 for the V-6, tires are mounted on styled steel wheels. Also standard, of course.





The Capri 2000. Its standard interior is carefully detailed by European craftsmen. An influence very apparent in this luxuriously upholstered and appointed interior, spacious enough for four adults. Body-contoured front bucket seats can be adjusted to suit driver and passenger preference. The seat backs, for example, can be fixed in any of five positions. But as Capri owners know, this has always been a car exceptionally well-equipped.

Powered by a very willing, yet surprisingly economical, 2-liter 4-cylinder



OHC engine. With precise rack-and-pinion steering, power-assisted front disc brakes, and smooth 4-speed manual transmission also standard. As are steel-belted radial tires, front and rear torsional stabilizer bars, and more. Such as an electric rear window defroster and full instrumentation group, including tachometer, and gauges for oil pressure, battery charging, temperature and fuel.

Capri 2000. The sexy European you can afford.



Capri V-6 shown with optional Decor Group.

The V-6. Everything the 2000 is . . . and more. This is a much more powerful Capri, yet overall performance—including fuel economy—is very much in balance. Engine displacement has been enlarged to 2.8 liters for 1974. Consistent with its larger engine, some components have been increased in size. For example, the steel-belted radial ply tires are 185/70 HR x 13.

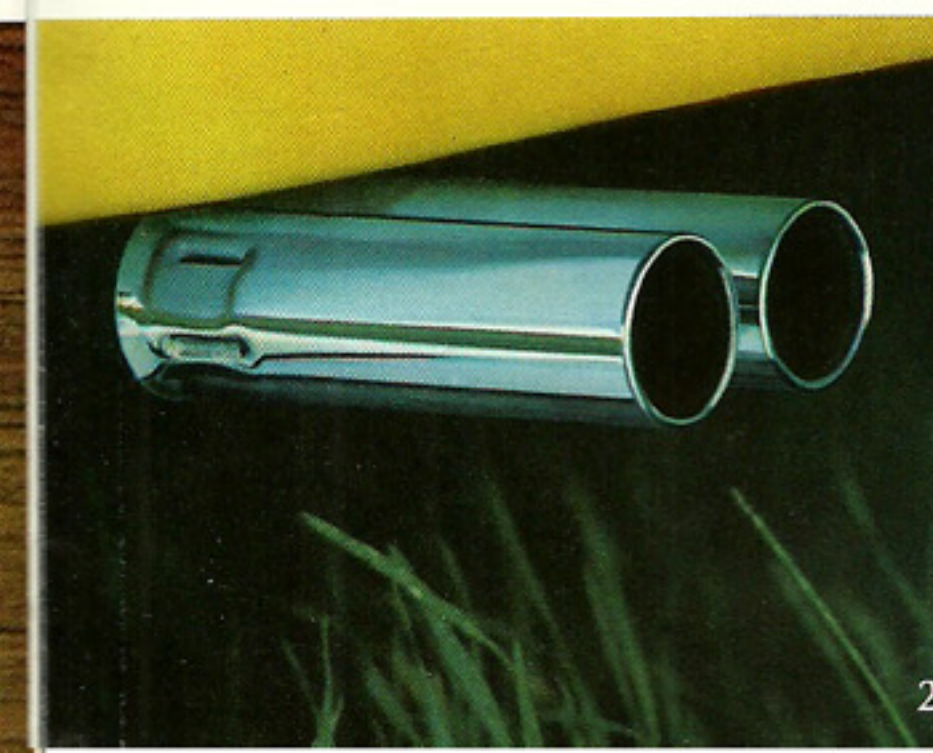
The clutch and rear brakes are larger and the rear axle ratio is slightly lower than for the Capri 2000. The exhaust is a dual-pipe system. Visually, the V-6 differential over the 2000 is appropriately restrained, blackout back and rocker panels and a discreet V-6 emblem at the rear of the front fenders. Capri V-6. The other sexy European you can afford.

1. Enthusiastic performance of the 2.8 liter V-6 is monitored, like the 2000, by full instrumentation: tachometer, speedometer (with trip odometer), gauges for fuel, engine temperature, oil pressure, and battery charging.

2. Dual-pipe exhaust with beautifully finished bright chrome

outlets help relieve back pressure. 3. Large, easy-to-read tachometer—standard on Capri V-6 and Capri 2000. 4. The V-6 standard 185/70 HR

x 13 steel-belted radials are substantially wider than the 165 SR x 13 used on the Capri 2000, for even greater traction.





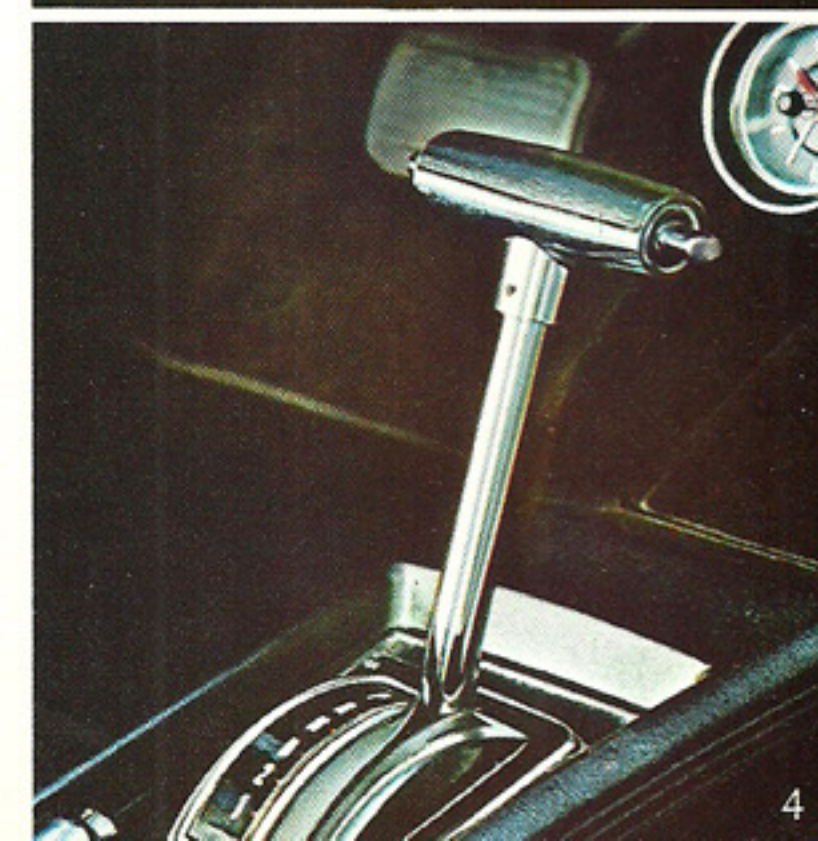
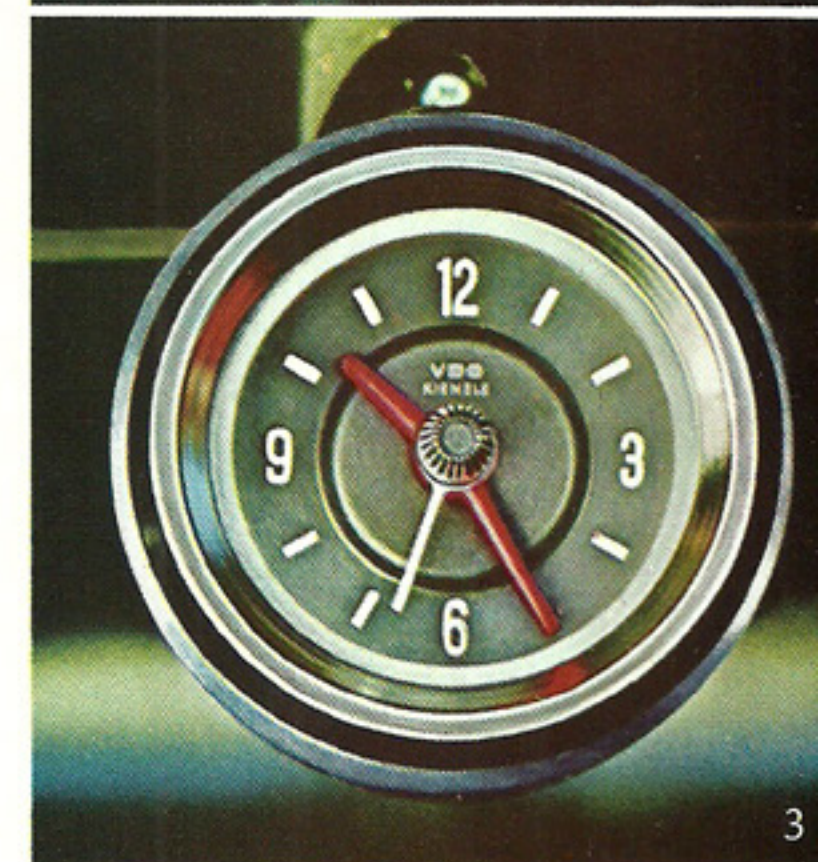
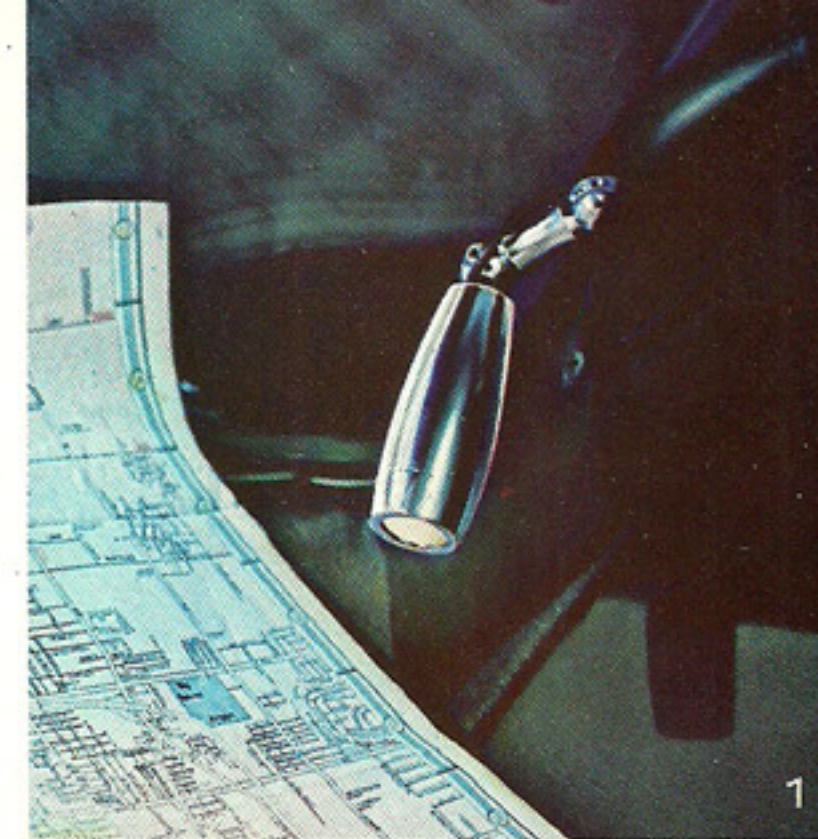
Many Capri owners prefer to have their car outfitted in the popular optional Decor Group illustrated here. After all, when a car gives you so much standard . . . why not a few extras? Depending on the exterior color, the Decor Group interior is available in black, tan or saddle. Handsomely trimmed components range from wrapped steering wheel and gearshift lever to the full console with its handy storage compartment. Firmly comfortable front bucket seats recline fully. And their body-contoured design is repeated in the rear seating arrangement. A suspended clock, adjustable map light, dual horns, and remote control sideview mirror are other convenience features of the Decor Group.

1. A great convenience while on the road is this adjustable map light.

2. The console-mounted gearshift knob is covered in a special soft vinyl.

3. Also integrated in the full console is an easy-to-read suspended clock.

4. Capri 2000 and Capri V-6 can be ordered with the convenience of optional Select-Shift automatic transmission, shown here with the optional Decor Group.



1

2

3

4

- Capri V-6 (shown)
2800 cc/170.8 cu. in.
Overhead valves
8.2:1 compression ratio

- Capri 2000 (not shown)
2000 cc/121.7 cu. in.
Overhead cam
8.2:1 compression ratio

Floor shift transmission
4-speed manual (standard) or
Select-Shift automatic
(optional)

Weber 2V carburetor
on Capri 2000

Holley-Weber 2V carburetor
on Capri V-6

35 amp. alternator

Hi-flex energy-absorbing front bumper
meets federal impact standards

55 amp.-hr. battery standard
with Capri V-6 and Capri 2000
with automatic transmission

44 amp.-hr. battery standard with
Capri 2000 manual transmission

Rack-and-pinion steering with
17.7:1 overall ratio

Dual headlights
5¾" sealed beam

Front hinged rear
quarter windows

Bucket seats

Fuel fill

Electric rear
window defroster

Rear antisway bar

- Dual-pipe exhaust with
Capri V-6

- Single exhaust with
Capri 2000

12.7 U.S. gallon
fuel tank

Hi-flex energy-absorbing rear bumper
meets federal impact standards

Larger rear brakes in Capri V-6

165 SR x 13 BSW steel-belted radial
ply tires standard with Capri 2000

185/70 HR x 13 BSW steel-belted radial
ply tires standard with Capri V-6

Semi-elliptic three-leaf
spring rear suspension
with staggered double-acting
hydraulic shock absorbers

Rear axle ratio
3.22:1 with
Capri V-6

Rear axle ratio
3.44:1 with
Capri 2000

- BUMPERS—Unique hi-flex front and rear bumper systems. Urethane outer skin has integrally molded energy-absorbing vertical sections that flex under impact and, like a tire, return to original shape after impact. The contour molded urethane piece is mounted on a full-length steel bar that is rigidly mounted to the body with steel bumper support arms.

Energy-absorbing
locking steering
column with
warning buzzer

Larger clutch in
Capri V-6

Independent front suspension

Servo (power) assisted
front disc brakes

Safety-rim styled steel wheels
(13" x 5" wheels)



ALL MODELS COME WITH: Steel-belted radial ply tires for precise steering and directional control. Suspension Systems: Coil spring, front. Leaf spring, rear. Front and rear torsional stabilizer bars. Double-acting hydraulic shock absorbers. Staggered rear shock absorbers. Rack-and-pinion steering with 17.7:1 overall ratio. 35-amp. alternator. 12.7 U.S. gal. fuel tank. Automatic choke. Mechanical valve lifters.

Capri optional vinyl roof



Capri optional sunroof

1974 CAPRI LIFEGUARD DESIGN SAFETY FEATURES

Safety-designed front end structure • Safety-designed roof structure • Steel guard rails in side doors • Double-yoke safety door latches and safety hinges • Impact resistant front and rear bumper systems • Safety rim wheels and load-rated tires • Dual hydraulic brake system with warning light • Corrosion-resistant brake lines • Safety belt interlock system • Positive reminder warning light and buzzer for front seat occupants • Lap belts with mini-buckles and retractors for both 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 both front occupants • Safety glove box latch • Inside yieldaway rearview mirror • Impact-absorbing laminated safety glass windshield • Turn indicators with lane-changing signal feature • Hazard warning flasher • Backup lights • Side marker lights • Parking lights • 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 all cars equipped with automatic transmission) • Locking steering column with warning buzzer • Non-reversing odometer.

CAPRI 2000

MAJOR SPECIFICATIONS

| | | | |
|--------------------------|-------------|------------------------------|-------------|
| Wheelbase | 100.8" | Headroom, Fr./Rear | 37.4"/35.9" |
| Overall Length | 174.8" | Legroom, Fr./Rear | 41.4"/31.1" |
| Overall Width | 64.8" | Luggage Capacity | 8.2 cu. ft. |
| Wheel Tread, Fr./Rear... | 53.2"/52.2" | Turning Dia. (Curb-Curb) ... | 32.8 ft. |

| ENGINES | CAPRI 2000 | CAPRI 2800 V-6 |
|-------------------------------|----------------|-----------------|
| Engine Type | OHC "4" | OHV V-6 |
| Displacement | 121.7 cu. in. | 170.8 cu. in. |
| Compression | 8.2:1 | 8.2:1 |
| Carburetor | Weber 2V | Holley-Weber 2V |
| Alternator | 35 amp. | 35 amp. |
| Fuel Tank Cap. | 12.7 U.S. gal. | 12.7 U.S. gal. |
| Battery | 44 amp.-hr.* | 55 amp.-hr. |
| Exhaust System | Single | Dual Pipe |
| Rear Axle Ratio | 3.44:1 | 3.22:1 |
| Tires—Steel-Belted Radial Ply | 165 SR x 13 | 185/70 HR x 13 |
| Power Brakes—Front Disc | 9.62" | 9.62" |
| —Rear Drum | 9" x 1.75" | 9" x 2.25" |

TRANSMISSIONS

| | | | | | |
|--|------------|------------|------------|-------------|-------------|
| 4-Speed Manual | STD | STD | | | |
| Select-Shift Automatic | OPT | OPT | | | |
| Manual Transmission Gear Ratios | 1st | 2nd | 3rd | 4th | Rev. |
| 2000 and V-6 | 3.65:1 | 1.97:1 | 1.37:1 | 1.00:1 | 3.66:1 |
| Select-Shift Gear Ratios | 1st | 2nd | 3rd | Rev. | |
| 2000 and V-6 | 2.46:1 | 1.46:1 | 1.00:1 | 2.20:1 | |

*55 Amp.-Hr. Battery with Automatic Transmission

EXTERIOR COLORS: Medium Green Metallic*, Medium Blue Metallic, Red*, Medium Brown Metallic*, Silver Metallic*, Yellow, Copper Metallic, Light Beige*.

*New for 1974

OTHER STANDARD FEATURES

- All-vinyl seat upholstery
- All foam-padded bucket seats
- Heater-defroster, 2-speed fan
- Flow-Thru Ventilation. Power ventilation with heater fan
- Cigar lighter. Three ashtrays
- Assist straps for front passenger and both rear passengers
- Color-keyed carpeting
- Power bulge hood
- Lockable glove compartment
- Die-cast body side ornaments
- Dual headlamps
- Hinged rear quarter windows
- Bright trim on lower body side, drip rail, door/window frames

OPTIONAL FEATURES

Select-Shift automatic transmission • Decor Group includes: dual horns, remote control left-hand mirror, console with integrated suspended clock, separate contoured bucket-style rear seats, fully reclining front seats, vinyl-covered trimmed sports steering wheel and gearshift knob, adjustable map light • Black vinyl roof • Sunroof—manual • AM radio • AM/FM radio.

DEALER-INSTALLED FEATURE

- Air conditioning

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

CAPRI

LINCOLN-MERCURY DIVISION

