

MERCURY METEOR 1973





1973 Mercury Meteor - a heritage story

1948 was the first year we built Meteor. And, now, on Meteor's Silver Anniversary, it has a 25 year heritage of quality engineering behind it. A heritage of continual improvement that has kept pace with the changes and innovations in the automotive industry.

This year, the 1973 Mercury Meteor is, we believe, the best one yet. It has been superbly

restyled both inside and out. It's a car that offers you all the room, quietness, comfort and convenience you've come to expect from Mercury. And more. The ride is superb. The spacious and roomy interiors are elegantly appointed. It's easy handling and responsive in the city as well as on the highway. And, it's built in the tradition that only 25 years of first class workmanship could give it.

1973 Mercury Meteor. It's a car you'll be proud to own. All Meteor models offer you many standard features you'll appreciate: 351-2V V-8 engine (400-2V V-8 in wagons) · Select-Shift automatic transmission · Power steering · Power front disc

brakes · Inside hood latch release · Automatic parking brake release · Nylon loop carpeting · Concealed windshield wipers with articulated arm on driver's side · Wiper-mounted windshield washer jets · Front and rear seat belt retractors for outboard passengers · "Fasten Seat Belt" warning light and warning buzzer · Ventless side windows · Power ventilation system · Energy absorbing front and rear bumpers · Front side marker lights integral with parking lamps · Fabric and vinyl interior trim for beauty and durability (all vinyl in wagons) · 12" wide rear view mirror · Glove box light · Instrument panel ash tray light.



Publicity photograph of one of the first Meteors built in 1948.



Left: Montcalm 2-door hardtop. Right: Montcalm 4-door pillared hardtop. Below: Montcalm 4-door pillared hardtop.

1973 Montcalm - a luxury story

Luxury, quiet, elegant styling, room and superb ride are distinctive characteristics of the 1973 Meteor Montcalm.

In each of three beautiful models ... the 2-door hardtop; the 4-door pillared hardtop or the station wagon ... Montcalm combines classic good looks with precision engineering to

give you a quality car.

Montcalm's luxury extends tastefully throughout the car's interior as well. The comfort provided by space and roominess is accented by the brocade fabric and vinyl upholstery that is as elegant and pleasing to the touch as it is to the eye.

The exterior is a total picture of luxury. It finds its beginnings in the boldly attractive grille and sweeps smoothly back from the formal hood over the graceful windshield slope of 60 degrees and extends into the full body of the car.

Look and touch are not the only sensations of luxury you'll find in every Montcalm. Because this car continues the tradition Montcalm has claimed for ride and handling ease. This is accomplished by refinements made to the suspension for improved directional stability and smoothness of ride. The wheelbase is a full, road commanding 124" complemented by a wider front track of 64.1".

If you wish, you can enhance Montcalm's luxury even further with options like an AM-FM radio with

stereo tape deck. Or by adding Automatic Temperature Control Air Conditioning, you can pre-select the temperatures you want to maintain for all seasons. In summer, the system automatically supplies refreshing, cool air as you wish. In winter, it automatically gives you heated air to the temperature you've designated.

Simply stated, the 1973 Montcalm is one of the most luxurious cars in its class. Drive it. And you'll make it your choice.





1973 Rideau 500 - a value story

For twenty five years no word has more typified Meteor than value. A word that gains its meaning not from the price you pay but what you get for that price. And that is the kind of value you'll appreciate in the newly designed Rideau 500.

It's a value that is exemplified in the smooth handsome lines of the

2-door hardtop; the 4-door pillared hardtop or the station wagon.

These are the visible results of an abundance of built-in value features. All carefully brought together through a combination of engineering craft and quality workmanship to give you a car that provides a special feeling. A feeling that lets you know you have made the right choice.

For example, consider the personal comfort of the new Rideau 500. You sit in foam padded seats that give you true support and ease.

You can stretch your legs out. You can ride in comfort. Around you is attractive fabric and vinyl trim, while underfoot is thick nylon carpeting.

And comfort isn't all that surrounds you. This car is engineered for you to enjoy a level of quietness in your car that will make each trip a pleasant experience.

You'll also find that Rideau 500 responds quickly and handles easily through the standard power system of a 351-2V CID V-8 engine, automatic transmission, power steering

and power front disc brakes.

If you wish, you can add to the luxury of the Rideau 500 from a selection of optional features. Like a stylish vinyl roof; the decor group package which includes deluxe wheel covers, wheel lip and rocker panel moldings as well as deluxe steering wheel; or any of the other special options that will make a pleasant trip even more enjoyable.

Check out the value in Rideau 500. No matter how you measure it, you'll find plenty of reasons to make it your choice.



Above: Rideau 500 2-door hardtop. Below: Rideau 500 4-door pillared hardtop.



1973 Meteor Interiors - a comfort story

Meteor interiors are designed with one thing in mind—you. To make your ride comfortable, enjoyable and quiet.

Illustrated on the far left is the Montcalm standard interior. The full width bench seats are covered with pleated fabric brocade, edged with vinyl trim and deeply foam padded to give you extra support and comfort during the longest drive. The front head restraints are newly styled, low profile design that curve over the seat backs.

The three small illustrations, starting at the top, include the Montcalm optional, super soft all vinyl interior; the Rideau 500 standard vinyl and fabric seats; and the Rideau 500 optional all vinyl trim.

The interiors of every 1973 Meteor are colour-keyed for a pleasant, relaxing effect in tones of medium blue, medium green, light beige or black. The floor is fitted with durable loop pile carpeting of long-wearing 100% nylon.

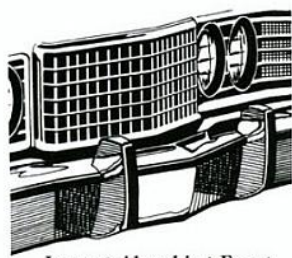
The new instrument panel has been designed for easy readability and easy control accessibility for the driver. On the passenger side, the dashboard includes an oversize glove compartment that has more than twice the capacity of last years.

And another of Meteor's special interior features, that adds to its overall comfort is the power ventilation system. It directs a flow of air through upper level vents even when all the windows are closed and the car is standing still.

You'll find a level of quietness that is relaxing and adds to your enjoyment of owning and driving a Meteor. Vibration absorbing torque boxes in the frame, special rubber engine mounts and sound absorbing material keep quiet in and noise out.



1973 Mercury Meteor a well-engineered story



Impact-Absorbing Front and Rear Bumper Systems

Like all Ford Motor Company of Canada, Limited cars, the 1973 Mercury Meteors have substantially improved impact resistant front and rear bumpers. Specifically the bumpers meet the 1973 Canadian Motor Vehicle Safety Standards for up to 5 mph frontal impact protection and up to 2.5 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.

In the front, the bumper impact-absorbing system consists of a heavier steel bumper, a full-width steel reinforcement behind the bumper, large bumper mounting brackets and two Ford Motor Company designed impact-absorbing devices mounted to the front of the frame.

In the rear, smaller versions of the front impact-absorbing devices are used. In both instances, the bumper is returned to original location after impact.

Due to the installation of front bumper impact-absorbing systems, numerous changes have been made to other systems in the car. The frame is strengthened and redesigned to accept the impact-absorbing units. The spring rates are higher due to the added weight. And changes have been made to the wheels, tires, brakes, steering, body and engine mounts.

New Door Weatherstripping

New weatherstripping has been developed for the frameless glass used on the 1973 Meteors. With the window in the up position, the weatherstripping shapes itself to the glass contour, providing a large contact area and tight seal for quiet interior.

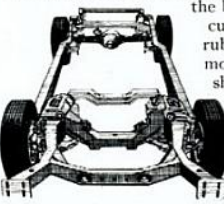


Inside Hood Latch Release

As an anti-theft measure, Meteor has as standard equipment an inside hood latch release located below the instrument panel. Pulling the release handle partially opens the hood. Releasing the safety catch at the front then permits raising the hood all the way.

Improved Front and Rear Suspensions

Changes include refinements to the springs, and shock absorbers. Also the track bar on the rear suspension that controls lateral movement is raised 1.5 inches higher on the axle and a new bushing is fitted at the frame mounting. This additional tuning refinement provides improved directional stability and a higher level of ride smoothness. A rugged new frame, with five crossmembers isolated from



the body by cushioning rubber body mounts—shields you further from bothersome vibrations.

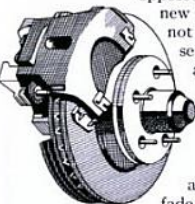
New Wiper-Arm-Mounted Windshield Washers

Placing the windshield washer jets directly on the wiper arms provides a more efficient, faster means of washing the windshield. The washer jets are located approximately half-way up the wiper arm, spraying the washer fluid on the windshield as the wiper moves. In addition to providing a more efficient system, less fluid is required and there is less chance of fluid deflection caused by the wind at expressway speeds. Also new is a larger windshield



New Front Power Disc Brakes

All Meteors have new front power disc brakes made up of fewer parts than the previous design—12 parts as opposed to 26. These new brakes offer not only easier servicing but also reduced front brake hydraulic pressure, improved pedal feel and increased fade resistance.



Flame-Retarded Interior Materials

All 1973 Meteors are designed so that certain interior materials have a slow burning rate limit of not more than four inches per minute under specified test conditions.

Automatic Parking Brake Release

Every 1973 Mercury Meteor includes the advantages of this new feature. When the engine is started and the shift lever is moved to any forward or reverse gear, the parking brake is automatically disengaged.



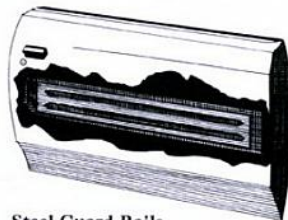
Uni-Lock Harness
Uni-Lock Harness with reminder system lets you fasten lap and shoulder belts with easy-working buckle.

Emission Control System

One of the most critical issues facing the modern automobile is Emission Control. Ford Motor Company has made extensive revisions to the engines for passenger cars and light trucks to reduce the level of exhaust pollutants.

Comparing our new engine to the pre-emission control 1965 engine, the following results have been attained: 80% reduction in hydrocarbons; 70% reduction in carbon monoxide; 48% reduction in oxides of nitrogen (NOx).

An important feature in the improvement of 1973 emission controls will be the E.G.R. or "exhaust gas recirculation" system. This system is designed to take a small quantity of exhaust gas and recirculate it back to the carburetor and back down into the cylinder where it contributes to the lowering of NOx emissions by lowering the combustion temperatures.



Steel Guard Rails

Strong Steel Guard Rails in all side doors help protect in event of side impact.

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
- Front and rear lap belts with mini buckles for all seating positions and retractors for front and rear outboard occupants
- Shoulder belts for front outboard occupants
- Positive reminder warning light and buzzer for front outboard seat belts
- Turn indicators with lane-changing signal feature
- Inside yield-away mirror
- Energy-absorbing instrument panel with padding for centre 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 rear view 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-design front end structure
- Improved front and rear bumpers
- Head restraints for front outboard occupants
- Safety glove box latch

Oaring

1973 Meteor Wagons - a space story

One of the most important features that people look for in a wagon is the amount of storage space available. In both Meteor wagons—Montcalm and Rideau 500—you'll find a cargo area of 96.2 cubic feet with a floor area that's large enough to hold a 4 x 8 sheet of plywood lying flat. Under all this space is a lockable storage area of 9.1 cubic feet. And, as an option, you can have yet another

Developed especially for the larger, heavier tires on Meteor wagons, this simple, innovative device provides an easy solution for removing the spare tire from the wheel well.



Spare tire extractor

lockable compartment of 1.2 cubic feet in the side panel behind the left rear wheel housing.

Tough durable and spacious as it may be, most people also want a wagon to be a good looking automobile. So we've designed ours in the same pillared hardtop construction as our Meteor sedans.

And because we believe people are the most important things our wagons ever carry, we've given them plenty of comfortable and stylish interior space. The floors are covered in hard-wearing, 100% nylon loop pile carpeting. The deep, foam padded seats are attractively upholstered in soft durable vinyl for easy cleaning.

A new feature on the wagons, this year, is the spare tire extractor.

Some of the options you may include on your Meteor wagon are just as practical. Dual facing rear seats. A recreation table that goes between them. Tailgate window washer/wiper operated from the driver's seat. Trailer towing package. Electric rear window defroster. Heavy duty suspension. Automatic load leveller. Carpeted load floor. And luggage carrier with air deflector.

Some standard Meteor Wagon features: 400-2V V-8 engine · Select-Shift automatic transmission · Power steering · Power front disc brakes · Power ventilation system · Power operated tailgate window · 3-way tailgate.



Optional rear window defroster

Montcalm and Rideau 500. They're both a lot of wagon with a lot of space. Bring the whole family and you'll see what we mean.

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



Above: Montcalm station wagon. Below: Rideau 500 station wagon.



1973 Mercury Meteor - a feature story

Options

A. Wheelcovers.

A simple but attractive way to personalize your car. Luxury Wheelcovers shown top, are also available as part of the Decor Group option. The Deluxe Wheelcovers are shown bottom.

B. Mini-vent Windows

Power operated and available on 4-door models with power window option.

C. 6-way Power Seats.

Finger tip control to adjust the seats to the driving position that suits you best. Seat adjusts up and down, backwards and forwards, and tilts forwards and backwards.

D. Electric Clock.

A precise instrument designed to be easily read.

E. Finger Tip Speed Control.

Set the speed you want to maintain and cruise effortlessly. The system automatically disengages when brakes are applied. (Not available with 351-2V engine).

F. Fender Skirts.

A good looking addition that accentuates the flow of the sleek body styling. (Not available on wagons).

Steel-belted Radial Tires

Offer longer tread life, a superior high-speed ride and a greater resistance to road hazards. (Available in black sidewall or white sidewall.)

G. AM-FM Stereo Radio.

Fill your car with great sounds in stereo from your favourite station. Push-button selection.

H. AM-FM Radio with Stereo Tape Deck.

Surround yourself with the music of your choice from your own tape collection.

I. Whisper-Air Conditioners.

A choice of two. A manual type with controls which you set or adjust during hot-weather driving.

Or with Automatic Temperature Control that combines the air conditioning system with the heater system. In summer, the system automatically supplies refreshing, cool air as you wish. In winter, it automatically gives you heated air to the temperature you've designated.

J. Tilt Steering Wheel.

Adjusts to your own individual driving preference. Also adjusts upwards to make getting in and out easier.

K. Power Windows, Remote Control Mirror, Power Door Lock.

All conveniently operated from console on driver's side.

For an additional list of options see the back page.



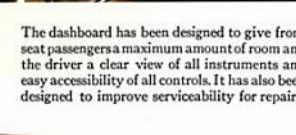
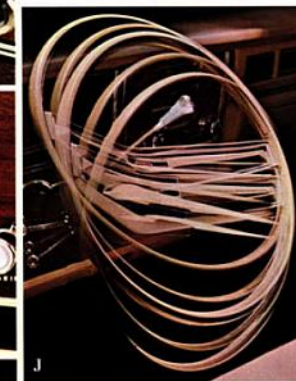
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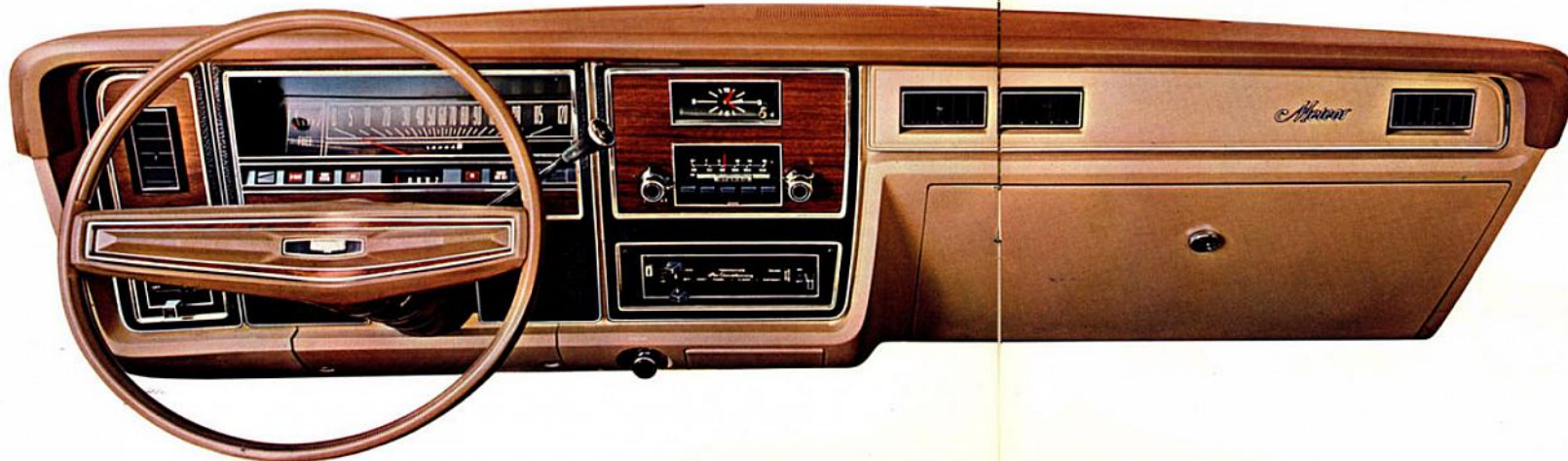
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F



The dashboard has been designed to give front seat passengers a maximum amount of room and the driver a clear view of all instruments and easy accessibility of all controls. It has also been designed to improve serviceability for repairs.



MERCURY METEOR MAJOR SPECIFICATIONS

Power team combinations

| Availabilities: | 351-2V "V8" | 400-2V "V8" | 429-4V "V8" | 460-4V "V8" |
|--|-------------|-------------|-------------|-------------|
| Rideau 500 | Std. | Opt. | Opt. | Opt. |
| Montcalm | Std. | Opt. | Opt. | Opt. |
| Station Wagons | N.A. | Std. | Opt. | Opt. |
| Specifications: | | | | |
| Displacement | 351 cu. in. | 400 cu. in. | 429 cu. in. | 460 cu. in. |
| Carburetor | 2-Barrel | 2-Barrel | 4-Barrel | 4-Barrel |
| Fuel | Regular | Regular | Regular | Regular |
| Exhaust | Single | Single | Single | Single |
| Transmissions: | | | | |
| Select-Shift Automatic | Std. | Std. | Std. | Std. |
| Axle Ratios: | | | | |
| With or without | 2.75:1 | Std. | Std. | Std. |
| Traction-Lok | 3.25:1 | Opt. | Opt. | Opt. |
| Tires: | | | | |
| H78 x 15 BSW | Std. | Std. | Std. | Std. |
| HR78 x 15 BSW | Opt. | Opt. | Opt. | Opt. |
| J78 x 15 BSW | N.A. | Std. | Std. | Std. |
| JR78 x 15 BSW | N.A. | Opt. | Opt. | Opt. |
| Wagons only | | | | |
| White Sidewalls available for all sizes. | | | | |

Std.—Standard Opt.—Optional N.A.—Not Available

Brakes:

Dual hydraulic system with warning light. Power brakes (Disc front—Drum rear) standard all models.

Steering:

Power steering standard on all models.

Battery:

55 amp./hr. standard.
80 amp./hr. standard on 460 C.I.D. engines and optional on all smaller engines.

Capacities:

Fuel Tanks—all except wagons—18.3 Imp. gallons.
Engine Oil—All engines—4.25 Imp. qts.

Exterior Dimensions (inches)

| Model | Length | Width | Height | Wheelbase | Tread | | Usable luggage capacity (cu. ft.) |
|----------------------|--------|-------|--------|-----------|-------|------|-----------------------------------|
| | | | | | Front | Rear | |
| 4-Door Pillared H.T. | 222.5 | 79.2 | 55.3 | 124.0 | 64.1 | 64.3 | 18.2 |
| 2-Door Hardtop | 222.5 | 79.2 | 55.3 | 124.0 | 64.1 | 64.3 | 18.2 |
| Station Wagon | 223.4 | 79.8 | 57.0 | 121.0 | 64.1 | 64.3 | 96.2* |

*additional storage under floor—9.1 cu. ft. on 6 passenger wagons, and
—5.4 cu. ft. on dual-facing rear seat wagons

Interior Dimensions (inches):

| Model | Front Compartment | | | | Rear Compartment | | | |
|----------------------|-------------------|----------|---------------|----------|------------------|----------|---------------|----------|
| | Head Room | Leg Room | Shoulder Room | Hip Room | Head Room | Leg Room | Shoulder Room | Hip Room |
| 4-Door Pillared H.T. | 38.3 | 41.5 | 61.5 | 61.6 | 37.3 | 39.7 | 61.4 | 61.7 |
| 2-Door Hardtop | 37.4 | 41.6 | 61.5 | 61.6 | 36.5 | 35.6 | 60.6 | 60.8 |
| Station Wagon | 39.0 | 41.7 | 61.5 | 61.6 | 39.5 | 37.1 | 61.4 | 61.7 |

Options:

Engines range from 400-2V V-8 to 460-4V V-8. Appearance Protection Group (door edge guards, front and rear floor mats with carpet inserts, license plate frames, spare tire lock). Vinyl Roof. Bumper Protection Group (front and rear bumper guards and rub strips). Decor Group (deluxe wheel covers, wheel lip mouldings, rocker panel mouldings, and deluxe steering wheel). Tinted Glass. Left Hand Remote Control Mirror. Protective Bodyside Moulding. Glamour Metallic Paint (Bright Blue

Metallic, Silver Blue Metallic, Medium Ivy Bronze Metallic, Medium Ginger Metallic, Bright Yellow Gold Metallic (includes colour keyed wheel discs). Interval Windshield Wipers. Anti-Theft Alarm System (activates horn). Automatic Seat Back Release (2-door only). Carpeted Load Floor and Quarter Trim Stowage (wagons only). Electric Rear Window Defroster. Lights—Visibility Group (rear door courtesy light switch, parking brake warning light, hood light, instrument panel lights and right hand visor vanity mirror, trunk/cargo

light, right hand remote control outside mirror). Heavy Duty Suspension (not available with auto load adjuster). Sure-Track Brake System. Full Wheel Covers. Mini Vent Windows. 6-way Power Seats. Electric Clock. Finger Tip Speed Control. Fender Skirts. Steel-belted Radial Tires. AM-FM Stereo Radio. AM-FM Radio with Stereo Tape Deck. Air Conditioning. Tilt Steering Wheel. Power Windows and Door Locks. Remote Control Mirror. Consult your Mercury Dealer for the latest, complete information on options.

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 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.

Your 1973 Meteor comes with factory-engineered Motorcraft battery, oil filter, shock absorbers; Autolite Powertip Spark Plugs and other Ford Motor Company approved precision parts. For continued top performance, be sure to specify Motorcraft parts and Autolite Powertip Spark Plugs whenever replacement is necessary.

MERCURY METEOR

