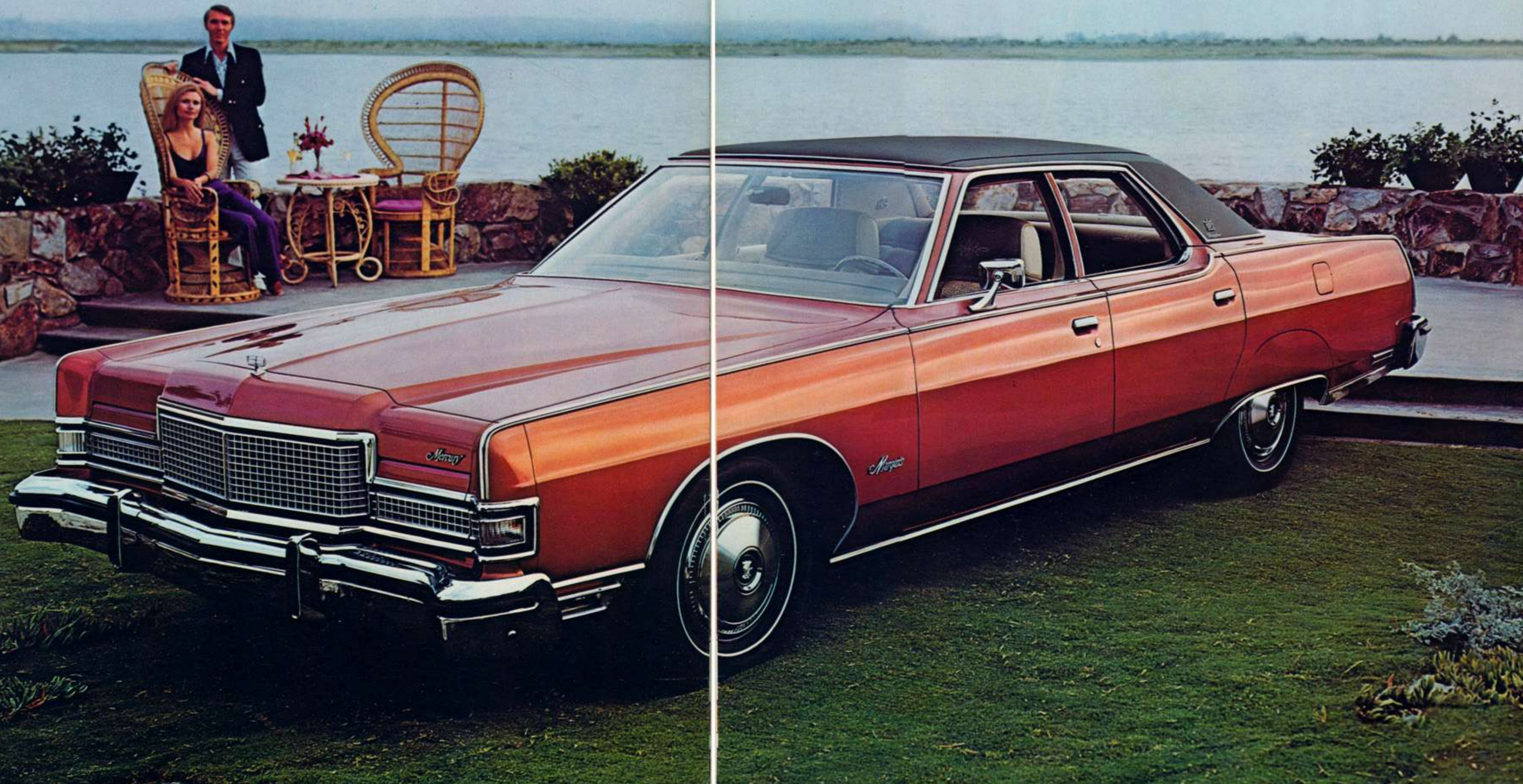


MERCURY 1973

Mercury Marquis Brougham/Mercury Marquis Deluxe/Mercury Marquis



Mercury Marquis Brougham...ride into luxury now



Mercury Marquis Brougham

So smoothly and steadily does this car ride that you might pay several times its price and still not surpass it for its smoothness, quietness and steadiness of ride. Yet Mercury, despite its looks of luxury and richness, is still a *medium-price* car.

Mercury Marquis Brougham features as standard equipment: 429-4V engine · Select-Shift automatic transmission · Power front disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · Power windows · Energy absorbing bumpers · Power ventilation ·

Automatic parking brake release · Halo vinyl roof · Concealed headlamps · Fender skirts · Deluxe wheel covers with bright Marquis insert · Deluxe sound insulation package · Front bumper guards · Electric clock · Left-hand remote control mirror · Shag cut-pile carpeting · Vanity mirror on right-hand sun visor · Special lighting for luggage compartment, under instrument panel, front and rear doors, and rear pillars · Door pull straps · Ford Motor Company Safety Design Features. Note: Other equipment shown is optional.

Mercury Marquis Brougham 4-Door Hardtop



Mercury Marquis Brougham 2-Door Hardtop



Mercury Marquis Deluxe 4-Door Hardtop with optional WSW tires, halo vinyl roof and glamour paint.

Mercury Marquis Deluxe
...a smooth ride on most any road





Mercury Marquis Deluxe 2-Door Hardtop

Mercury Marquis Deluxe

In a blindfold test last year, Mercury's ride rated better than a limousine costing several times as much. For '73 it was hard to improve on. But we've done it. New radial ply tires, for example, steady the ride and give more precise steering and directional control. You enjoy a sense of comfort and luxury every mile you drive.

Mercury Marquis Deluxe features as standard equipment: 429-4V engine · Select-Shift automatic transmission · Power front disc brakes · HR78-15 steel-

belted radial ply BSW tires · Power steering · Energy absorbing bumpers · Power ventilation · Automatic parking brake release · Front bumper guards · Concealed headlamps · Fender skirts · Deluxe sound insulation package · Electric clock · Inside hood latch release · Dome and pillar lights · Ford Motor Company Safety Design Features.

Note: Other equipment shown in illustrations is optional.



Mercury Marquis

Marquis, the lowest priced of the luxurious Mercury series, gives other luxury cars a run for their money. In ride, comfort, styling and standard features. It's a car that meets the most discriminating tastes in a reasonable price range.

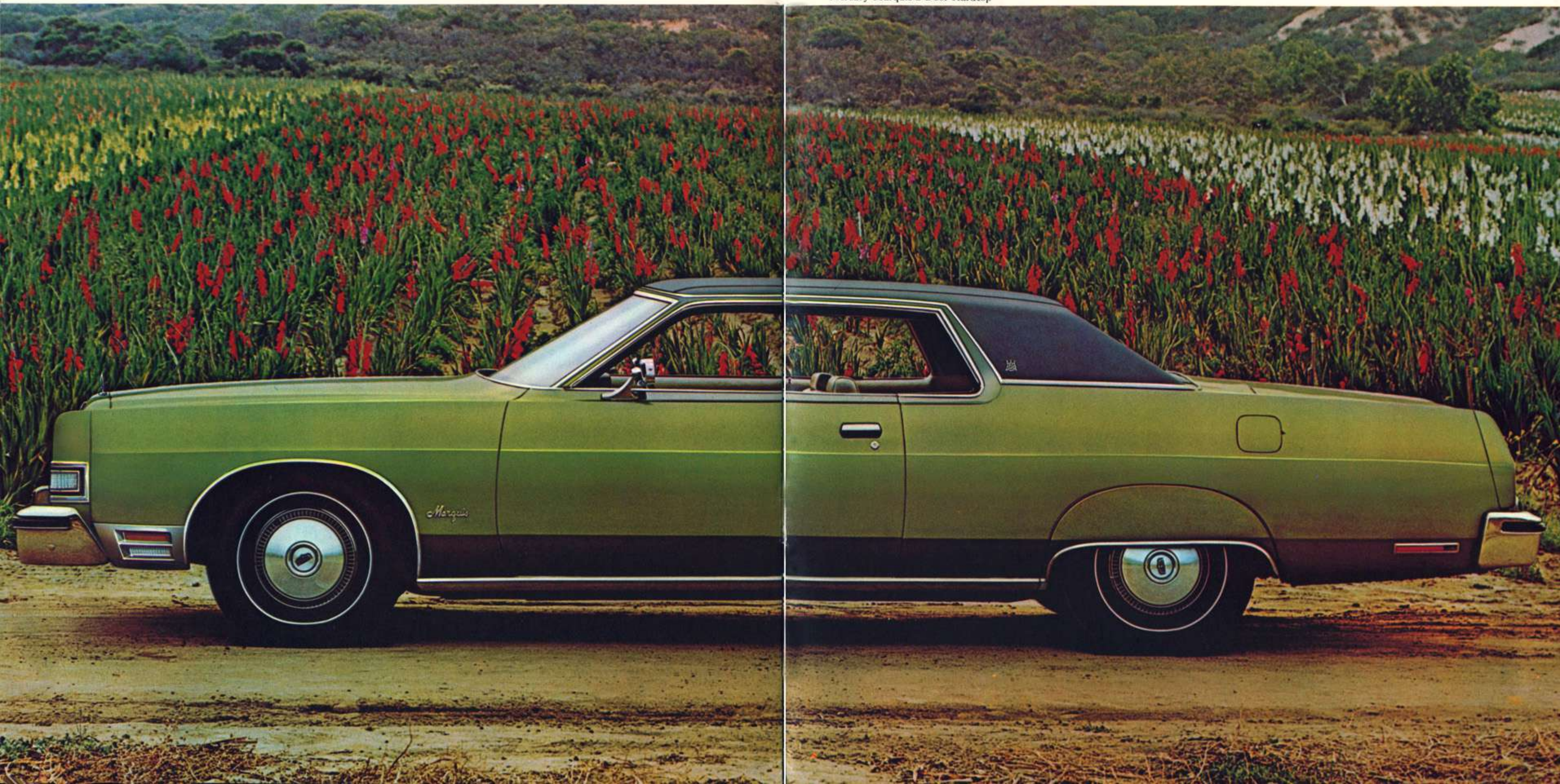
Mercury Marquis features as standard equipment: 400-2V engine · Select-Shift automatic transmission · Power steering · Power front disc

brakes · HR78-15 steel-belted radial ply BSW tires · Concealed headlamps · Power ventilation · Energy absorbing bumpers · Front bumper guards · Inside hood latch release · Full wheel covers · Luggage compartment light · Cloth and vinyl interior trim · Woodgrain applique on instrument cluster and panel · Ford Motor Company Safety Design Features. Note: Other equipment shown in illustrations is optional.

Mercury Marquis 4-Door Hardtop



Mercury Marquis 2-Door Hardtop





Marquis Brougham with optional Twin-Comfort Lounge Seats.



Marquis Brougham standard interior



Marquis Deluxe standard interior

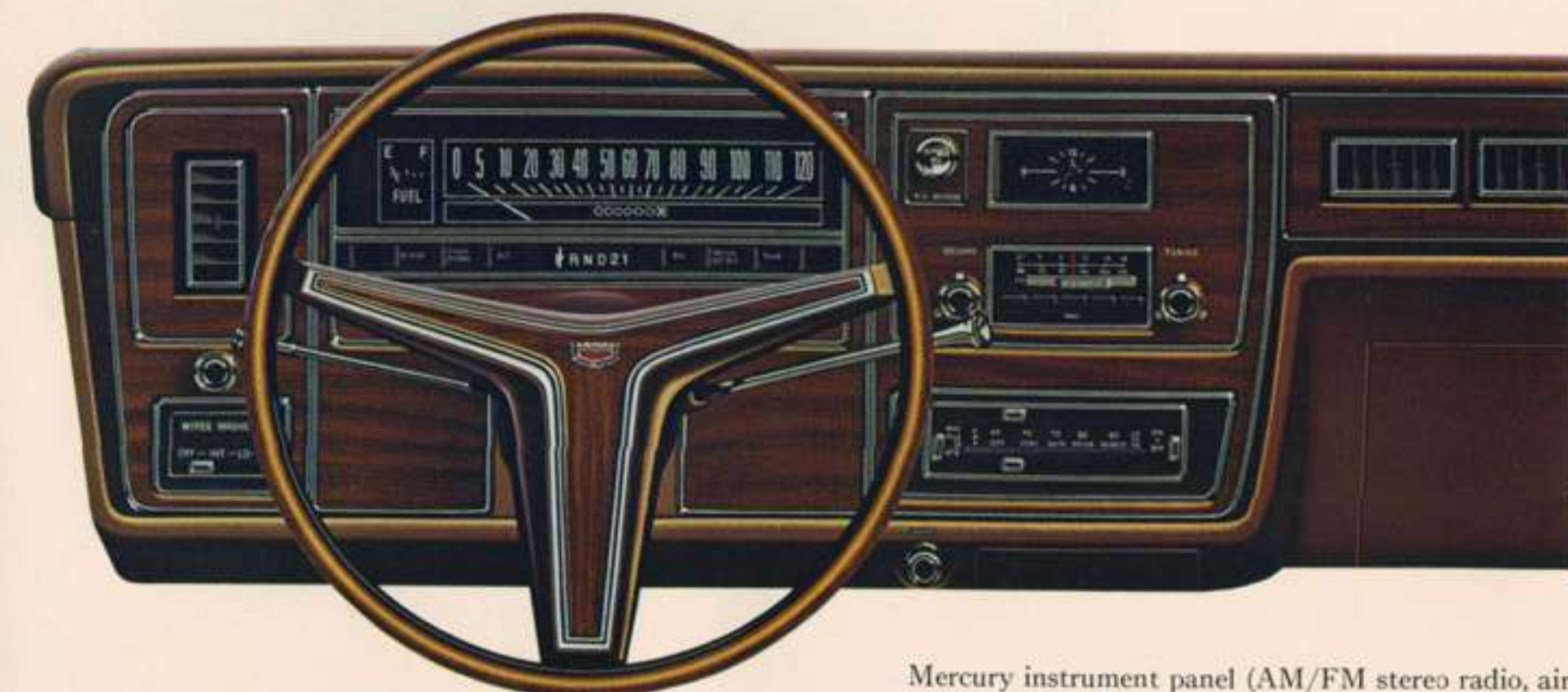
Mercury interiors

Shown opposite is the luxurious Marquis Brougham interior with optional Twin-Comfort Lounge Seats in cloth-and-vinyl. Seats, each with its own armrest, can be adjusted individually. You can also choose this interior in all-vinyl. Marquis Brougham interiors are available in black, medium blue, medium green, dark tobacco, light beige, or medium ginger (not available in all vinyl).

The smaller illustration at top shows the Marquis Brougham standard interior with bench seat in cloth-and-vinyl, available in the same range of colors as above.

Shown left is the Marquis Deluxe standard interior. Bench seat is standard. Twin-Comfort Lounge Seats optional. Colors include black, medium blue, medium green, light beige and dark tobacco.

Marquis standard cloth and vinyl interior (not illustrated) is available in black, medium blue, medium green and light beige. An optional all-vinyl interior is also available in the same colors.



Mercury instrument panel (AM/FM stereo radio, air conditioner, and luxury steering wheel are optional).

Options & Accessories

Comfort and Convenience

Power Side Windows (Standard on Marquis Brougham)
 · Power Door Locks · Power Trunk Lid Release · Tilt
 Steering Wheel · Automatic Speed Control · AM Radio
 · AM/FM Stereo Radio · AM/FM Radio with Stereo
 Tape System · Dual Rear Seat Speakers · Whisper-Aire
 Conditioning with Manual Control · Air Conditioning
 with Automatic Temperature Control · Tinted Glass —
 Complete · Electric Rear Window Defroster ·
 Cornering Lamps · Remote Control Left-Hand Mirror
 · Interval Windshield Wipers · Deluxe Seat and Front
 Shoulder Belts · Luxury 3-spoke Rim-Blow Steering

Wheel · Front and Rear Floor Mats · Power Seats

Exterior

Power Sun Roof · Luxury Wheel Covers · Appearance
 Protection Group · Bumper Guards (Rear only)
 · Rear Fender Skirts (Marquis only) · "Halo" Vinyl
 Roof (Standard on Marquis Brougham) · Glamour
 Metallic Paint

Performance

Trailer Towing Package · Automatic Load Adjuster ·
 Sure-Track Brakes

A: 6-way power seats adjust for individual driving
 preference. Seats tilt forward and backwards, adjust up
 and down, backwards and forwards. Available for
 Marquis, Marquis Deluxe and Marquis Brougham.

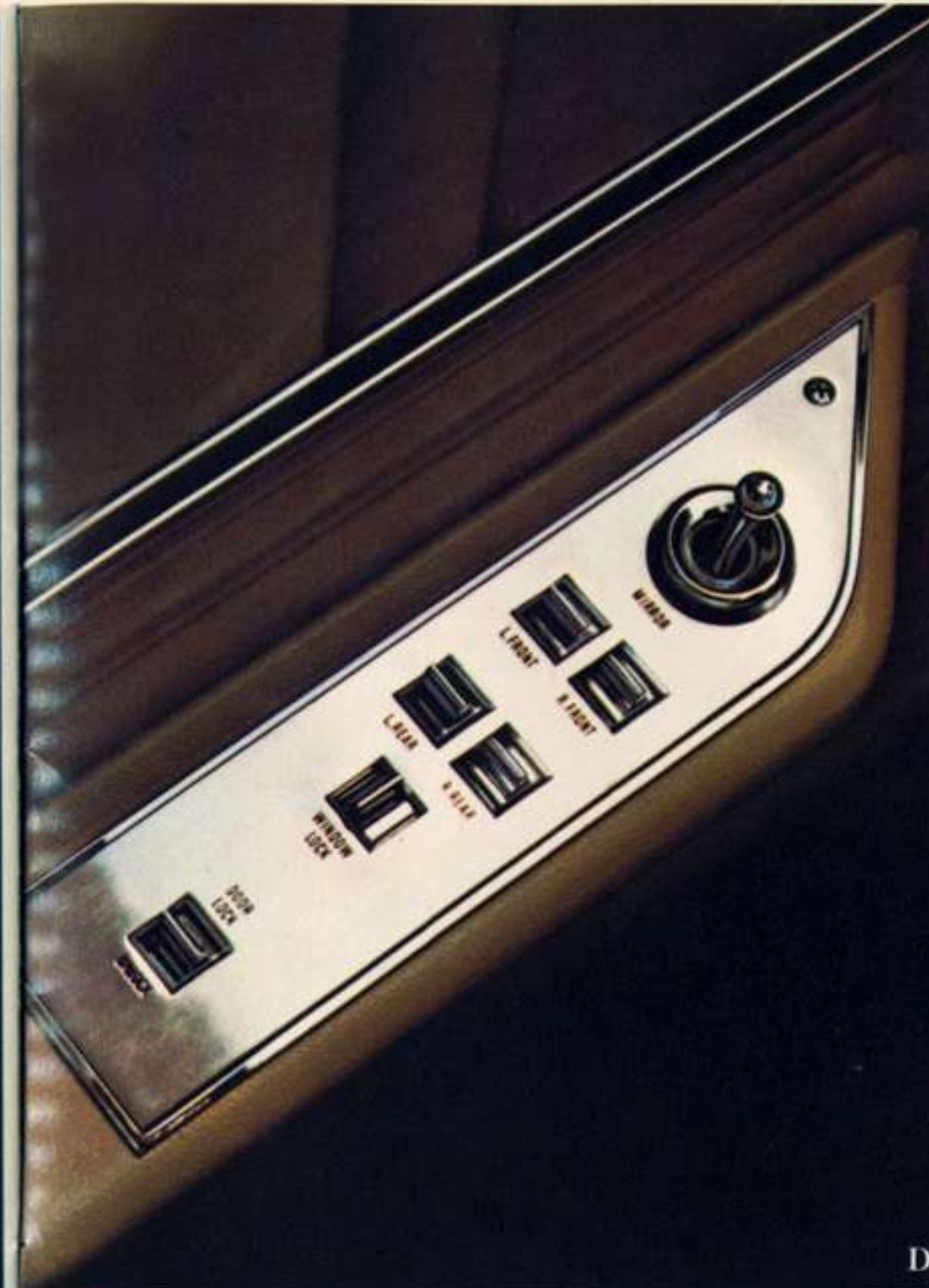
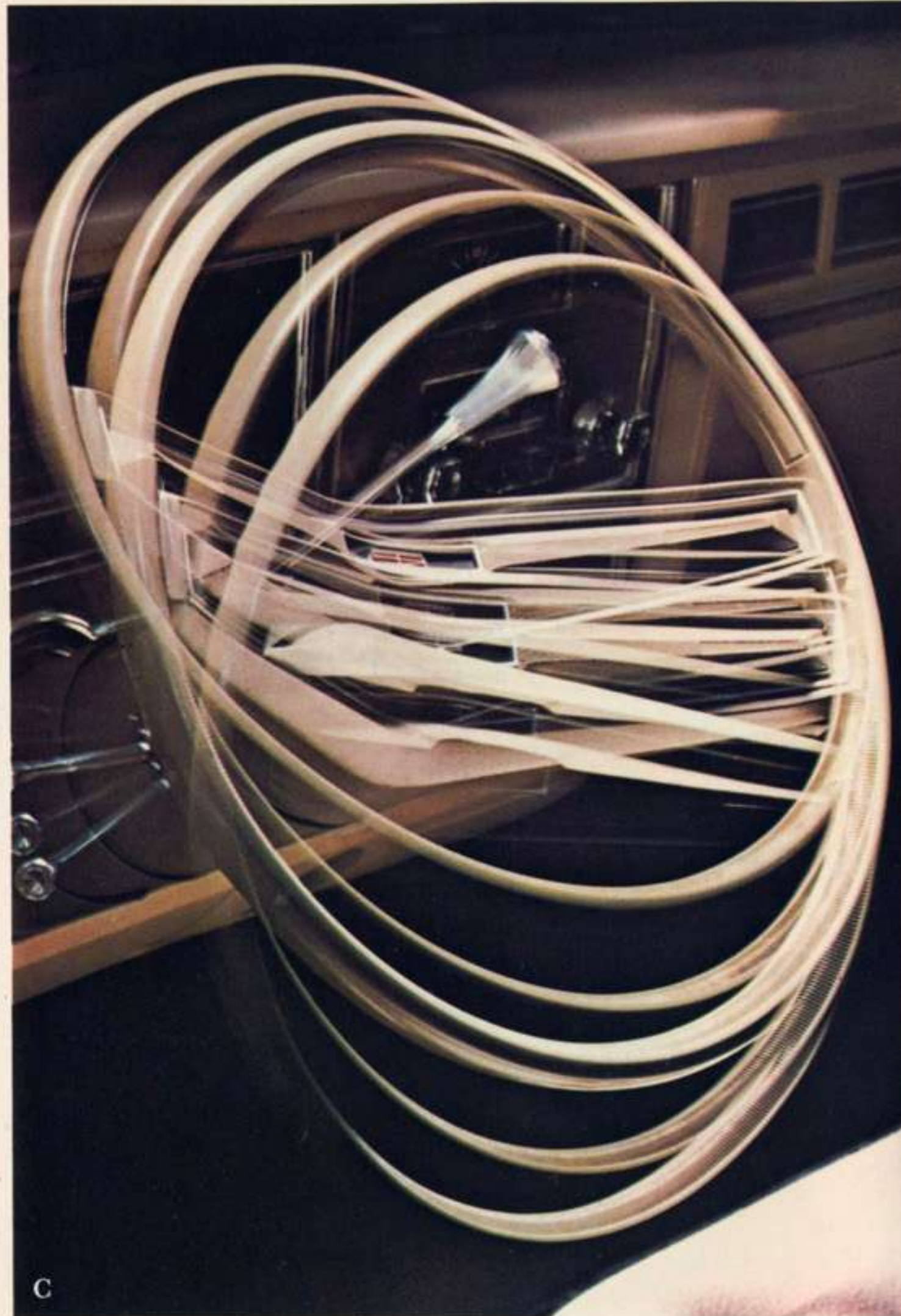
B: Electric clock available for Marquis. Standard on
 Marquis Deluxe and Marquis Brougham.

C: Tilt steering wheel adjusts to five positions to help you
 find the most comfortable driving position. Available for
 Marquis, Marquis Deluxe and Marquis Brougham.

D: Power windows. Offered on Marquis and Marquis
 Deluxe. Standard on Marquis Brougham. Also shown:
 power door lock and remote controlled power mirror
 on left side.

E: AM/FM stereo radio with an 8-track stereo tape
 player allows you to choose the music of your
 choice. Available on all of the models.

F: AM/FM stereo radio with 4 speakers. Available for
 Marquis, Marquis Deluxe and Marquis Brougham.



MAJOR SPECIFICATIONS

Power team specifications

Availabilities:	400-2V "V8"	429-4V "V8"	460-4V "V8"
Marquis	Std.	Opt.	Opt.
Marquis Deluxe	Opt.	Std.	Opt.
Marquis Brougham	N.A.	Std.	Opt.
Specifications:			
Displacement	400 cu. in.	429 cu. in.	460 cu. in.
Carburetor	2-Barrel	4-Barrel	4-Barrel
Fuel	Regular	Regular	Regular
Exhaust	Single	Single	Single
Transmissions:			
Select-Shift Automatic	Std.	Std.	Std.
Tires:			
HR 78 x 15 Radial Ply BSW	Std. on all models		
JR 78 x 15 Radial Ply BSW	Std. on Mercury wagons, opt. on passenger cars.		
H 78 x 15 BSW	Opt. all models		
J 78 x 15 BSW	Opt. on Station wagons		
White side-wall tires	Opt. all sizes		

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.

BATTERY: 70 amp/hr. standard with 400-2V and 80 amp/hr. standard with 429-4V and 460-4V

Dimensions:	Exterior	Dimensions:	Exterior
Wheelbase	124.0"	Tread—front	64.1"
Overall length	222.5"	—rear	64.3"
Overall width	79.6"	Luggage capacity	18.2 cu. ft.
		Fuel tank capacity	18.5 Imp. Gallons

All 1973 Mercurys have substantially improved energy absorbing 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 opera-

tion 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
- 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 (except convertibles)
- 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 (except convertibles)
- 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-design front end structure
- Improved front and rear bumpers
- Head restraints or high back seats for front outboard occupants
- Safety glove box latch (on all cars equipped with glove boxes)

MERCURY



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.



Litho in Canada 2/73