

# 1972 MERCURY METEOR



# We put more into it so you can get more out of it.

Today, value for your dollar is one of the most important considerations when you're buying a new car. Within these pages are eight ways to get more car for your money... eight exciting models of

Mercury Meteor.  
Mercury Meteor is a big, rich-looking

car with crisp, clean lines. A beautiful luxury car with roomy, superbly appointed interiors. A car that has a lot more built into it so that you get more out of it.

For example, all '72 Meteor models come equipped with an economical V-8 as standard equipment.

Meteor also gives you power steering as standard equipment.

A 3-speed Select-Shift automatic transmission is standard. It lets you shift through the gears, or drive automatically, as you desire.

A power ventilation system is standard so that air is always being changed throughout the car. (Even when the car is stopped and the windows are closed.)

Inside, we've also covered the floor with plush carpet, and the deep foam-padded seats with rich fabric and vinyl.

And outside, we've given every Meteor a deep-lustre paint finish that lasts. (This is the result of a special six-step paint

process that forms an all-over coating that protects against rust: a phosphate coating, two layers of tough epoxy primer, and three coats of acrylic super enamel, baked on to form a protective, lasting deep-lustre finish.)

To keep noise out and quiet in, we've put vibration-absorbing torque boxes, special rubber engine mounts, and more than 60 lbs. of sound-deadening materials into every model.

And on top of all this, we've built more than 35 different safety features into every Meteor for your protection. These include steel guard rails built into every door. Extra-strength door hinges and latches. A new safety-designed S-frame that increases the frame's energy-absorbing ability.

Mercury Meteor is the big car value for 1972. Check and see which model was made for you.

Whichever one you choose, you'll find with Mercury Meteor, your money gets you more.





## '72 Montcalm

The '72 Montcalm comes in three classic models. A 2-door hardtop. A 4-door hardtop. And a 4-door pillared hardtop with a uniquely designed centre pillar.

Each model has smooth, clean lines that speak of luxury without extravagance. The dramatic new front end has a distinctive sculptured grille. And the simplicity of the lower body side molding and flush door handles emphasize the smooth flow of the body style.

Better designed windshield wipers have been concealed under the hood line so that when they're not in use, they're out of view. (The one on the driver's side is articulated to clean a greater area.)

Sturdy steel guard rails have been built into each door adding a greater measure of protection and safety.

Montcalm's ride is superb. Its handling is positive and sure. For Montcalm has a 63.3 inch track up front, a 64.3 inch track in the rear, and a 124-inch wheelbase to give you a smoother, more comfortable ride and a true feel for the road.

Montcalm is a complete car, too. Standard features include power steering, a 3-speed Select-Shift automatic transmission, and a powerful 351 cubic inch V-8 engine.

But we've left some decisions up to you.

You can add fender skirts. Cornering lamps. Power front disc brakes. And an Air Conditioner with Automatic Temperature Control.

Optional engines include a 400 cubic inch V-8 that uses regular fuel, and a four-barrel 429 cubic inch V-8. The choice is yours.



Montcalm formal roof line, shown here in black grained vinyl. Also available in dark brown, dark blue, dark green and white.



**The most  
luxurious Meteor  
of them all.**



## '72 Montcalm

Sink back into Montcalm's luxurious seats, close the windows, and close your eyes. There's nothing to disturb you. This is Montcalm's 'quiet room'.

Montcalm's seats are deeply padded with foam to give you support and comfort.

Interior colours are co-ordinated to complement your choice of colour on the outside.

And loop pile, hard-wearing carpet covers the floor.

Montcalm has a lot of thoughtful little touches built right in, too.

Things like a wood-grained instrument panel that's swept away to allow your front-seat passengers an unusual amount of knee and leg room.

Things like seats with narrow-pleated fabric and vinyl trim to keep you cool.

Things like two ash trays conveniently placed within easy reach of you and your front-seat passengers.

Then there's Montcalm's power ventilation system. It directs a flow of air through upper level vents built into the dash. So the air is regularly being changed—even when the windows are closed. (A standard feature on all Mercury Meteor models!)

For your own ideas on comfort and convenience, you may wish to specify from these options: AM or AM/FM stereo radio, tinted glass, power windows, Air-Conditioning, with or without Automatic Temperature Control.

Step into a '72 Montcalm and be seated in complete comfort. It's a quiet place to relax.

**The most  
luxurious interior  
of them all.**

Montcalm interior: deep foam-padded seats with narrow-pleated fabric surfaces and vinyl trim.



AM/FM Stereo Multiplex Radio (optional).



Finger-Tip Speed Control (optional).



Air conditioner with Automatic Temperature Control (optional).





Articulated windshield wiper.  
In one clean sweep, it cleans  
a greater area.

## '72 Rideau 500

It would be easy to pay more for a car that's as long on good looks and luxury as Rideau 500. But beautiful as it is, the Rideau 500's price tag has made it a popular choice among Canada's value-conscious car buyers.

For Rideau 500 has standard features like: power steering and a 3-speed Select-Shift automatic transmission. Concealed windshield wipers (articulated on the driver's side). A power ventilation system that can supply a constant air flow with the windows closed.

Rideau 500 also has as standard equipment, extras like 100% nylon loop carpeting that covers the floor. Rich fabric and vinyl upholstery in your choice of 4 colour schemes. Ventless curved side glass. Flush door handles. A colour-keyed 2-spoke steering wheel that locks when you take out the ignition key. The Rideau 500's list of standard equipment goes on. Collapsible steering column. Energy-absorbing S-frame. Sturdy steel guard rails in every door.

On the outside, Rideau 500 has a showroom-shine that lasts, thanks to Meteor's special six-step paint process. And underneath, all vital parts have been specially processed to fight mud, snow, water—even salt.

An authoritative 351-2V cubic inch V-8 is standard, though you can order optional engines up to a 429-4V cubic inch V-8 if you're after something even more powerful.

If you wish to personalize Rideau 500, there's a long list of options to choose from: an electrically-operated rear window defroster, full wheel covers, power front disc brakes, power door locks, and an Air Conditioner with Automatic Temperature Control that lets you maintain a pre-selected, year-round temperature.

Frameless side glass  
on the 4-door  
pillared hardtop.



Rideau 500 fabric and vinyl interior.



**Long, low, beautiful,  
popular.**



## '72 Rideau

The '72 Rideau is the lowest-priced Mercury Meteor you can buy. It also adds up to one of the best values for your money.

The Rideau gives you deep foam-padded seats. Rich fabric and vinyl interiors. Wall-to-wall carpeting. A power ventilation system with adjustable vents in the dash to provide a constant exchange of air for your comfort. Even power steering and a 3-speed Select-Shift automatic transmission are standard!

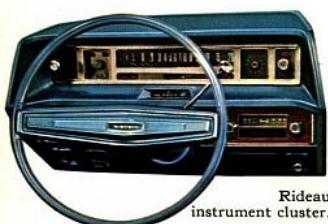
Rideau offers you all around protection too. Strong sturdy guard rails in every door. An energy-absorbing S-frame. A collapsible steering wheel. Stronger door hinges and latches. And the full line of Ford Motor Company Safety Design Features.

Under the hood, a 351 cubic inch V-8 engine is standard. So Rideau gives you plenty of power while using regular gas for more economy.

Rideau's smooth ride comes from specially-designed front bushings on Mercury's coil spring suspension which cushions harsh jolts as the wheels hit a bump. So your ride is all the smoother.

Take a good look at the '72 Rideau and what it has to offer. More beauty, more comfort, more luxury, and most important—more car for your money.

**Good looks.  
Good value.**



Rideau instrument cluster.



Handy two-way keys that are never upside down.



Rideau fabric and vinyl interior.

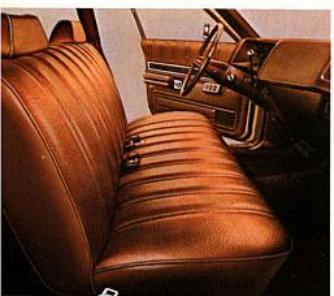


Rideau 4-door pillarless hardtop.

Station Wagon  
tailgate window  
wisher/wiper.



Optional lockable  
compartment in side  
wall of cargo area.



Montcalm all-vinyl-trim.



Our three-way tailgate.  
It swings open like  
a door for people  
and luggage with  
the window up  
or down...  
swings down  
flat for  
long loads.



## '72 Mercury Meteor Wagons

Mercury Meteor's '72 Station Wagons—Montcalm and Rideau 500—are built tough, with ample room inside to make things easy on the job. But they're also built to ride like a car, because we never forget the most important thing they have to carry is you.

In the cargo area, there's 96.2 cubic feet of space. (32 square feet of useable floor area.) There's also a lockable 9.1 cubic foot storage area under the cargo floor. You can have the floor of the cargo area carpeted combined with a 1.2 cu. ft. lockable compartment located in the side wall, at a slight extra cost.

Meteor Wagons have a unique three-way tailgate that swings out for people and luggage (with the window up or down) and swings down flat for long loads. A convenient switch that lets you lock and unlock the tailgate from the driver's seat is optional.

A power-operated rear window is standard, and an optional tailgate window-washer washes and wipes in operation also controlled from the driver's seat.

Kids love the dual-facing rear seats which are also available. As is an optional luggage rack, (deluxe rack comes with an integral air deflector).

We haven't forgotten the area where people sit either. Full carpeting, deep foam-padded all-vinyl seats, convenient arm rests—these are the kind of luxuries we build into our wagons because we feel you should be comfortable at work or play.

Power steering and a 3-speed Select-Shift automatic transmission are also standard. So is the upper-level power ventilation system.

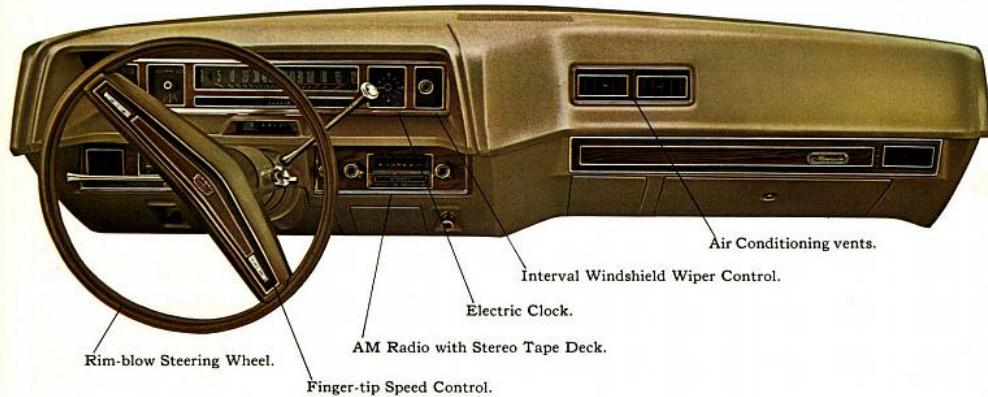
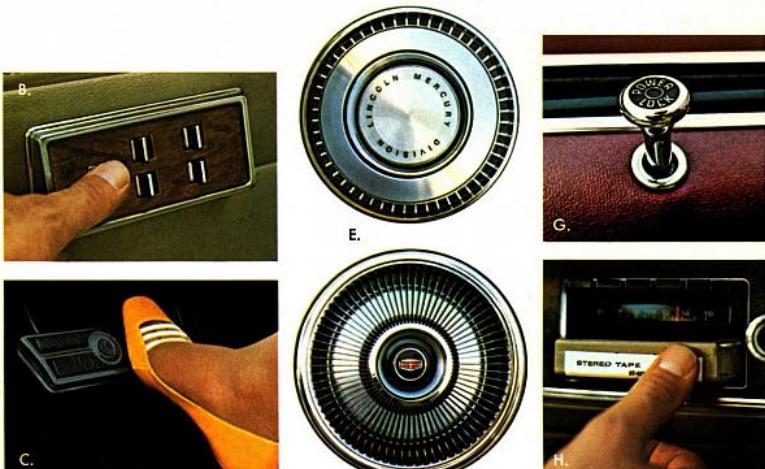
As for power, a 351-2V cubic inch V-8 is standard. For more power, optional 400-2V and 429-4V cubic inch V-8 engines are available.

**Loads of room—  
loads of fun.**

Top: Rideau 500 Station Wagon. Bottom: Montcalm Station Wagon.



## Options & Accessories



**A. Tilt Steering Wheel**  
Steering column can be adjusted to your own preference. 5 different positions.

**B. Power Windows**  
Finger-tip control of any side window from the driver's seat.

**C. Power Disc Brakes**  
If you drive in hilly regions, or if you drive in stop and go traffic, you'll appreciate the extra stopping ability of power brakes (Disc front, Drum rear). More resistant to fade.

**D. 6-way Power Seats**  
Finger-tip adjustment for your greater driving comfort. Seats tilt forward and backwards, adjust up and down, backwards and forwards.

**E. Wheel Covers**  
A low-cost way to personalize your car. Mercury Meteor has two great choices. The superbly simple, styled steel design; or the hi-style radial-finned luxury cover.

**F. Cornering Lamps**  
Light the way around dark corners. Activated by turn signals.

**G. Power Door Lock**  
Driver or front seat passenger can lock all doors at the touch of a button. A great safety idea for families with children.

**H. AM Radio with Stereo Tape Deck**  
Enjoy the music of your choice. 4 separate speakers surround you with sound.

**I. Bumper Guards**  
Low-cost protection for your bumpers. Guard against bumps and scratches caused by careless parkers. (Front and rear—included in the Appearance Protection Group. Front only on wagons.)

**J. Electric Rear Window Defroster for Sedans and Hardtops**  
Electrically-heated wires built into rear window, go to work on frost and ice at the flick of a switch.

# 1972 MERCURY METEOR

## We put more into it so you can get more out of it.

# MERCURY METEOR MAJOR SPECIFICATIONS

## Power team combinations

Availabilities:	302-2V "V8"	351-2V "V8"	400-2V "V8"	429-4V "V8"
Rideau	Opt.	Std.	Opt.	Opt.
Rideau 500	Opt.	Std.	Opt.	Opt.
Montcalm	N.A.	Std.	Opt.	Opt.
Station wagons	N.A.	Std.	Opt.	Opt.

### Specifications:

Displacement	302 cu. in.	351 cu. in.	400 cu. in.	429 cu. in.
Torque ft. lbs. @ rpm	296 @ 2600	350 @ 2600	400 @ 2200	480 @ 2800
Carburetor	2-Barrel	2-Barrel	2-Barrel	4-Barrel
Fuel*	Regular	Regular	Regular	Regular
Exhaust	Single	Single	Single	Single

### Transmissions:

Select-Shift Automatic	Std.	Std.	Std.	Std.
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### Axle Ratios:

Automatic with or without Traction-Lok	2.75:1	Std.	Std.	Std.
	3.25:1	Opt.	Opt.	Opt.

Tires:	F78 x 15 BSW	Std.	N.A.	N.A.	N.A.
	G78 x 15 BSW	Opt.	Std.	Std.	N.A.
	H78 x 15 BSW	Opt.	Opt.(I)	Opt. (II)	Std.

White Side Walls available for all sizes. Snow treads available in sizes G and H-WSW only.

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

(I) Standard tire size for Station wagons.

**BRAKES:** Dual hydraulic system with warning light. Power brakes (Disc front — Drum rear) optional at extra cost and required with 429 C.I.D. engines and 400 engines on wagons.

**STEERING:** Power steering standard on all models.

**BATTERY:** 45 amp./hr. standard on 302 and 351 C.I.D. engines.

55 amp./hr. standard on 351 C.I.D. engines with automatic transmission.

70 amp./hr. standard on 351 C.I.D. engines with automatic transmission and air conditioning and 400 C.I.D. engines.

80 amp./hr. standard on 429 C.I.D. engines and optional on all smaller engines.

**SUSPENSIONS:** All full coil front—Independent ball joint, using single lower arms. Upper A arms, stabilizer bar, coil-shock units and drag struts.

Rear—Three link coil spring design with lateral track bar, angle-mounted shocks. Full rubber insulation.

### Capacities:

Fuel Tanks—all except wagons—20.0 Imp. gallons. Wagons—19.5 Imp. gallons.

Cooling System—302 V-8—12.75 Imp. qts.

400 V-8—14.0 Imp. qts.

351 V-8—13.75 Imp. qts.

429 V-8—16.0 Imp. qts.

Engine Oil—All engines—4.25 Imp. qts.

### Exterior Dimensions (inches):

Model	Length	Width	Height	Wheelbase	Track		usable luggage capacity (cu. ft.)
					Front	Rear	
4-Door Pillared H.T.	224.7	79.3	53.8	124.0	63.3	64.3	20.4
4-Door Hardtop	224.7	79.3	53.8	124.0	63.3	64.3	20.4
2-Door Hardtop	224.7	79.3	53.2	124.0	63.3	64.3	20.4
Station Wagon	220.4	79.4	56.9	121.0	63.3	64.3	96.2*

\*additional storage under load 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.	37.7	41.7	62.0	62.3	36.7	39.7	61.8	62.3
4-Door Hardtop	37.7	41.7	62.0	62.3	36.7	39.7	61.8	62.3
2-Door Hardtop	37.4	41.7	62.0	62.3	36.5	35.6	60.6	61.0
Station Wagon	38.8	41.7	62.0	62.3	39.3	37.1	62.0	62.4

\*All 1972 engines are designed to operate on regular gasolines and with an octane rating of at least 91 when engine is adjusted to factory recommended specs.

### Ford Motor Company Safety Design Features

- Dual Hydraulic Brake System with warning light
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror/mirror mounting and windshield pillar
- Energy-absorbing steering column and steering wheel
- Fuel tank evaporative emission control system
- Energy-absorbing armrests and safety-designed door handles
- Three-point restraint system with locking retractor, shoulder belt and mini-buckle for front outboard passengers
- Front and rear lap belts, all other passengers
- Turn indicators with lane-changing signal feature
- Inside day/night yield away rearview mirror
- Energy-absorbing instrument panel with padding
- Padded sun visors
- Two speed or variable speed windshield wipers
- Windshield washers
- Double-thick laminate safety glass windshield
- Double-yoke safety door latches and safety hinges
- 4-way emergency flasher
- Backup lights
- Side marker lights and reflectors, coupled with turn indicators
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs (2-door vehicles only)
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons
- Outside rearview mirror, driver's side
- Safety rim wheels and belted bias angle tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant
- Parking lamps coupled with headlamps
- External headlight aiming adjustment
- Non-reversing odometer
- Safety design front end structure
- Front seat head restraints for outboard passengers
- Theft-Guard Ignition with warning buzzer, steering and transmission selector lever lock
- Guard rails in every door

Genuine Autolite spark plugs and Motorcraft parts—Your new Mercury comes equipped with factory engineered and approved parts such as the dependable Motorcraft Sta-Ful battery, Autolite Power-Tip spark plugs, Motorcraft shock absorbers, and a Motorcraft 6,000-mile oil filter. For continued top performance, be sure to specify genuine Autolite spark plugs and Motorcraft parts whenever replacement is necessary.

1972 Anti-Pollution Systems—All Mercury vehicles have positive crankcase ventilation for recirculating and burning crankcase emissions in the combustion chambers, an exhaust emission reduction system and a fuel evaporative emission control system as standard equipment.

**MERCURY METEOR**



While the information herein was in effect when approved for printing, Ford Motor Company of Canada, Limited reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. Some illustrations show cars with white sidewall tires, deluxe wheel covers and other styling, convenience or performance items that are optional at reasonable extra cost. Many are described herein; a full listing of options and accessories is available at your local authorized dealer.

