

1971 MERCURY MONTEGO



Mercury Montego MX Brougham 2-door hardtop

Start with the best ideas in intermediates. Add extra room and luxury. What you'll have is a better luxury intermediate, and the Montego MX Brougham is the best example.

Built on a handy-sized 117-inch wheelbase, the Brougham is a foot shorter than big cars, but with sleek lines, luxurious highlights and beautifully appointed, roomy interiors that give it an air of richness seldom encountered in a car of Montego's size and price range. A dramatic new grille and rear end treatment accent the overall distinctiveness for 1971, and a brilliant array of eleven new colors adds to the pleasure you will have in selecting the Montego MX Brougham.

Models include a 2-door hardtop, 4-door hardtop, 4-door sedan and a Montego MX Villager station wagon which is described in a separate station wagon catalogue available from your Mercury dealer.



Mercury Montego MX Brougham 2-door hardtop



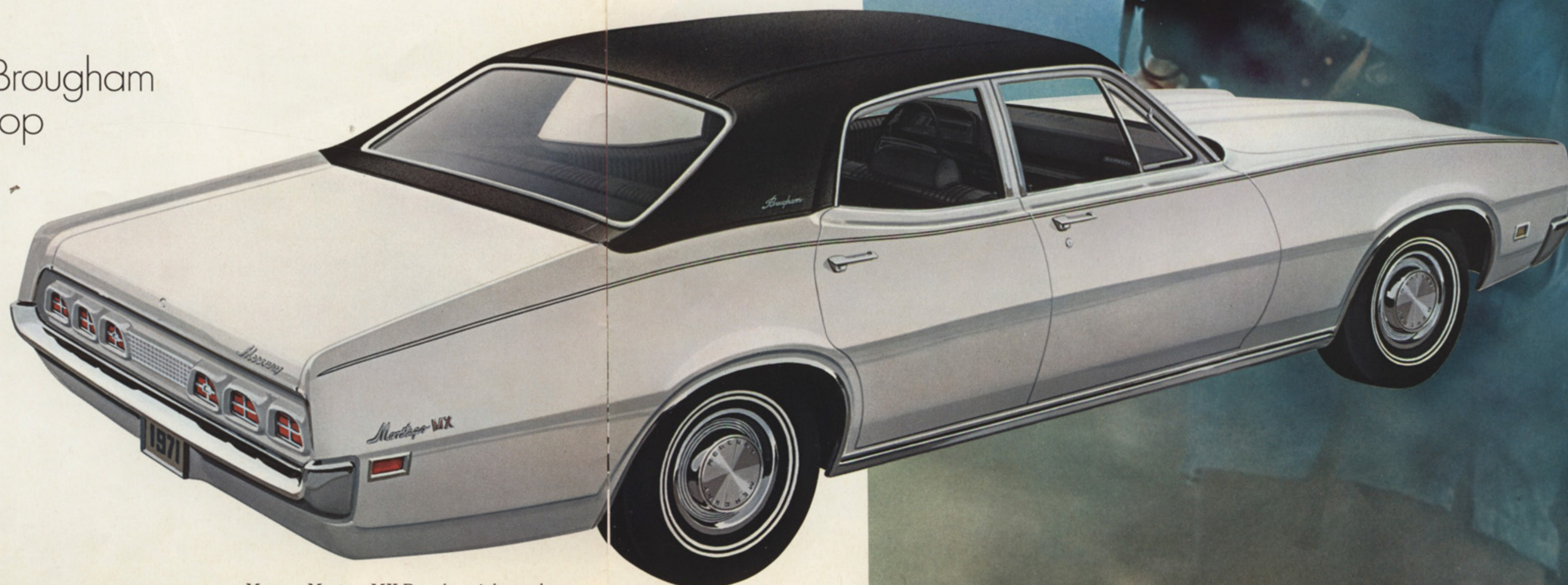
Mercury Montego MX Brougham 4-door hardtop

Mercury Montego MX Brougham 4-door sedan and hardtop

Distinctive upper body paint stripes and bright metal trim distinguish the Brougham among Montego models. The deluxe wheel covers are also standard. Inside, the tastefully designed interiors are available in either cloth-and-vinyl or all-vinyl at no extra cost. Color-keyed deep-loop carpeting and a deluxe woodgrain steering wheel add to the overall look of quality and luxury. You can choose whatever performance level you desire as a 250 cubic-inch 6-cylinder engine is standard and three V-8's are offered at extra cost up to a 351-4V. Additional performance and comfort and convenience options are detailed on page 16 so that you can tailor your Montego MX Brougham to your driving requirements.

Mercury Montego MX Brougham standard equipment includes:

250-1V six-cylinder engine ☐ 3-speed manual transmission ☐ Dual upper paint stripe ☐ Deluxe wheel covers ☐ 3-pod taillamps ☐ Concealed windshield wipers ☐ Reversible keys ☐ Locking steering column ☐ E78x14 belted tires ☐ Color-keyed nylon-loop carpeting ☐ Front and rear foam-padded armrests ☐ Woodgrain appliqué on instrument cluster face ☐ Deluxe steering wheel ☐ Factory installed undercoating sound deadener ☐ Deluxe insulation package



Mercury Montego MX Brougham 4-door sedan





Mercury Montego MX 4-door sedan



Mercury Montego MX 2-door hardtop

Mercury Montego MX 4-door sedan and 2-door hardtop

One of Mercury's better idea family cars is the intermediate-sized Montego MX. It's built on a 117-inch wheelbase, is moderately priced and has considerable flair with its sleek overall appearance and beautifully styled, well appointed interiors. There's no skimping on chrome ornamentation either. The exceptionally smooth, quiet ride is the result of Mercury's better ideas in suspension design, and the impressive list of standard equipment shows you Mercury knows what value conscious buyers are looking for. In addition, a number of appealing options are offered for the Montego MX. These are detailed on page 16. Models include a 4-door sedan, 2-door hardtop and a Montego MX station wagon which is described in a separate station wagon catalogue available from your Mercury dealer.

Mercury Montego MX standard equipment includes:

- ☐ 250-1V six-cylinder engine
- ☐ 3-speed manual transmission
- ☐ Concealed windshield wipers
- ☐ Reversible keys
- ☐ Locking steering column
- ☐ E78x14 belted tires
- ☐ Woodgrain appliqué on instrument cluster face
- ☐ Color-keyed nylon-loop carpeting
- ☐ Front and rear foam-padded armrests
- ☐ Factory installed undercoating and sound deadener



Mercury Montego 4-door sedan

Mercury Montego 2-door hardtop and 4-door sedan

Available in a 2-door hardtop and 4-door sedan, the Mercury Montego offers budget-minded buyers a popular-price approach to the new style and spirit that characterizes the entire Mercury line for '71. Here is six-passenger roominess and comfort, ample luggage space, the smooth, steady ride of a big 117-inch wheelbase car and lively performance you can turn on with the big standard six-cylinder engine. Interiors display a level of luxury you wouldn't expect to find in a car in this price range. There is a wide array of options to select from, and these are detailed on page 16.

Mercury Montego standard equipment includes:

☐ 250-1V six-cylinder engine ☐ 3-speed manual transmission ☐ Concealed windshield wipers ☐ Reversible keys ☐ Locking steering column ☐ E78x14 belted tires ☐ Woodgrain appliqué on instrument cluster ☐ Front and rear foam-padded armrests ☐ Factory installed undercoating and sound deadener

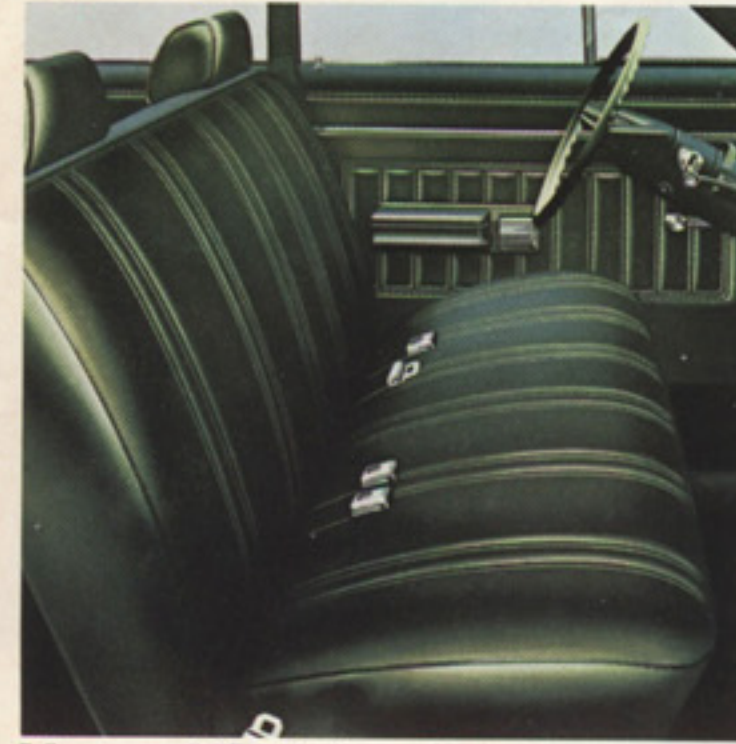


Mercury Montego 2-door hardtop

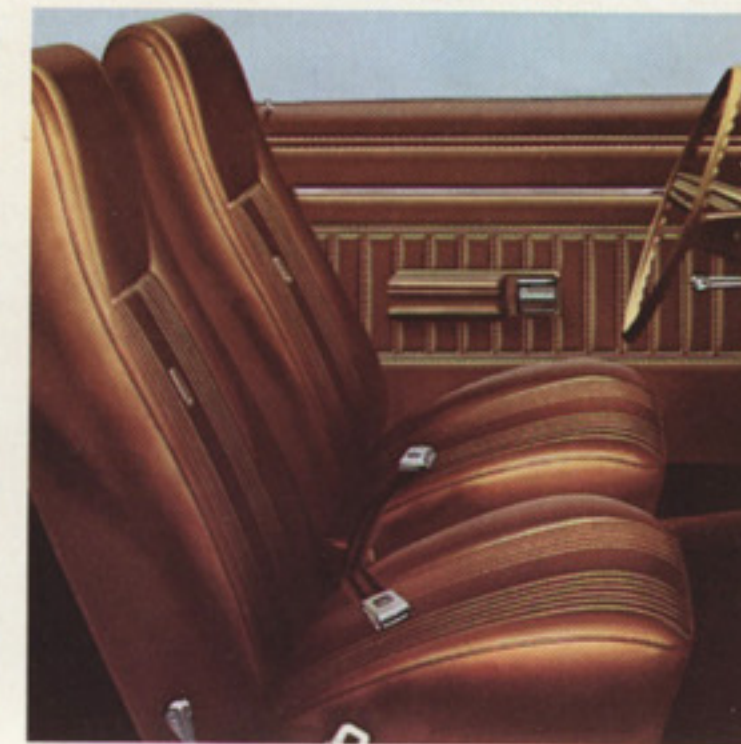




Mercury Montego, Montego MX and Montego MX Brougham interiors



Montego MX cloth-and-vinyl interior



Montego MX interior with optional bucket seats



Montego interior in cloth-and-vinyl

When you look at the interiors of the Montego, Montego MX or Montego MX Brougham you will know they were inspired by men with better ideas. The overall impression is one of richness and warmth with every consideration for driver and passengers.

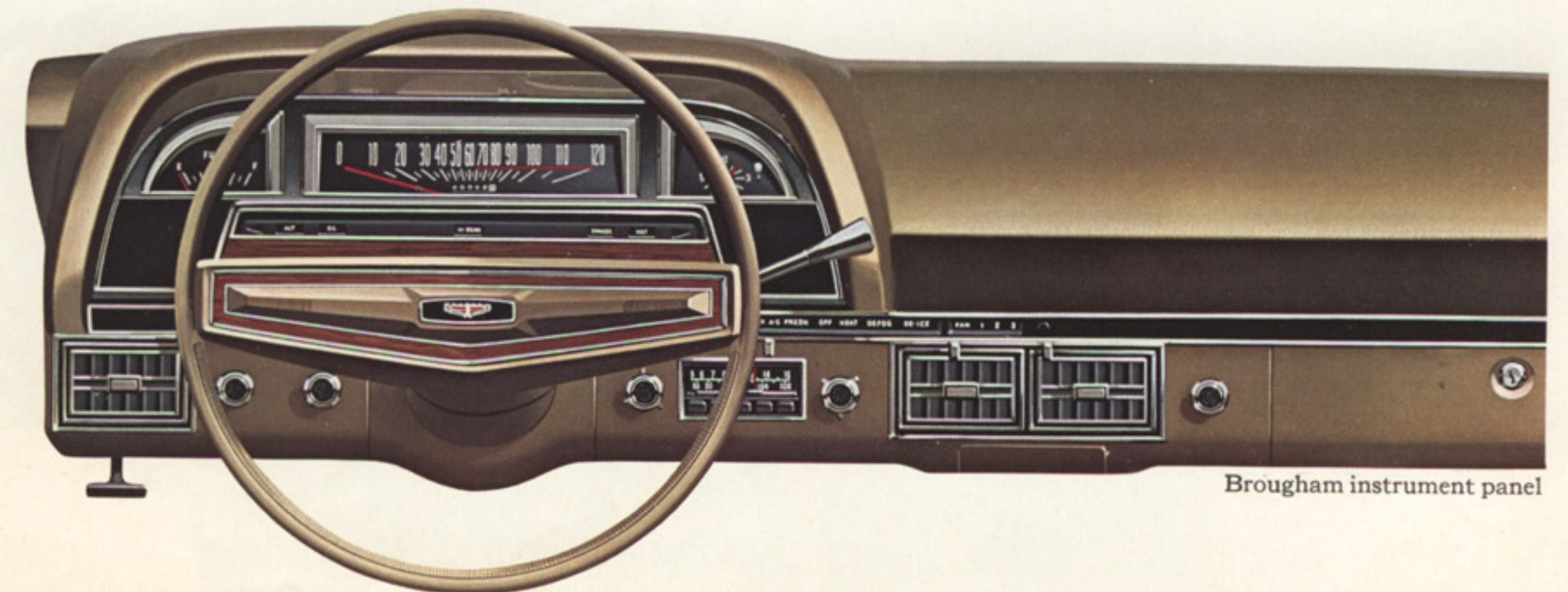
1. The elegant interior on the left-hand page is that of the Montego MX Brougham. It features a distinctive door panel design with woodgrain appliqué. Shown here in light gray gold cloth-and-vinyl, it may also be ordered in all-vinyl at no extra cost. Colors include black, medium blue, medium green and light gray gold.

2. At upper left on this page is shown the standard Montego MX cloth-and-vinyl interior in medium green. It is also available in black, medium blue and light gray gold. A different bench seat may be ordered in all-vinyl at no extra cost. Colors include black, medium blue, vermillion, medium ginger, medium green, white and light gray gold. This seat may also be ordered in Comfortweave vinyl at extra cost. Colors include black, white and light gray gold.

3. Upper right shows the optional bucket seats in Comfortweave vinyl which may be ordered for the Montego MX. In addition to the medium ginger shown, colors include black, medium blue, vermillion, medium green and white.

4. At lower right is the standard Montego bench seat in black cloth-and-vinyl. It may also be ordered in medium blue and light gray gold; or in black, and light gray gold all-vinyl at no extra cost.

Rich woodgrain appliqué accents the handsome Brougham instrument panel shown at the bottom of the page. The deluxe 2-spoke woodgrain steering wheel is standard.

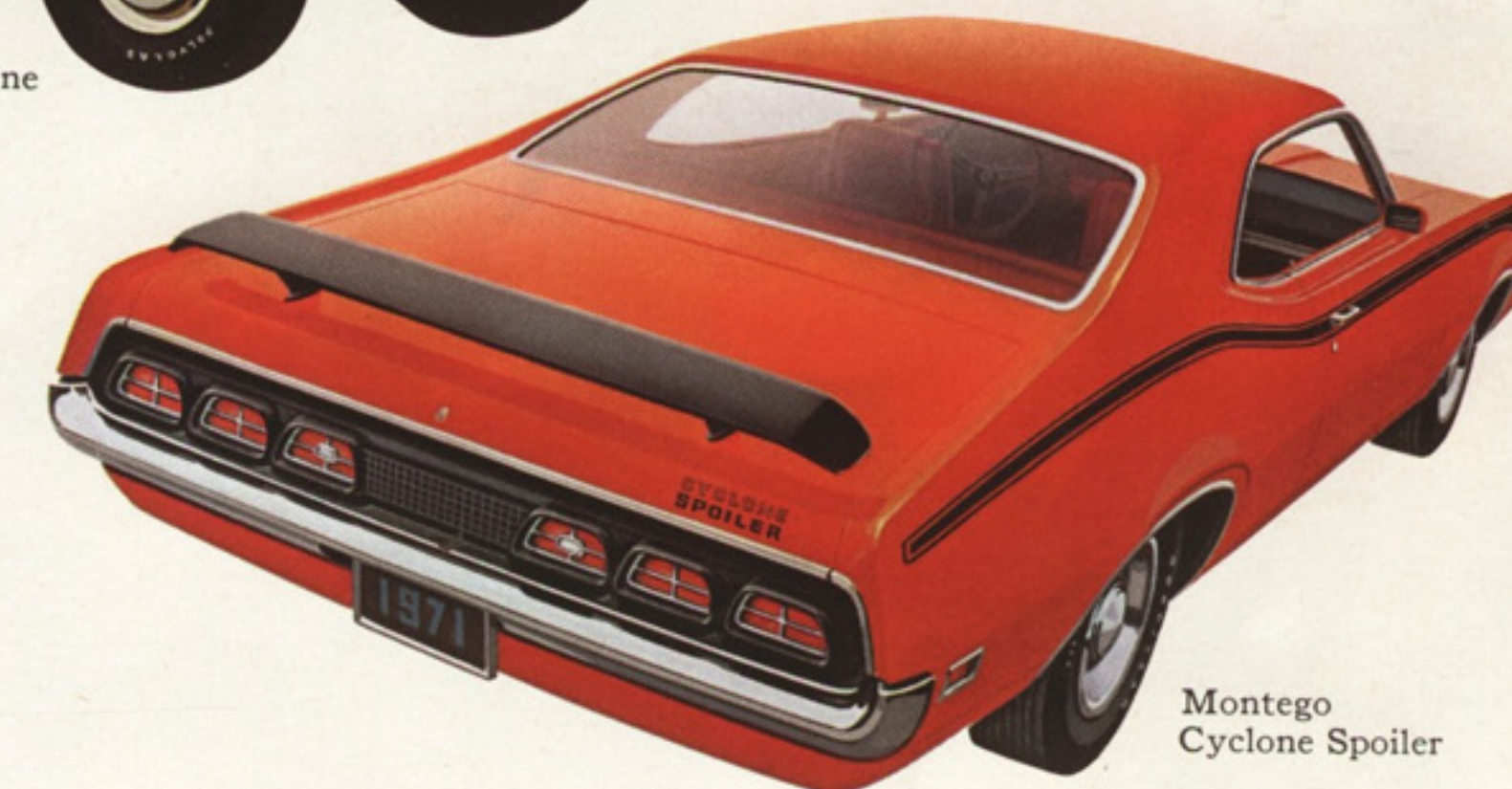


Brougham instrument panel

Montego MX Brougham interior



Montego Cyclone



Montego Cyclone Spoiler

Montego Cyclone, Cyclone GT and Cyclone Spoiler

Mercury's three high performance cars are loaded with competition-bred "better ideas" for '71: big V-8 power, sports car flair and bright new features to give a better sporty intermediate. All have bold new center grille sections. Cyclone features a performance hood with integral scoop and dual racing mirrors. And there are new tape stripes and identification for the Cyclone Spoiler. Each of these cars has its own personality and purpose, and the lists of standard features below say it all. A wide variety of options are offered as well. (See page 16).

Montego Cyclone standard equipment includes:

☐ 351-4V V-8 engine ☐ 4-speed manual transmission with Hurst Shifter®
☐ Cross country ride package ☐ F70x14 traction tires ☐ Performance hood with integral scoop ☐ Dual racing mirrors (left-hand mirror remote control) ☐ Cyclone running lights ☐ Dual pod taillamps with black painted lower back panel

Montego Cyclone GT standard equipment includes:

☐ 351-2V V-8 engine ☐ Select-Shift automatic transmission ☐ Cross country ride package (no cost option) ☐ G78x14 white sidewall tires or F70x14 white sidewall at no extra cost ☐ Performance hood with integral scoop ☐ Concealed headlamps ☐ Cyclone running lights ☐ Deluxe wheel covers ☐ Dual racing mirrors (left-hand mirror remote control) ☐ Full instrumentation including tachometer, oil gauge, temperature gauge and ammeter gauge ☐ Hi-back bucket seats ☐ Deluxe 3-spoke rim-blow steering wheel.

Montego Cyclone Spoiler standard equipment includes:

☐ 351-4V V-8 engine ☐ 4-speed manual transmission with Hurst Shifter®
☐ Competition handling package ☐ Traction-Lok differential with 3.25:1 axle ☐ G70x14 belted tires with raised letters ☐ Front spoiler mounted under bumper ☐ Rear deck spoiler ☐ Distinctive new Spoiler tape stripes ☐ Performance hood with integral scoop ☐ Dual racing mirrors (left-hand mirror remote control) ☐ Cyclone running lights ☐ Hubcaps and bright trim rings ☐ Full instrumentation including tachometer, oil gauge, temperature gauge and ammeter gauge ☐ Hi-back bucket seats ☐ Deluxe 3-spoke rim-blow steering wheel.

Montego Cyclone GT



Cyclone interior with optional bucket seats



Cyclone interior

Montego Cyclone, Cyclone GT and Cyclone Spoiler interiors

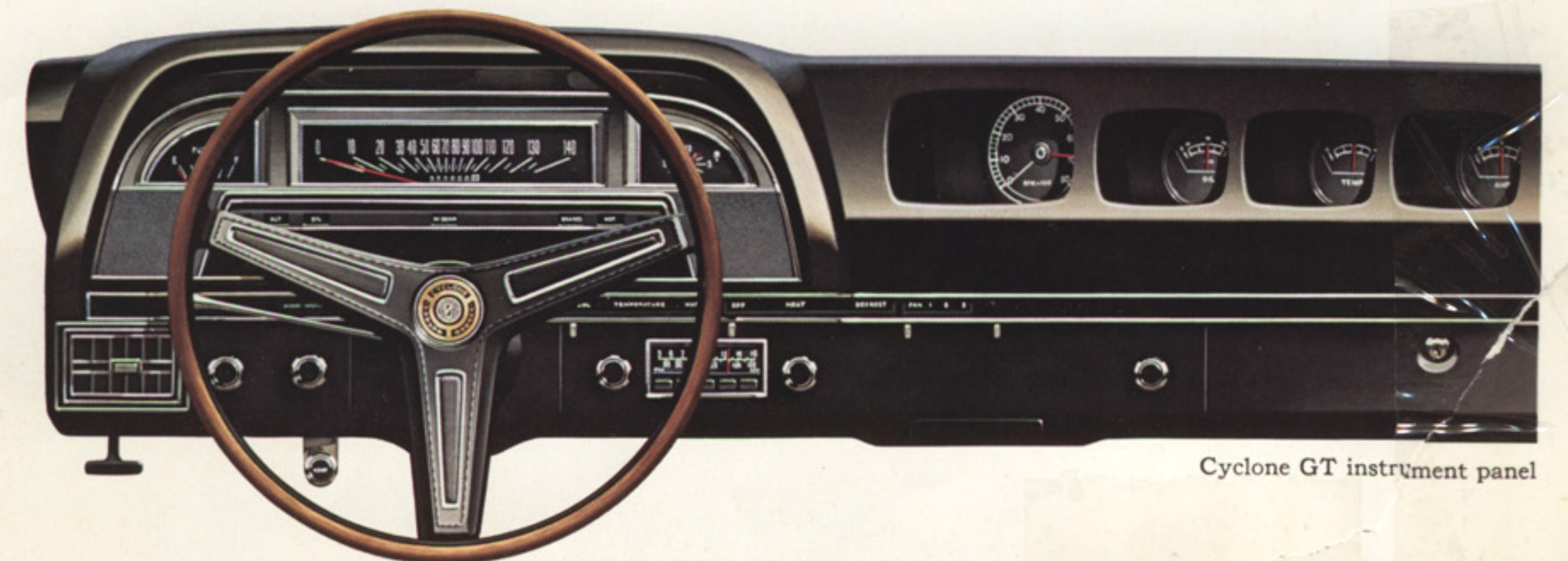
The interiors in Mercury's performance trio have the very business-like look that appeals to the hard-driving performance enthusiast, yet the comfort and luxury that distinguish all Mercury interiors is very much in evidence.

1. The standard Cyclone GT interior in white Comfortweave vinyl is featured on the left-hand page. It is also available in black, medium blue, medium green, medium ginger and vermillion. The seats may also be ordered at extra cost in a handsome houndstooth check cloth-and-vinyl offered in black, medium blue, medium green, medium ginger and vermillion. The same interiors are featured in the Cyclone Spoiler in the same color selection.

2. At upper left on this page is shown the optional bucket seats for Cyclone in extra-cost houndstooth check cloth-and-vinyl. Seats in this pattern may be ordered in black (shown) and medium blue. They may also be ordered in Comfortweave vinyl at no extra cost. The same two colors are available.

3. The standard Cyclone all-vinyl interior with bench seat is opposite. It is available in black and light gray gold.

The Cyclone GT instrument panel at the bottom of the page features the full instrumentation package including tachometer, oil pressure gauge, temperature gauge and ammeter. The rim-blow steering wheel is standard.



Cyclone GT instrument panel

Cyclone GT interior in Comfortweave vinyl with optional Consol

Options & accessories

Performance

Select-Shift Automatic Transmission (standard on Cyclone GT) • 4-Speed Manual Transmission with Hurst Shifter (standard on Cyclone Spoiler and Cyclone) • Traction-Lok Differential (standard on Cyclone Spoiler) • Cross Country Ride Package (NA on Cyclone Spoiler and standard on Cyclone and Cyclone GT) • Handling Suspension Package (NA on MX Brougham, MX and Montego, standard on Cyclone Spoiler) • Trailer Towing Package (NA on Cyclone GT, Cyclone Spoiler and Cyclone) • Power Brakes (Disc front and drum rear) • Power Steering

• Heavy-duty Battery (standard on Cyclone Spoiler) • Montego/Cyclone Instrumentation Group (standard on Cyclone GT and Cyclone Spoiler).

Comfort and convenience

Power Side Windows • AM Radio • AM/FM Stereo Radio • Dual Rear Seat Speakers • Whisper-Aire Conditioning with Manual Temperature Control • Tinted Glass — Complete • Electric Rear Window Defroster • Electric Clock • Remote Control Left-Hand Mirror (standard on Cyclone GT, Cyclone Spoiler and Cyclone) • Interval Windshield Wipers • Deluxe

Seat and Front Shoulder Belts • Courtesy Light Group • Luxury 3-spoke Rim-blow Steering Wheel (standard on Cyclone GT and Cyclone Spoiler) • Console (NA on Montego and Montego MX Brougham).

Exteriors

Vinyl Roof • Deluxe Wheel Covers (standard on MX Brougham and Cyclone GT) • Luxury Wheel Covers • Trim Rings with Hub Caps (NA on MX Brougham, MX, Montego and standard on Cyclone Spoiler) • Vinyl Inserted Protective Bodyside Molding (NA on Cyclone GT, Cyclone Spoiler and Cyclone).

MERCURY MONTEGO AND CYCLONE MAJOR SPECIFICATIONS

Power team combinations

Availabilities:	250-1V "6"	302-2V "V8"	351-2V "V8"	351-4V "V8"	429-CJ "V8"
Montego	Std.	Opt.	Opt.	Opt.	N.A.
Montego MX	Std.	Opt.	Opt.	Opt.	N.A.
Montego MX BRM.	Std.	Opt.	Opt.	Opt.	N.A.
Cyclone	N.A.	N.A.	N.A.	Std.	Opt.
Cyclone GT	N.A.	N.A.	Std.	Opt.	Opt.
Cyclone Spoiler	N.A.	N.A.	N.A.	Std.	Opt.

Specifications:

Displacement	250 cu. in.	302 cu. in.	351 cu. in.	351 cu. in.	429 cu. in.
Horsepower @ rpm	145 @ 4000	210 @ 4600	240 @ 4600	285 @ 5400	370 @ 5400
Torque ft. lbs. @ rpm	232 @ 1600	296 @ 2600	350 @ 2600	370 @ 3400	450 @ 3400
Compression Ratio	9.0:1	9.0:1	9.0:1	10.7:1	11.3:1
Carburetor	1-Barrel	2-Barrel	2-Barrel	4-Barrel	4-Barrel
Fuel	Regular	Regular	Regular	Premium	Premium
Exhaust	Single	Single	Single	Dual	Dual

Transmissions:

3-Speed Manual	Std.	Std.	N.A.	N.A.	N.A.
Select-Shift Auto.	Opt.	Opt.	Opt. (1)	Opt. (1)	(Opt. (1)
4-Speed Manual with Hurst Shifter	N.A.	N.A.	N.A.	Opt. (2)	Opt. (2)

Tires:

Standard
 Montego — All Sedans and Hardtops with all engines E78 x 14 BSW
 Station wagons with all engines G78 x 14 BSW
 Cyclone — with base 351-4V V8 engine F70 x 14 RWL
 Cyclone GT — with base 351-2V V8 engine G78 x 14 BSW
 Cyclone Spoiler — with base 351-4V V8 engine G70 x 14 RWL

Optional: *E78 x 14 WSW F70 x 14 WSW/RWL
 *F78 x 14 BSW/WSW G70 x 14 WSW/RWL
 *G78 x 14 BSW/WSW

*These sizes are available in snow treads.

(1) Select-Shift Automatic standard Cyclone GT all engines.

(2) 4-speed manual with Hurst Shifter standard on Cyclone and Cyclone Spoiler, all engines.

BRAKES: Dual hydraulic system with warning light. Power brakes. (Disc front—drum rear) optional on all models. Required with 429-CJ engines

STEERING: Power steering is optional on all models. Required with 429-CJ engine and air conditioning.

BATTERY: 45 amp./hr. is standard on Montego all models.

55 amp./hr. is standard on Cyclone all models. Heavy duty 70 amp./hr. available as option.

Dimensions:

Wheel base	117.0"	Tread — front	60.5"
Overall length	209.9"	rear	60.0"
Overall width	77.3"	Luggage capacity	16.2 cu. ft.
		Fuel capacity	16.6 Imp. Gallons

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

1971 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. All 6-cylinder engines, and the 302-2V, 351-2V and 400-2V V-8 engines can use 91 octane regular gasoline.

MERCURY MONTEGO



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.

