

1971 MERCURY METEOR



MERCURY METEOR '71

For 1971, Mercury has produced one of Canada's finest big car values.

Mercury Meteor. Elegantly styled, precisely engineered, superbly appointed... and priced so that almost every beautiful model falls within the three to four thousand dollar price range.

Your first impression will be that Mercury Meteor is a luxury car. A big, beautiful luxury car. There's a rich, confident look about the bold, newly-designed grille and bumper. A definite distinction to the crisp, clean lines. An air of quiet splendour to the roomy, superbly-appointed interiors.

Behind the wheel you'll be in total command of more than 18½ feet of smooth riding, easy-handling luxury that clings to the road on a wide-stanced 124" wheelbase.

And you'll be impressed by Meteor's quiet surge of power. A V-8 engine is standard in every model. It carries you along effortlessly.

There are vibration-absorbing

torque boxes, special rubber body mounts and more than 60 lbs. of insulation... all engineered to play their part in making every ride a silent one. The safety-designed, energy-absorbing steel S-frame and new steel guard rails built into each door add to your safety.

Mercury Meteor's spacious interiors give you plenty of room to enjoy the quiet ride. A uniquely designed instrument panel is swept back to allow you and your front seat passengers an unusual amount of leg room. And for even more riding comfort, there's a new power ventilation system with adjustable upper level vents built into the instrument panel. It keeps fresh air circulating throughout the car, even with the windows closed.

Your first impression... and your lasting impression of the 1971 Mercury Meteor: a big car, a beautiful car, a luxury car. A car well within the reach of most budgets.



Pictured overleaf: Meteor Montcalm Station Wagon, 4-door hardtop and 2-door hardtop.



The interior of a car should be more than just a thing of beauty. It should be a comfortable, relaxing, quiet room in which you enjoy every ride. Step into Montcalm's 'quiet room'.

On the floor, there's deep, hard wearing 100% nylon carpeting. You sit in comfortable foam-padded seats covered with cool-riding, narrow-pleated cloth and vinyl. Colors are co-ordinated to complement your exterior choice. The eye-pleasing, wood-grained instrument panel has been thoughtfully designed to allow you and your passengers an unusual amount of knee and leg room. There are even two ash trays conveniently placed within easy reach of both you and your front seat passengers.

Another thoughtful addition to your driving pleasure is the new power ventilation system. It directs a flow of air through upper level vents built into the dash . . . regularly changes the air inside your car even with the windows closed. It's standard on all Mercury Meteor models. For your extra comfort and convenience, you can choose from a long list of options including easy to clean, rich looking all-vinyl upholstery, AM or AM/FM radio, Whisper-Aire Conditioning, Tinted Glass, Power Steering, Power Windows, Power Front Disc Brakes. All in all, Montcalm is a place in this busy, bustling world where you can be yourself. Comfortably and quietly.

Below: AM/FM Stereo Multiplex Radio (optional).



Below: Newly-designed Montcalm instrument panel.

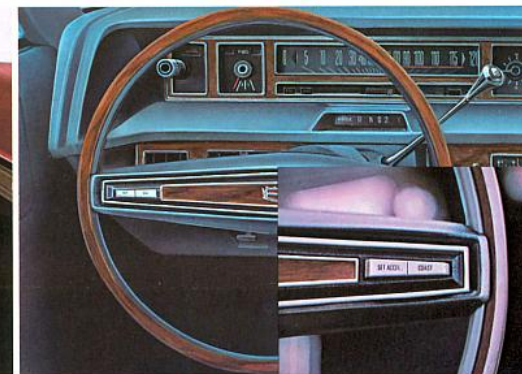


A quiet place to relax: MONTCALM '71

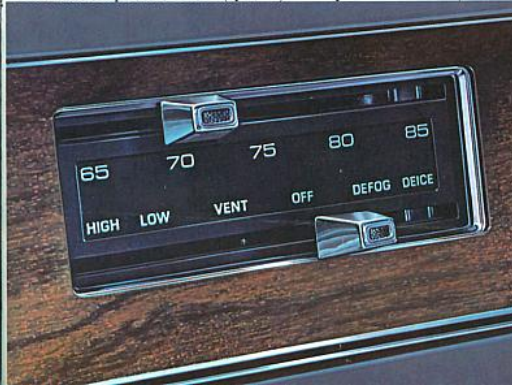
Montcalm cloth and vinyl interior.



Montcalm hi-back bucket seats with knitted vinyl trim and console (optional). Automatic temperature control (optional). Whisperaire Conditioner/Heater



Finger-tip Speed Control (optional). Select-Shift automatic transmission with console (optional).



Meteor Rideau 500 is one of Canada's best new car values. More than 18½ feet of beauty from that impressively new, wrap-around rear bumper to the tip of the all-new front end.

One look at its long, low silhouette tells you why Rideau 500 is considered a stylist. A quick glance at its price tag will tell you why Rideau 500 is so popular among the more value-conscious car buyers.

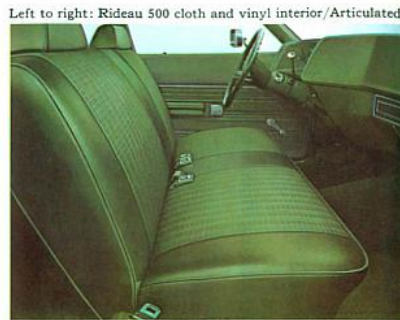
100% nylon loop carpeting covers the floor . . . it's standard, along with cloth and vinyl upholstery in your choice of 4 co-ordinated color schemes. And a color-keyed 2-spoke steering wheel that locks when you take out the ignition key.

Ventless curved side glass, flush

door handles and concealed windshield wipers (articulated on the driver's side) are among the many standard features as is the new power ventilation system that can supply a constant fresh-air flow with the windows closed.

And when it comes to power, an authoritative 302 cubic inch V-8 is standard. If you want to personalize the Rideau 500 you can choose from a long list of options from an electrically-operated rear window defroster to an Automatic Temperature Control with Air Conditioner and heater to maintain a pre-selected, year-round temperature.

Rideau 500, 2-door hardtop or 4-door pillared hardtop. Two very popular ways to travel in style . . . and get full value for your money!



Left to right: Rideau 500 cloth and vinyl interior/Articulated



windshield wiper/Rideau 500 4-door pillared hardtop.



Bottom: Rideau 500 2-door hardtop.

The popular stylist: RIDEAU 500



This lowest-priced Mercury Meteor is a beautiful car. But better cars aren't built on beauty alone. They're built on better ideas. Better ideas that add up to better value for your money.

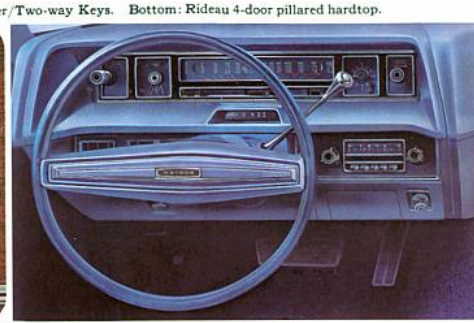
Better ideas like pairing up an all-synchromesh, 3-speed transmission with a 302 cubic inch V-8 as the standard powertrain. An economy-minded V-8 that runs on regular gas . . . you'll be surprised how much this can save you!

Better ideas like specially-designed front bushings on Mercury's coil spring suspension—as the wheels hit a bump, the first harsh jolt is cushioned so your ride is all the smoother.

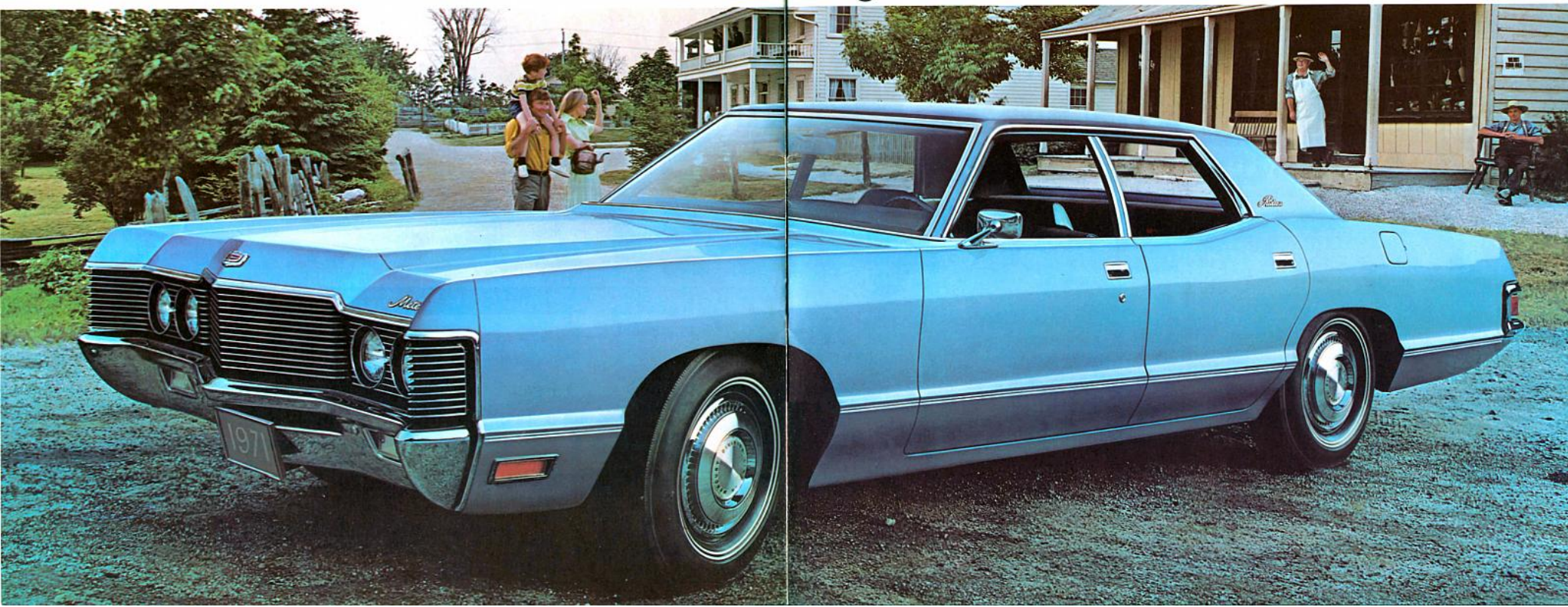
And, even though the 1971 Rideau is a low-priced car, you still get all the deep-down comfort of foam-padded, cloth and vinyl seats and wall to wall carpeting. And, because the idea behind owning a big car is to have more interior room with your comfort, that's exactly what you'll find more of in this year's Rideau.

The 1971 Mercury Meteor Rideau is a stylish, low-priced car that is designed to perform superbly and keep its good looks for many years to come.

A car to buy because good value makes good sense.



Good value never looked so good: RIDEAU '71



When you look at the 1971 Mercury Meteor station wagons (Montcalm or Rideau 500), you're taking in a beautiful sight in any setting. But most people buy a wagon for the room inside, as well as for the beauty outside. So there's a big 96.2 cubic feet of cargo area. Big enough to carry 4' x 8' plywood sheets with the tailgate closed.

There's a separate, lockable compartment in the floor of the cargo area for an additional 9.1 cubic feet and an optional, lockable compartment located in the side wall. The floor of the cargo area has full length metal strips to guard against scuffs and scratches or, at slight extra cost, you can have it carpeted.

Meteor wagons have a unique dual-action tailgate that swings out

for people (with the window up or down) and swings down for luggage.

A power-operated rear window is available and there's a new tailgate window washer that washes and wipes in an operation controlled from the driver's seat.

A set of dual-facing rear seats is available too and, to top it all off, an optional luggage rack, with or without an integral air deflector.

As for the area where people sit... well, let's just say that while these wagons are all wagon, they carry you around in luxury. Thick carpeting and deep, foam padded all-vinyl seats.

And for power, a 351 cubic inch V-8 is standard, with an all new 400 cubic inch V-8, and 2 or 4-barrel 429 cubic inch V-8's as options.



They work and play beautifully: MERCURY METEOR WAGONS '71



A. Fender Skirts

Add the ultimate touch of beauty to an already beautiful automobile. Available on all Montcalm models except wagons.

B. Stereo Tape Deck with A/M Radio

Enjoy the music of your choice. 4 separate speakers surround you with sound.

C. Cornering Lamps

Light the way around dark corners. Activated by turn signals.

D. 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).

E. Tilt Steering Wheel

Steering column can be adjusted to your own preference. 5 different positions.

F. 6-way Power Seats

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

G. 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.

H. Wheel Covers

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

I. Station Wagon Tailgate Window Washer

Fill the tailgate reservoir and, from the driver's seat, you can operate the mechanism which washes and wipes the window.

J. Lockable Compartment and Load Floor Carpet for Wagons

1.2 cubic feet of storage area located in side wall in which you can keep valuables. Carpet is foam-backed, features simulated wood accents.

K. Power Door Lock

Driver locks all doors at the touch of a button. Great safety idea for families with children.

L. Power Windows

Finger-tip control of any side window.

M. Electric Rear Window Defroster

Electrically-heated wires built into rear window, go to work on frost, ice at the flick of a switch. A fan-operated rear window defogger is also available.

Power Equipment

Power Brakes—front disc, drum rear
• Power Steering • Power Side Windows
• Power Door Locks • Power Seats (Bench only) • Power Tailgate Window (standard on wagons with dual facing rear seat option)

Appearance Items

All Vinyl Seat Trim • Comfort-weave Knit Vinyl Trim (Montcalm 2-dr. Hardtop, hi-back bucket seats) • Vinyl Roof in five colors • Wheel Covers • Protective, black vinyl-filled body side molding (Rideau only) • New Montcalm wagon all-vinyl luxury trim • Deluxe Seat Belts with warning light

Comfort and Convenience Items

Whisper-Aire Conditioning—Manual or Automatic Temperature Control • Electric Rear Window Defroster • Tinted Glass • Tinted Windshield • Tilt Steering Wheel (Montcalm) • Rear Window Defogger

• Finger Tip Speed Control • Station Wagon Luggage Rack (Standard and Deluxe)
• Electric Clock • Intermittent Windshield Wipers

Radio

Pushbutton AM • AM/FM Stereo Multiplex • AM/Stereo Tape • Dual Rear Seat Speakers (standard with AM/FM Stereo multiplex and AM/Stereo tape)

Group Options

Visibility Group (remote control outside mirror, and courtesy lamps) • Protection Group (licence plate frames, bumper guards front and rear and vinyl floor mats, front and rear)

Engines

351-2V V8 (standard on Montcalm and station wagon) • 400-2V V8 • 429-2V V8 • 429-4V V8

Transmissions

3-speed Select-Shift Automatic

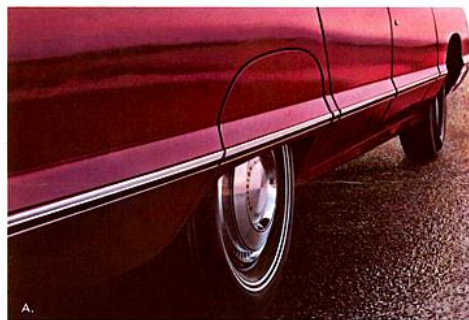
Chassis Items

Heavy Duty Suspension • Automatic Load Adjuster • Trailer Towing Package • Traction-Lok Differential • Heavy Duty Battery and Alternators • Engine Block Heater

Tires

Belted white sidewall • Snow Tires • Snow Tires with extra wheel and tire.

OPTIONS & ACCESSORIES



MERCURY METEOR MAJOR SPECIFICATIONS

Power team combinations

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

Specifications:

Displacement	302 cu. in.	351 cu. in.	400 cu. in.	429 cu. in.	429 cu. in.
Horsepower @ rpm	210 @ 4600	250 @ 4600	260 @ 4400	320 @ 4400	360 @ 4600
Torque ft. lbs. @ rpm	296 @ 2600	350 @ 2600	400 @ 2200	460 @ 2200	480 @ 2800
Compression Ratio	9.0:1	9.0:1	9.0:1	10.5:1	10.5:1
Carburetor	2-Barrel	2-Barrel	2-Barrel	2-Barrel	4-Barrel
Fuel	Regular	Regular	Regular	Premium	Premium
Exhaust	Single	Single	Single	Single	Single

Transmissions:

3 Speed Manual	Std.	Std.	N.A.	N.A.	N.A.
Select-Shift Automatic	Opt.	Opt.	Req'd Opt.	Req'd Opt.	Req'd Opt.

Axle Ratios:

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

Tires:

F78 x 15 BSW	Std.	N.A.	N.A.	N.A.	N.A.
G78 x 15 BSW	Opt.	Std.	Std.	N.A.	N.A.
H78 x 15 BSW	Opt.	Opt. (1)	Opt. (1)	Std.	Std.

White Side Walls and Snow Treads available for all sizes

Std. — Standard Opt. — Optional Req'd Opt. — Required Option

(1) 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 optional at extra cost, required with 400 or 429 C.I.D. engines with air conditioning and/or optional alternator.

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	Tread		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

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

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 302-2V, 351-2V and 400-2V V-8 engines can use 91 octane regular gasoline.

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.

