

1971 MERCURY MARQUIS



Marquis Brougham: The dramatically new luxury car

There is a purity of line about the new Marquis Brougham. It is long and generous with space. The design is new from the sculptured front along the roof line and over the rear deck. It has a classical simplicity of styling that bespeaks its character and its heritage.

Inside, no Marquis was ever so luxurious. The interiors are rich and vibrant. Deep and warm and inviting. This is a luxury automobile for men and women of taste and superlative judgement.

With its long, 124-inch wheelbase, concealed headlamps, unique new "Halo" roof and rear fender skirts, the Marquis Brougham is a car that stands out in the medium-priced field. It has presence and makes itself known quietly, but with absolute certainty and superb efficiency.

The Marquis Brougham is a car that is unwilling to take second place anywhere. And there is no reason in the world why it ever should.

In addition to the 4-door pillared hardtop shown here, the Marquis Brougham is also available in a 2-door hardtop and 4-door hardtop.



Marquis Brougham 4-door pillared hardtop





Marquis Brougham 4-door hardtop



Marquis Brougham 2-door hardtop

Marquis Brougham: The look of luxury

Marquis Brougham, in the true luxury car tradition, has many standard features you might expect to pay extra for. These include a 429 cubic-inch V-8 engine, Select-Shift automatic transmission, power windows, power steering, power front disc brakes and "Halo" vinyl roof. Options like Automatic Temperature Controlled Air Conditioning, an electric rear window defroster and 6-way adjustable Hi-back Twin Comfort Lounge Seats offer you the opportunity to personalize the Brougham you select. The full selection of options is detailed on pages 14 and 15.

Mercury Marquis Brougham standard equipment includes:

- ☐ 429-2V 8-cylinder engine
- ☐ Select-Shift automatic transmission
- ☐ Power windows
- ☐ Power steering
- ☐ Power front disc brakes
- ☐ H78 x 15 belted tires
- ☐ "Halo" vinyl roof
- ☐ Concealed windshield wipers
- ☐ Steel guard rails in doors
- ☐ Concealed headlamps
- ☐ Color-keyed wheel covers
- ☐ Front and rear seat center armrests
- ☐ Fender skirts
- ☐ Bright seat side shields
- ☐ Luxury rim-blow steering wheel
- ☐ Electric clock
- ☐ Robe cord on front seat back
- ☐ Luxury cut-pile carpeting
- ☐ Visor mounted vanity mirror
- ☐ Deluxe sound insulation package
- ☐ Power ventilation
- ☐ Upper peak molding
- ☐ Carpeted luggage compartment

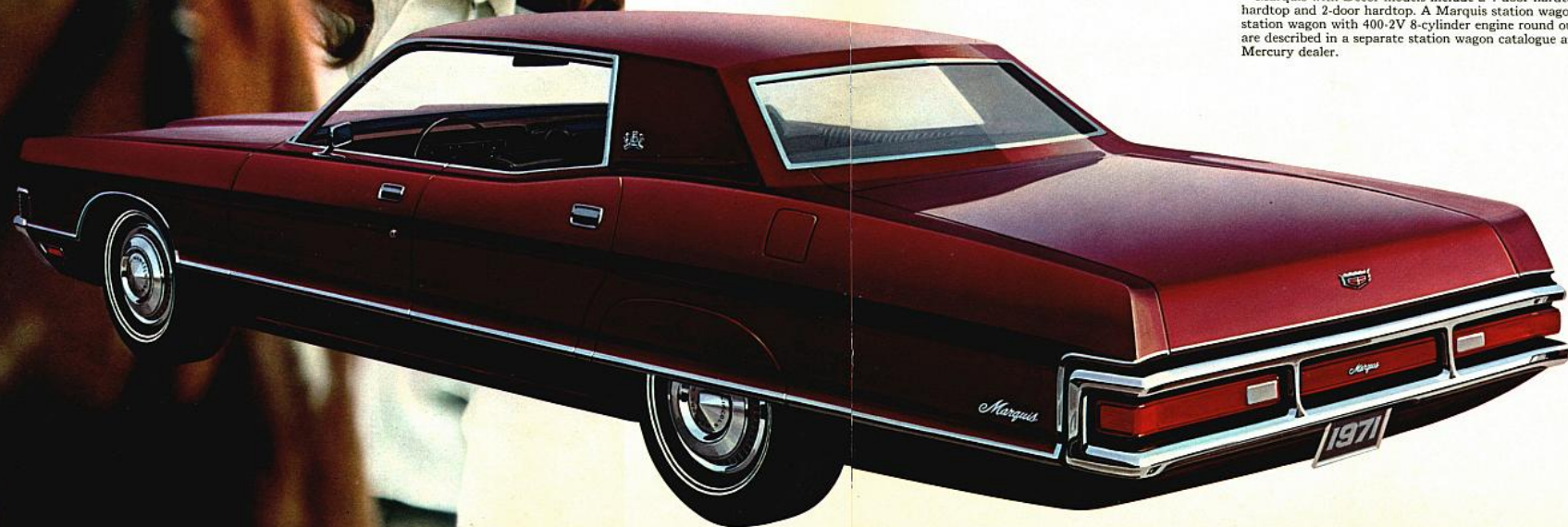


Marquis with Decor: drama and distinction in every line

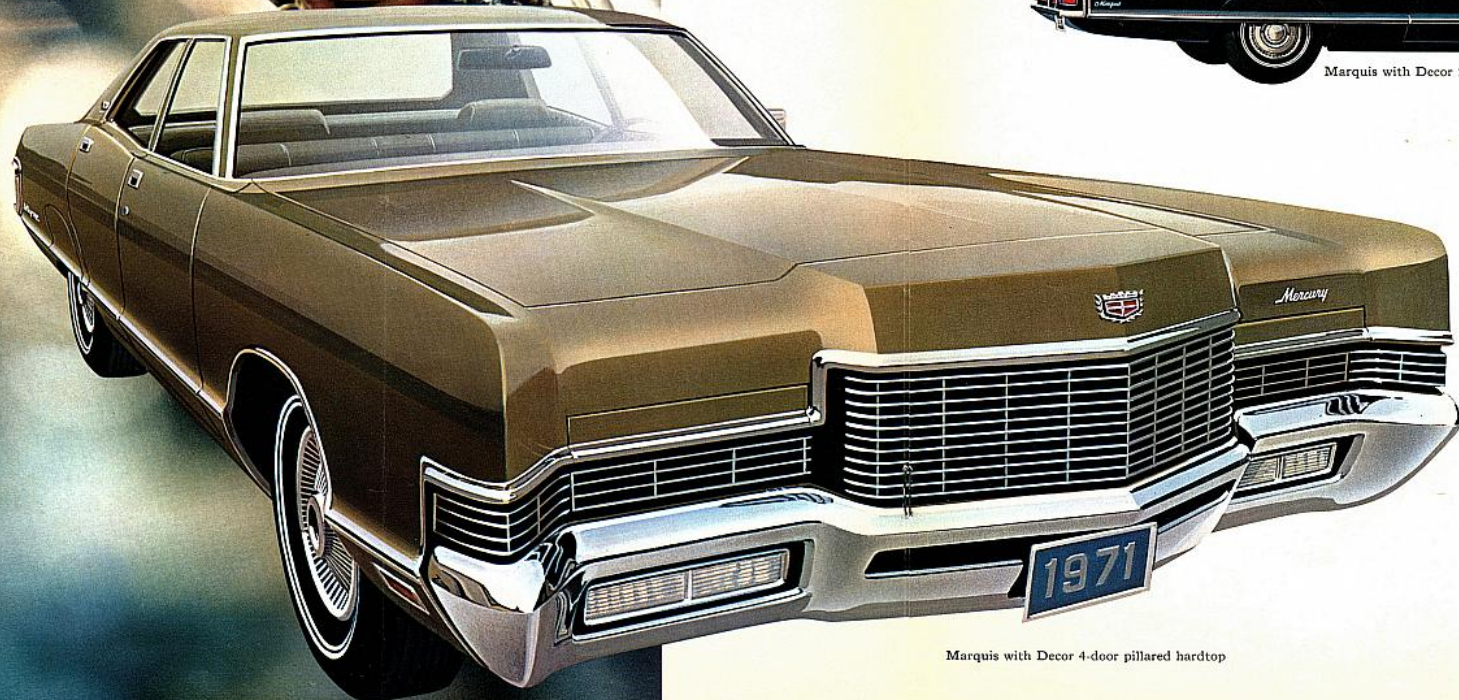
The Marquis with Decor features the same dramatic new styling as the Brougham including the long, massive hood, concealed headlamps, fender skirts and the new roof line and rear end treatment. It also has the same chassis and drive-train with the 429-2V engine and Select-Shift automatic transmission as standard equipment.

The Marquis with Decor does have its own distinctive trim and interiors. Several standard Brougham features such as the "Halo" vinyl roof and a number of interior items may be ordered at extra cost as shown on pages 14 and 15.

Marquis with Decor models include a 4-door hardtop, 4-door pillared hardtop and 2-door hardtop. A Marquis station wagon and Colony Park station wagon with 400-2V 8-cylinder engine round out the series. They are described in a separate station wagon catalogue available from your Mercury dealer.



Marquis with Decor 4-door hardtop



Marquis with Decor 4-door pillared hardtop



Marquis with Decor 2-door hardtop

Marquis with Decor: rides as great as it looks

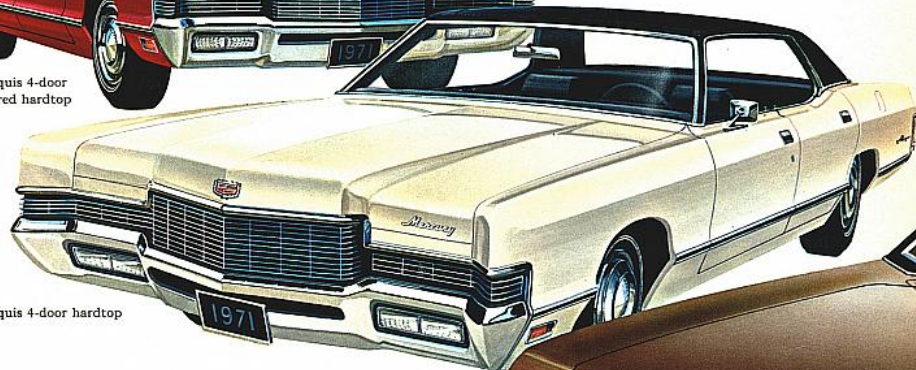
The remarkably smooth, quiet ride of the Marquis with Decor has been widely acclaimed. The excellent riding qualities are due in part to the long 124-inch wheelbase, the exceptionally well-engineered suspension system and the extensive use of sound insulation material. But the true luxury ride is only one of the many features that distinguishes the Marquis among other medium priced cars. The impressive list of standard equipment shown below is a further indication of the outstanding value found in this fine automobile.

Marquis with Decor standard equipment includes:
☐ 429-2V 8-cylinder engine ☐ Select-Shift automatic transmission ☐ Power steering ☐ Power front disc brakes ☐ H78 x 15 belted tires ☐ Concealed windshield wipers ☐ Concealed headlamps ☐ Deluxe wheel covers ☐ Fender skirts ☐ Steel guard rails in doors ☐ Bright seat side shields ☐ Electric clock ☐ Nylon-loop carpeting ☐ Deluxe sound insulation package ☐ Power ventilation

Marquis: inexpensively elegant



Marquis 4-door
pillared hardtop



Marquis 4-door hardtop



Marquis 2-door hardtop

An entirely new Marquis for 1971. Priced to bring the luxury of Marquis within easier reach. The luxury of a car that is still the only one in this class styled in the Lincoln Continental tradition. Consider the elegant, textured grille. The concealed headlamps. The bold contours of the power-dome hood.

The magnificently-appointed cloth-and-vinyl interiors help you enjoy a ride only the world's great luxury cars can equal. All power-train components are matched by computer for smoother operation.

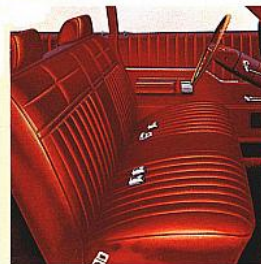
The luxury of this, the lowest-priced Marquis can be yours in three great models. 2-door hardtop, 4-door hardtop and 4-door pillared hardtop.

Canada's most luxurious medium-priced car was never so easy to own.

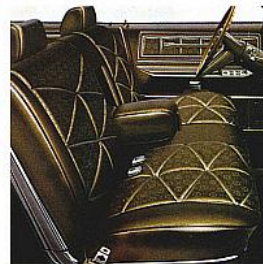
Marquis standard equipment includes:

- ☐ 400 CID 2V 8-cylinder engine
- ☐ Select-Shift 3-speed automatic transmission
- ☐ Power steering
- ☐ G78 x 15 belted tires
- ☐ 70 amp heavy duty battery
- ☐ Power ventilation
- ☐ Steel guard rails in doors
- ☐ Fuel evaporative emission system
- ☐ Concealed windshield wipers
- ☐ Ventless side windows
- ☐ Concealed headlamps
- ☐ Flush door handles
- ☐ Paint-filled lower body side molding
- ☐ Deluxe wheel covers
- ☐ Full width tail lamps
- ☐ Nylon-loop carpeting.

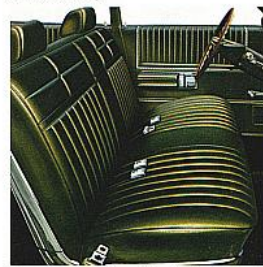




Marquis interior in all-vinyl



Marquis Brougham interior in cloth-and-vinyl



Marquis with Decor interior in all-vinyl

Marquis Interiors

The luxurious, all new interiors of the '71 Marquis beautifully reflect better ideas in interior design. High quality cloths and vinyls are used throughout, and soft foam padding assures maximum seating comfort.

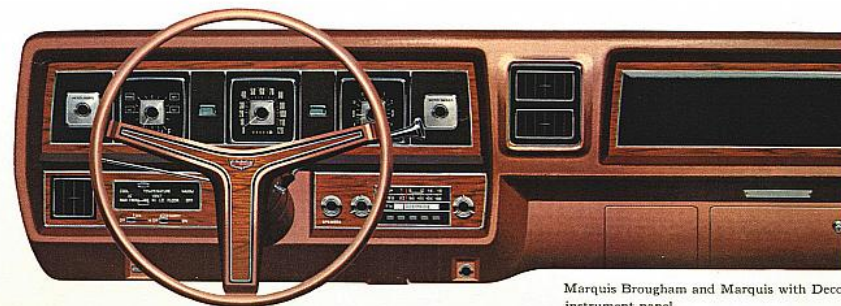
Shown on the left-hand page is the Brougham interior with optional Twin Comfort Lounge Seats and reclining front passenger seat in cloth-and-vinyl. The Twin Comfort Lounge Seats are individually adjustable and have separate center armrests. The reclining front passenger seat is an additional option which permits the front passenger to tilt his seat back further for resting on long trips. Available in either cloth-and-vinyl or all-vinyl. Twin Comfort Lounge Seats may be ordered for both Marquis Brougham and Marquis with Decor. The interior depicted is in dark tobacco, and it may also be ordered in black, medium blue, dark red, medium green and light gray gold. Medium ginger offered with all-vinyl interiors only.

On this page is the standard Marquis Brougham bench seat in light gray gold cloth-and-vinyl. Other colors available are black, medium blue, dark red, medium green and dark tobacco.

Also shown is the all-vinyl Marquis with Decor interior in medium green. The full-width bench seat is standard, and Marquis with Decor interiors may be ordered in your choice of cloth-and-vinyl or all-vinyl. Colors for the cloth-and-vinyl interiors include black, medium blue, dark red, medium green, light gray gold and dark tobacco. Medium ginger and white are additional colors offered with all-vinyl interiors; dark tobacco is not available.

The third illustration shows the Marquis interior in dark red. May be ordered in cloth-and-vinyl or all-vinyl. Colors available are black, medium blue, medium ginger, medium green, white, light gray gold and dark red.

The instrument panels of the Marquis with Decor and Marquis Brougham (shown below) feature elegant new styling accented by simulated cherrywood appliques. A map light and electric clock are standard.



Marquis Brougham and Marquis with Decor instrument panel

Marquis Brougham interior with optional Twin Comfort Lounge Seat

Comfort and Convenience

Power Side Windows (standard on Marquis Brougham)
 • Power Door Locks • Power Trunk Lid Release • Tilt Steering Wheel • Speed Control • AM Radio • AM/FM Stereo Radio • AM Radio with Stereo Tape System • Dual Rear Seat Speakers • Power Antenna • Whisper-Aire Conditioning with Manual Temperature Control • Air Conditioning with Automatic Temperature Control • Tinted Glass - Complete • Rear Window Defogger • Electric Rear Window Defroster • Cornering Lamps • Remote Control Left-Hand Mirror • Electric Clock (Marquis only)
 • Interval Windshield Wipers • Deluxe Seat and

Front Shoulder Belts • Convenience Group • Luxury 3-spoke Rim-blow Steering Wheel (standard on Marquis Brougham)
 • Front and Rear Floor Mats

Exterior

Luxury Wheel Covers • Appearance Protection Group • Bumper Guards (Front and Rear) • Rear fender skirts (Marquis only) • Halo vinyl roof (Marquis with Decor)
 • Conventional vinyl roof (Marquis)

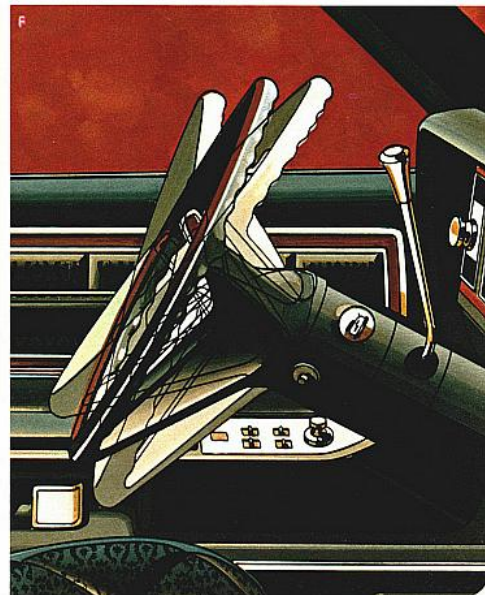
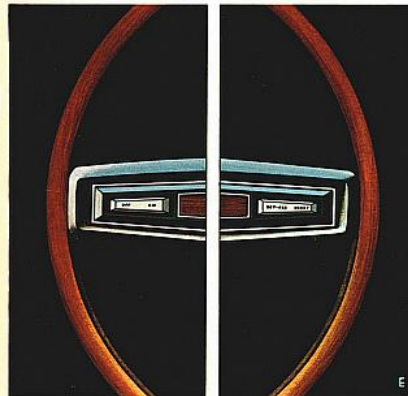
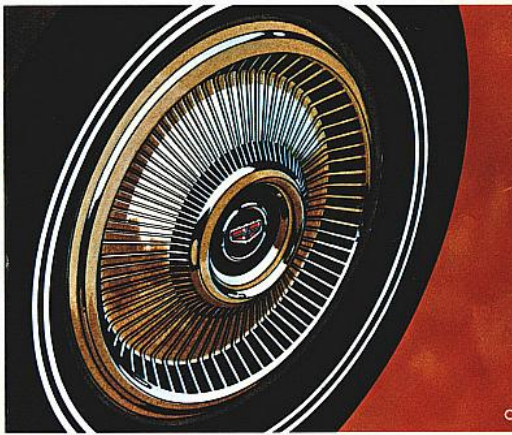
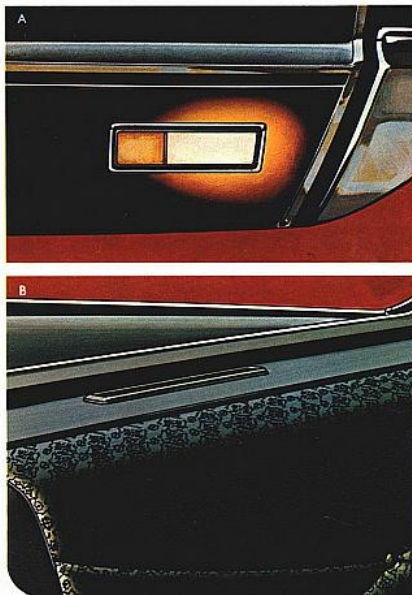
Performance

Traction-Lok Differential • 400 2V engine (Marquis with Decor)
 • Cross Country Ride Package • Trailer Towing Package • Automatic Load Adjuster

- A. Cornering lights help light up dark areas when turning. Available for Marquis, Marquis with Decor and Marquis Brougham.
- B. Rear Window Defogger goes to work in seconds to clean rear window of mist, ensuring a clear view for the driver.
- C. Luxury wheel covers in a handsome cast rib design accent the overall elegance of the Marquis, Marquis with Decor or Marquis Brougham.

- D. Automatic temperature control maintains a pre-selected temperature without adjustment through summer heat and winter cold. Offered on Marquis, Marquis with Decor and Marquis Brougham.
- E. Speed control allows you to maintain a pre-set speed without holding down the accelerator. Available for Marquis, Marquis with Decor and Marquis Brougham.
- F. Tilt steering wheel adjusts to five positions to help you find the most comfortable driving position. Available for Marquis, Marquis with Decor and Marquis Brougham.

Options & accessories



MARQUIS MAJOR SPECIFICATIONS

Power team specifications

Availabilities:	400-2V "V8"	429-2V "V8"	429-4V "V8"
Marquis	Std.	Opt.	Opt.
Marquis with Decor	Opt.	Std.	Opt.
Marquis Brougham	N.A.	Std.	Opt.
Specifications:			
Displacement	400 cu. in.	429 cu. in.	429 cu. in.
Horsepower @ RPM	260 @ 4400	320 @ 4400	360 @ 4600
Torque ft. lbs. @ RPM	400 @ 2200	460 @ 2200	480 @ 2800
Compression Ratio	9.0:1	10.5:1	10.5:1
Carburetor	2-Barrel	2-Barrel	4-Barrel
Fuel	Regular	Premium	Premium
Exhaust	Single	Single	Single
Transmissions:			
Select-Shift Automatic	Std.	Std.	Std.
Tires:			
G78 x 15 BSW	Std.	N.A.	N.A.
G78 x 15 WSW	Opt.	N.A.	N.A.
H78 x 15 BSW	Opt.	Std.	Std.
H78 x 15 WSW	Opt.	Opt.	Opt.
Snow tread available on all sizes			

BRAKES: Dual hydraulic system with warning light. Power brakes (disc front — drum rear) optional on Marquis; required with 429 V-8 engine. Standard on Marquis with Decor and Marquis Brougham.

STEERING: Power steering is standard on all models.

BATTERY: 70 amp./hr. is standard on Marquis, 80 amp./hr. available as option
80 amp./hr. is standard on Marquis with Decor and Marquis Brougham.

Dimensions:	Exterior	Interior		
Wheelbase	124.0"	FRONT	2-Dr.	4-Dr.
Overall length	224.7"	Head room	37.7	37.7
Overall width	79.3"	Leg room	41.7	41.7
Tread—front	63.3"	Shoulder room	62.0	62.0
—rear	64.3"	REAR		
Luggage capacity	20.4 cu. ft.	Head room	36.5	36.7
Fuel tank capacity	20.4 Imp. Gallons	Leg room	35.6	39.7
		Shoulder room	60.6	61.8

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

MERCURY MARQUIS



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.

