

# COMET '66





#### FOR 1966: THE BIG, NEW-GENERATION COMETS

Mercury Comet takes on a dramatic new stance and sporty style. Conspicuously new and bigger on a longer wheelbase with a wider tread, front and rear. With new power, new features and refinements. But remember, this newest Comet carries with it an unmatched heritage of performance and durability records.

Why change? The 1966 Comet is keyed to a new America. An America going places as never before . . . on high-speed freeways and turnpikes . . . on congested city streets and winding suburban roads. Comet answers these modern driving requirements by offering you added regular safety features, more responsive passing performance and the greater ease of handling needed for today's motoring.

You also know more about automobiles and demand more of them. That's why Comet is for you. A big, new generation of Comets for a big, swift generation.

What you can expect in the Comet lineup: Cyclone, Cyclone GT (option), Caliente and the brand-new Capri, all with a substantial 203" overall length. Plus the 202 Series with its trim 195.9" overall package. And two big-cargo station wagons. Look for new engines, including the Cyclone GT 390 V-8 (4V). A full range of power options—a multitude of luxury features—five distinctly different body styles.

Look for all you want in this big, beautiful performance champion.



## CYCLONE

The dramatic, racy design and unique grille herald potent action. And it's there with a Cyclone 289 V-8, standard. Offered in convertible (left) or 2-door hardtop. A neat, dual pinstripe emphasizes the flow-through sweep from front to rear. Another distinguishing mark—handsome moldings decorating the tucked-under rocker panels and extending full length between the wheelhousings. Deluxe wheel covers add even more flair. Interior appointments enhance Cyclone's sporty look: unique steering wheel, color-keyed vinyl door trim panels with a brushed-finish center area, black camera-case instrument panel and a full front floor console. Newly designed crinkle-vinyl bucket seats (below) are standard for both Cyclone models. Colors: black, red and blue plus 13 two-tone interiors . . . six featuring white bucket seats, seven parchment, each with color-keyed appointments.



Bucket seats are standard in Cyclone interiors



## CYCLONE GT

Action lovers of the world—take heed! Want all-out performance? Responsive, road-hugging handling? Get 'em with the Cyclone GT option—makes driving other cars seem like walking! Available for both the Cyclone convertible and hardtop, and includes the spirited new Cyclone GT 390 four-barrel V-8 (335 hp), twin scoop GT hood, dual

exhausts for reduced back pressure to accent Cyclone's deep-breathing engine, console-mounted transmission controls, an engine dress-up kit and sporty GT stripes complementing the exterior color. Special handling package is standard and designed for high-performance driving: extra-heavy-duty springs and shock absorbers plus a large-

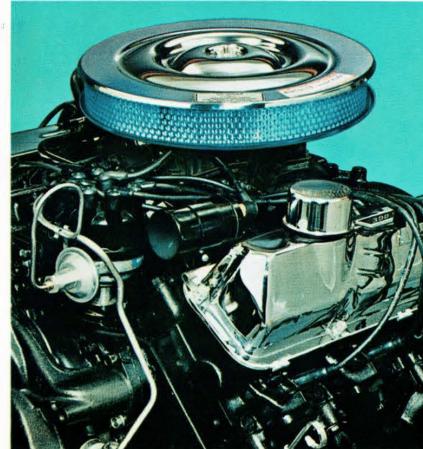
diameter stabilizer bar. Standard, too, are heavy-duty wheels with five and one-half-inch rims, fade-resistant brakes, 7.75 x 14" white side-wall nylon-cord tires and a power booster fan. Standard transmission: 3-speed manual, fully synchronized in all forward gears—makes "low" a driving gear. Just about everything an enthusiast could ask for—all

standard. If you want even more goodies, choose from two optional transmissions: all-synchronized 4-speed manual or the exciting, new Sport Shift Merc-O-Matic. The Sport Shift gives you unusual driving flexibility—fully automatic when in the "D" position, or a completely manual 1-2-3 shift. It's a Cyclone GT for town or turnpike going!

Comet Cyclone GT Hardtop



Highlighting the Cyclone GT interior is a black, camera-case-finish instrument panel with easy-to-read gauges plus a sports-style steering wheel.



## FEATURES OF CYCLONE GT

Spirited going added to bucket seats that give you firm support result in the best in comfortable, high-performance motoring. Bucket seats (far left) and rear seat have high-style padded parallel pleats. Interiors are upholstered in crinkle vinyl with a choice of red, black or blue . . . 13 two-tone combinations, too . . . white bucket seats with color-keyed appointments in black, red, blue, aqua, ivy gold and emborglo, or bucket seats in parchment with black, red, blue, aqua, ivy gold, emborglo or palomino appointments.

(Left) All "dressed up" and ready to go—the new 4-barrel 335-hp V-8 engine has a bright air cleaner, radiator cap, dip-stick handle and rocker-arm covers with die-cast GT ornamentation.

(Right) With the GT Sport Shift Merc-O-Matic,\* you can select either fully automatic for "round-the-town" cruising, or manual shifting and get full control of shift points. You choose the best gear to match the conditions.

\*Available shortly after 1966 Comet introduction.



Distinctive Twin Scoop GT Hood is glass fiber and is a standard component for both GT models.





## CALIENTE

A great way to satisfy your desire for something special in the way of glamorous styling and luxurious interiors. The beautiful Caliente comes in three models: 2-door hardtop (above), convertible and 4-door sedan. Bright-metal trim and ornamentation are counted among the appealing

aspects of every Caliente. So is family-size roominess. Yet the Caliente remains a joy to park and handle. The inside story is one of elegance. A fashion designer would be hard-pressed to match Caliente's new upholstery of either attractive all-vinyl or beautiful cloth and vinyl.

Each is an invitation to the plush life of Caliente ownership. Added footnote: deep-loop carpeting matching the interior decor. The modern mode is carried on in the instrument panel cluster and door trim panels. Both are set off by a rich, simulated wood-grain finish. And Safety

Comet Caliente Hardtop with optional Oxford Roof

Courtesy Lights are standard in the front door armrests. If you've a mind for even more luxury, how about power windows . . . steering . . . brakes . . . seats. There's a complete range of power assists to make your Caliente even more enjoyable and relaxing to drive.



Comet Caliente 4-Door Sedan



More dash in the Caliente instrument panel for '66. Simulated wood-grain finish outlines the big-dial speedometer and other conveniently located, easy-to-read instruments.



Caliente cloth and vinyl interiors are upholstered in rich pleated Cranbrook Fabric and crinkle vinyl. They say elegance in quiet, good taste. Four color combinations available for sedans: blue, aqua, ivy gold and parchment; hardtops: blue and parchment.

#### CALIENTE CONVERTIBLE

Top-down fans need look no further. The Caliente convertible is all-new for '66. Stylish curved side glass windows. A real tempered-glass back window—won't scratch or mar. A power-operated 5-ply top that's been laminated for maximum strength and durability. And side clamp retention makes it more convenient to raise or lower the top.



Comet Caliente Convertible

#### CALIENTE 4-DOOR

As luxurious as it is practical. The Caliente sedan is a car for going places in style. With people who appreciate comfort and distinction. The four doors swing wide-open to permit easy comings and goings. Six adults can relax in the spacious interior. A stylish and practical exterior highlight: bright drip moldings in addition to bright door frames.



## CALIENTE INTERIORS

Take a look at Comet elegance. Caliente interiors, for 1966, are sure to attract rave notices. For example: the all-vinyl bench-seat convertible pictured on the left. The inserts for both the cushion and the back have eight wide, foam-padded pleats framed by high-style English bolsters. These wrap around at the side and the top to give a finely tailored appearance to the back of the seats. Seven color-keyed choices—black, red, blue, aqua, parchment, ivy gold and emberglo—are available for Caliente models.

If you'd like to add optional bucket seats to either a Caliente convertible or hardtop, you have 16 color choices—solids in black, red or blue—plus a total of 13 two-color vinyl trim combinations with keyed appointments, six using white and seven with parchment as the basic color. Not only are these bucket seats sporty-looking, but they are also more comfortable because of all-foam padding and an increase in overall seat width.

When it comes to the Caliente instrument panel, you'll find a full complement of instruments and gauges located conveniently in front of the driver. And in Caliente: simulated wood-grain finish adding a decorative touch. Other things to notice—wall-to-wall, deep-loop carpeting, lighted heater-defroster controls, unique door trim panels with simulated wood-grain inserts, bright interior knobs, remote-control side-view mirror, plus luxury armrests with paddle-type door handles. One thing you won't notice: Noise. High levels of sound insulation help keep it quiet inside . . . give Caliente a ride comparable to that of more expensive cars.



## CAPRI

Something new! Something exciting! Something called Comet Capri! First time out and destined to be a big pleaser among the young-at-heart of all ages. There's a 2-door hardtop (shown above) and a 4-door

sedan in the series. Each is a full 203" in overall length. Each features brightwork galore—wheel-cut moldings, rocker-panel moldings and door frames on the sedan. Inside, you'll find a delightful world of

tasteful refinements: color-keyed, curl-your-toes-into carpeting, rear seat armrests and ashtrays, door trim panels with a deep embossed design, glove-box lock, deluxe steering wheel with horn bars and seat

upholstery of either cloth and vinyl, or all-vinyl. Standard engines are the budget-minded Comet 200 "6" or the peppier Cyclone 289 V-8. For more action, take on the optional Cyclone 390 V-8 (2V).

Comet Capri Hardtop



## CAPRI 4-DOOR SEDAN

All-around value at its very best. And, as in all Comets, it hosts a wide number of regular safety items such as a high-impact windshield, front and rear seat belts, padded instrument panel, wide-sweep windshield

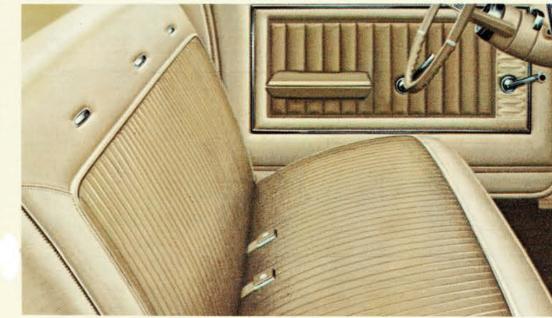
wipers with washer, padded sun visors, side-view mirror, backup lights, an emergency flasher and improved defroster performance. Optional Comet equipment includes: power steering, power brakes, heavy-duty

Comet Capri 4-Door Sedan

fade-resistant brakes, Interval Selector Windshield Wipers, non-glare inside mirror, remote-control side-view mirror and deluxe seat belts (front and rear) with front retractors and reminder light.

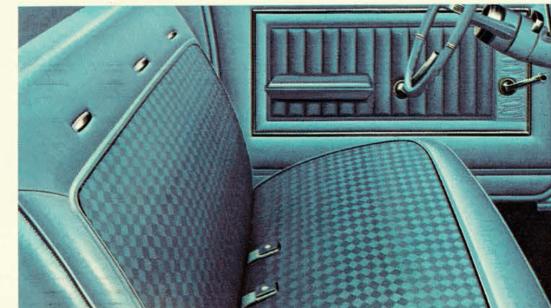


Coming your way . . . new Comet Capri action



## CAPRI INTERIORS

As much downright luxury and comfort as you'd expect to find in a much higher priced car is yours in a Capri. For instance, there is the all-vinyl interior (above) in either blue, black, red, or parchment. Or you may want the crinkle vinyl and Parquet Fabric interior (below). If you do, choose from three colors: blue, aqua, or palomino. Both interiors are color-keyed and have foam-padded front seats.





## COMET 202

Styling, economy and comfort aplenty in the lowest priced Comets, with a 2-door sedan (above) and 4-door sedan on tap. Tasteful side decorations for the 2-door sedan are three vertical front fender ornaments and a slender side crease. These, combined with a long-hood and short-deck, give the car a clean appearance—similar to that of much more expensive automobiles. Both models have foam-padded

front seats, front-door-operated dome light, dual coat hooks, a cigarette lighter, plus a full complement of safety features. Easy access to the rear compartment is achieved by wide-swinging doors that make it

Comet 202 2-Door Sedan with optional Oxford Roof

easy to load groceries or a covey of kids. There's also more space between front and rear seats. More shoulder room. More hiproom. More entrance height. In short, more car for your money.



## COMET 202 4-DOOR SEDAN

All the advantages of four doors along with a shape that is as stylish as only a big-generation Comet can get. Plus these standard Comet items: keyless door locking, wide-stance wheel tread, curved-glass side windows, reversible keys, front and rear deep-guard bumpers, suspended accelerator pedal, foot-operated parking brake and dual headlamps. You can add luxury options ranging from higher-performance engines to a deluxe built-in air conditioning system. (Check pages 28, 29 and 30 for a complete listing of options.)

### COMET 202 INTERIORS

For 1966, there are five cloth and vinyl interiors available: red, blue, aqua, palomino and new silver. Fashionably striped Tabaret Cloth is used for the seat inserts. Bar and rib vinyl, along with crinkle vinyl, is used for the upper seat-back bolsters. All other seat areas feature crinkle vinyl.



Comet 202 4-Door Sedan

#### DUAL-ACTION TAILGATE



A new feature sure to find favor with Comet station wagon owners. The Dual-Action Tailgate\* can swing open like a door or it can function as a conventional tailgate.



Here the Dual-Action Tailgate is being used as a door—affording easy entrance to models with an optional third seat.



And here it's been swung down to accommodate a long load . . . the way a conventional tailgate should!

\*Standard with the Villager; optional with the Voyager.



## COMET VILLAGER

Two beautiful station wagons grace the '66 Comet lineup . . . the Villager (above) and Voyager. Both are four-door models on a 113" wheelbase. Each has a big 85.2 cu. ft. (up 9% from last year) of cargo capacity. And there's an additional 8.5 cu. ft. of space located below

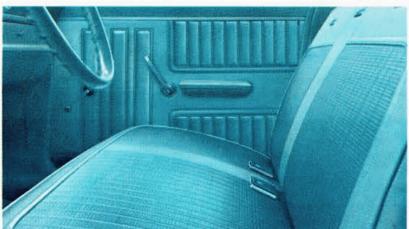
deck for out-of-sight storage. Walnut-colored side and tailgate panels plus distinctive exterior identification help make the Villager the handsome wagon it is. The roomy interior features rich-looking seat and door trim, plus deep-loop carpeting. All-vinyl interiors are in black,

red, blue, aqua or parchment. You'll find the Villager ready for football excursions . . . theater trips . . . and hauling gardening supplies. Special station-wagon options: rear-facing third seat with seat belts, luggage carrier and a power rear window.

Comet Villager 4-Door Station Wagon



Comet Voyager 4-Door Station Wagon



## COMET VOYAGER

Besides offering a full-measure of easy-to-load, easy-to-handle convenience, all Comet station wagons include many "extras" that come standard: from a foot-operated parking brake... to front-door-operated

dome light... and a cigarette lighter. Plus a deluxe steering wheel and instrument panel, rear seat armrests with ashtrays and bright upper door frames. People also buy wagons for their durability. And so, tex-

tured metal, that thrives on hard wear, is across the entire load floor. With the tailgate open, you have 109.5" of load length behind the front seat. Voyager interiors are all-vinyl in black, red, blue or parchment.

*You'll find an ideal mating of beauty and practicality in both Comet wagons. The Voyager interior (shown here), like the Villager interior, has a foam-padded front seat and a full-width second seat. And, for rugged durability and easy-to-keep-clean convenience, seat upholstery is made of all-vinyl.*

EXTERIOR COLORS											
SOLID COLORS						TWO-TONE COMBINATIONS					
<b>colors and trim</b>											
EXTERIORS—15 solid Super Enamel colors, and 39 two-tone combinations. Two-tone combinations are not available for convertibles or station wagons, and are optional at extra cost on all other models.											
INTERIOR TRIMS						CLOTH & VINYL					
COMET 202 SEDAN											
SILVER (a)	X	X	X	X	X	X	X	X	X	X	X
RED	X	X	X	X	X	X	X	X	X	X	X
BLUE	X	X	X	X	X	X	X	X	X	X	X
AQUA	X	X	X	X	X	X	X	X	X	X	X
PALOMINO (b)	X	X	O	X	O	X	X	X	X	X	X
COMET CAPRI SEDANS & HARDTOPS											
BLUE	X	X	X	X	X	X	X	X	X	X	X
AQUA	X	X	X	X	X	X	X	X	X	X	X
PALOMINO (b)	X	X	O	X	O	X	X	X	X	X	X
BLACK	X	X	X	X	X	X	X	X	X	X	X
RED	X	X	X	X	X	X	X	X	X	X	X
BLUE	X	X	X	X	X	X	X	X	X	X	X
PARCHMENT	X	X	O	X	O	X	X	X	X	X	X
COMET CALIENTE—BENCH SEATS SEDANS & HARDTOPS											
BLUE	X	X	X	X	X	X	X	X	X	X	X
AQUA (c)	X	X	X	X	X	X	X	X	X	X	X
IVY GOLD (c)	X	X	X	O	X	X	X	X	X	X	X
PARCHMENT	X	X	X	O	X	O	X	X	X	X	X
SEDDANS, HARDTOPS & CONVERTIBLES											
BLACK	X	X	X	X	X	X	X	X	X	X	X
RED	X	X	X	X	X	X	X	X	X	X	X
BLUE	X	X	X	X	X	X	X	X	X	X	X
AQUA (d)	X	X	X	X	X	X	X	X	X	X	X
IVY GOLD (e)	X	X	X	O	X	X	X	X	X	X	X
PARCHMENT	X	X	O	X	O	X	X	X	X	X	X
EMBERGLO (e)	X	X	X	X	X	X	X	X	X	X	X
COMET CALIENTE OR CYCLONE BUCKETS (f) HARDTOPS & CONVERTIBLES											
BLACK	X	X	X	X	X	X	X	X	X	X	X
RED	X	X	X	X	X	X	X	X	X	X	X
BLUE	X	X	X	X	X	X	X	X	X	X	X
WHITE-BLACK (g)	X	X	X	X	X	X	X	X	X	X	X
WHITE-BED (g)	X	X	X	X	X	X	X	X	X	X	X
WHITE-BLUE (g)	X	X	X	X	X	X	X	X	X	X	X
WHITE-AQUA (g)	X	X	X	X	X	X	X	X	X	X	X
WHITE-IVY GOLD (g)	X	X	X	X	X	X	X	X	X	X	X
PARCH-BLACK (h)	X	X	X	X	X	X	X	X	X	X	X
PARCH-RED (h)	X	X	X	X	X	X	X	X	X	X	X
PARCH-BLUE (h)	X	X	X	X	X	X	X	X	X	X	X
PARCH-AQUA (h)	X	X	X	X	X	X	X	X	X	X	X
PARCH-IVY GOLD (h)	X	X	X	X	X	X	X	X	X	X	X
PARCH-EMBERGLO (h)	X	X	X	X	X	X	X	X	X	X	X
PARCH-PALOMINO (h)	X	X	X	X	X	X	X	X	X	X	X
COMET VOYAGER STATION WAGON											
BLACK	X	X	X	X	X	X	X	X	X	X	X
RED	X	X	X	X	X	X	X	X	X	X	X
BLUE	X	X	X	X	X	X	X	X	X	X	X
PARCHMENT	X	X	O	X	O	X	X	X	X	X	X
COMET VILLAGER STATION WAGON											
BLACK	X	X	X	X	X	X	X	X	X	X	X
RED	X	X	X	X	X	X	X	X	X	X	X
BLUE	X	X	X	X	X	X	X	X	X	X	X
AQUA	X	X	X	X	X	X	X	X	X	X	X
PARCHMENT	X	X	O	X	O	X	X	X	X	X	X
CONVERTIBLE TOP COLORS											
BLACK	X	X	X	X	X	X	X	X	X	X	X
WHITE	X	X	X	X	X	X	X	X	X	X	X
BLUE	X	X	X	X	X	X	X	X	X	X	X
OXFORD ROOFS (vinyl-covered) (i)											
BLACK	X	X	X	X	X	X	X	X	X	X	X
WHITE	X	X	X	X	X	X	X	X	X	X	X

X—Recommended   O—Also available   R—Reversible

(a) Bolster is black vinyl, (b) Bolster is parchment vinyl, (c) Available only in 4-door sedan model, (d) Available only in convertible model, (e) Not available in 4-door sedan model, (f) Standard on Cyclone models, optional at extra cost on Caliente and Capri models, (g) Standard on convertible, (h) Interior appointments color-coordinated, (i) Only dash and carpets color-coordinated, (j) Available only with blue interiors, (k) Optional at extra cost on 202 Series 2-door sedans, all 2-door hardtops and Caliente and Capri 4-door sedans.



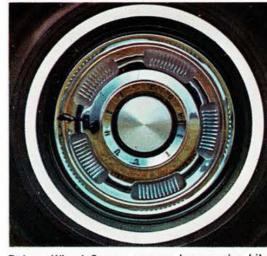
## convenience, comfort and appearance options

	202	Capri	Caliente	Cyclone	Voyager	Villager
Adjustable Dome Reading Lamp	X	X	X (a)	X (a)	X	X
Air Conditioner, Deluxe, Integral	X	X	X	X	X	X
Bucket Seats with Console	na	na	X (b)	std	na	na
Power Steering	X	X	X	X	X	X
Power Brakes	X	X	X	X	X	X
Courtesy Light Group (c)	X	X	X	X	X	X
Paint—Two-Tone (d)	X	X	X	X	na	na
Power Bench Seat—4-way	X	X	X	na	X	X
Power Bucket Seat—4-way (e)	na	na	X	X	na	na
Safety Seat Belts, Deluxe Front & Rear with Front Retractors and Reminder Light	X	X	X	X	X	X
Power Windows—Side (f)	X	X	X	X	X	X
Power Rear Window—Station Wagon	na	na	na	na	X	X
Mirror, Inside Non-Glare	X	X	X	X	X	X
Mirror, Side-View, Remote-Control	X	X	std	std	X	X
Windshield Wipers, Interval Selector	X	X	X	X	X	X
Seat with Seat Belts, S/W, 3rd (g)	na	na	na	na	X	X
Tailgate, Dual-Action	na	na	na	na	X	std
Tinted Glass, Full	X	X	X	X	X	X
Tinted Glass, Windshield	X	X	X	X	X	X
Twin Scoop GT Hood	na	na	na	X	na	na
Oxford Roof (black or white) (h)	X	X	X	X	na	na
Curb Molding	X	na (i)	na (i)	na (i)	X	X
Deck-Lid Release, Remote-Control	X	X	X	X	na	na
Electric Clock	X	X	X	X	X	X
Luggage Carrier—Roof—S/W	na	na	na	X	X	X
Radio, AM, Push Button with Antenna	X	X	X	X	X	X
Radio, AM/FM, Push Button with Antenna	X	X	X	X	X	X
Rear Seat Speaker	X	X	X (j)	X (j)	na	na
Wheel Covers, Deluxe	X	X	X	std	X	X
Wheel Covers, Wire	X	X	X	X	X	X
Wheel Covers, Cyclone	na	na	na	X	na	na

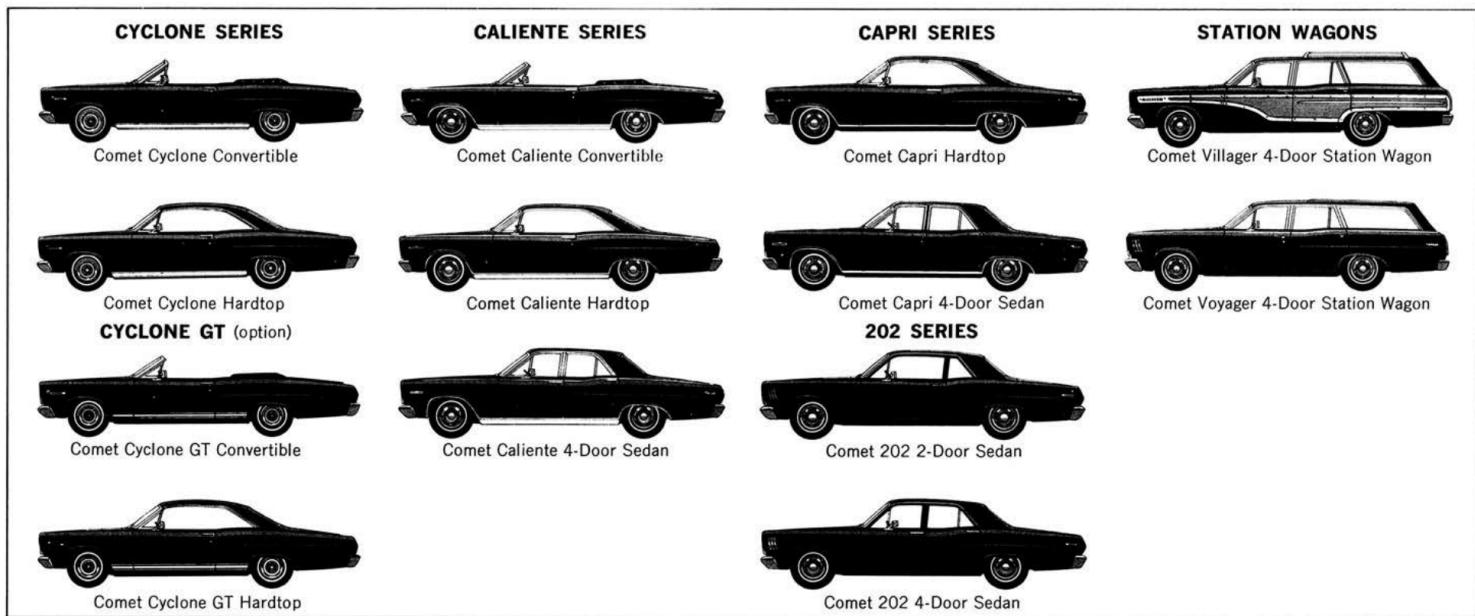
CODE: X—Extra-Cost Option  
std—Standard Equipment  
na—Not Available

(a) Not available on convertibles.  
(b) Not available on 4-door sedans.  
(c) Includes two instrument panel lights (std. on convertible), glove-box light, ashtray light, luggage compartment light, cargo light on S/W rear door jamb switches for 4-door models and parking brake warning light.  
(d) Not available on convertibles or S/Wagons.

(e) Available on driver's side only.  
(f) Not available 202 series 2-door sedans.  
(g) Includes: Taillight scuff plate when the S/W is equipped with the Dual-Action Tailgate and 3rd-seat options.  
(h) Available on all 2-door hardtops, 202 series 2-door sedan, Capri and Caliente 4-door sedans.  
(i) Unique curb molding, standard.  
(j) Not available on convertibles.







Ford Motor Company has a continuing program of product improvement and refinement. While the information herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. However, it may be deleted on car orders, if desired, at an appropriate price reduction. 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's.

LINCOLN-MERCURY DIVISION OF

