

MERCURY

ZEPHYR/80

RIDE-ENGINEERED FOR
SPACE AND COMFORT

AFFORDABLY RIGHT FOR
THE EIGHTIES

HIGH-VOLTAGE STYLING
IN ZEPHYR Z-7

ELEGANCE WITH THE
GHIA OPTION

NEW 2.3-LITER
TURBOCHARGED
ENGINE OPTION




FIDE-ENGINEERED
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1980 MERCURY ZEPHYR... ADDED FUN WITH THE TURBO OPTION

If you're looking for an ideal car for the eighties, look closely at the following pages. We think the 1980 Mercury Zephyr is an exceptional combination of interior spaciousness and efficiency, and it also introduces new features like a 4.2-liter V-8 engine option, new Halogen headlamps and an optional 2.3-liter turbocharged engine.

Every Zephyr is created to be fun to drive. And if you want to pack an added punch of pleasure in your driving, give serious thought to the Zephyr with turbocharged engine, shown at the top of the facing page. Zephyr equipped with a 2.3-liter Turbo engine gives you



Sports Instrumentation Group Option



Interior Accent Group Option with optional Brodie Cloth seat upholstery

an extra burst of power, but only when you need it.

When you select the 2.3-liter Turbo you get an 8000 RPM electronic tachometer, Turbo function light and overboost temperature warning light. The Sports Instrumentation Group below left is mandatory with the 2.3-liter Turbo. It includes special tachometer, trip odometer, ammeter and temperature/oil pressure gauges.

You may also wish to add Zephyr's optional Sports Handling Suspension. With this special suspension you get a larger front stabilizer bar, a rear stabilizer bar, modified spring rates and shock absorber valving, front and rear lower suspension arm bushings. If driving fun is the name of your game, you'll want to make it Mercury Zephyr.

Pictured at the bottom of the facing page is the most affordable Mercury Zephyr in a two-door configuration. Like all Zephyrs, it is designed to provide responsive handling. Every Mercury Zephyr is equipped with rack-and-pinion steering. Then there's Zephyr's advanced strut front suspension, front stabilizer bar and 4-bar link and coil rear suspension. All are features that combine to provide an on-the-road feeling similar to many imports.

The Zephyr interior offers a lot more than just relaxing ease. There's an aura of luxury. Especially handsome is the Zephyr interior shown above with the Accent Group Option. Featured are deluxe door trim and pleated upholstery. And, shown below, are Zephyr's standard stalk-mounted controls. One provides convenient activation of turn signals, the other of windshield wiper and washer action.

NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.



Standard stalk-mounted controls





Optional 4-spoke Luxury Steering Wheel

MERCURY ZEPHYR WITH GHIA OPTION, LUXURY COMES TO ENERGY ENGINEERING.

Mercury Zephyr with Ghia Option is available either in two-door or, as pictured on the opposite page, four-door. Both offer plush touches and roomy comfort for five. For an X-ray view of Zephyr's interior spaciousness and spacious luggage compartment, check the picture upper right.



Zephyr w/Ghia Flight Bench seat trim

Zephyr sedans with the Ghia Option offer deluxe bodyside protection molding, right- and left-hand remote control mirrors and hood accent stripes as part of its Luxury Exterior Decor Group. Inside you'll find a Flight Bench seat with deluxe trim, shown below, doors fully trimmed with woodtone and carpeting inserts, and a Luxury Steering Wheel, all part of the Luxury Interior Option which is included on the Zephyr with Ghia Option.

Whatever you demand of an automobile geared to driving in the eighties, we think you'll find that Zephyr has it. Low maintenance costs, as detailed on the back cover. Interior roominess and spacious trunk.

Compare the 1980 Zephyr's high level of standard equipment with any other automobile in its class.

- Full wheel covers
- Rack-and-pinion steering
- 4-speed manual transmission
- Electronic voltage regulator
- Electronic ignition
- Full carpeting
- Bright exterior accents

Compare . . . car for car. Price for price. We think you'll find that the 1980 Zephyr offers the kind of value you want in your new car for the years ahead.



Luxury Exterior and Interior Decor Features for Ghia Option in addition to Zephyr standard features on page 8:

Exterior (sedans only):

- Bright window frames
- Bright quarter window moldings
- Deluxe bodyside protection moldings
- Hood accent paint stripes
- Left- and right-hand remote control mirrors

Interior:

- Flight Bench seat
- Deluxe interior trim
- Full door trim panels with woodtone inserts and 10-ounce carpet on lower portions
- Luxury Steering Wheel
- Woodtone appliques on instrument panel and radio area
- Luxury sound package
- 18-ounce carpet in passenger compartment
- Carpeted luggage compartment
- Deluxe color-keyed seat belts
- Visor vanity mirror
- Glove box lock
- Cigar lighter
- Day/Night mirror
- Two rear seat ashtrays

NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.





1980 Mercury Z-7 (foreground) and Zephyr Z-7 with Tu-tone Option

1980 MERCURY ZEPHYR Z-7 SPORT COUPE. STYLED TO STIR YOUR SPIRITS... A ZEPHYR THOROUGHbred.

Mercury Zephyr offers a wide choice in models. Especially exciting is the Zephyr Z-7 Sport Coupe with high-voltage styling. Zephyr Z-7's aura of sports luxury is immediately evident in its smart

cross-over roof and elegant wraparound taillamps enhanced with bright bezels. The very personal Mercury Zephyr Z-7 is shown above in two handsome exteriors. One in silver with optional blue vinyl roof. The other in Zephyr's new optional Tu-tone color combination of sand metallic and pastel sand. Crisp, sculptured lines hint strongly at glamorous appointments you'll find inside.

The Zephyr Z-7 interior surrounds you with elegance that belies its price. You enjoy relaxed comfort in the "double" sew style upholstery in pleated vinyl.

Z-7's luxury level door trim with its

bright accents is equally tasteful in design. Its instrument panel, with instrumentation and gauges at convenient eye-level, is enhanced with high gloss woodtone appliques. The rear seat, which seats three comfortably, features the same pleat-design styling of the front buckets.

You can give your Zephyr Z-7 an added touch of elegance by choosing the Ghia Option which includes such amenities as full door trim panels with woodtone inserts and carpet on lower areas, luxury Steering Wheel, 18-ounce cut pile carpet in the passenger compartment, visor vanity mirror and Ghia crest.

You'll find it easy to make your

Zephyr Z-7 reflect your own personal taste. Vinyl bucket seats are available in five colors that include medium red, light Wedgewood blue, Vaquero, caramel and sand. Or choose optional Brodie cloth for bucket seats in medium red, light Wedgewood blue or caramel.

Check out Mercury Zephyr for its overall value as well as its striking good looks. Test drive Zephyr with its 2.3-liter overhead cam four-cylinder engine and 4-on-the-floor transmission.

Zephyr Z-7 standard features in addition to Zephyr standard equipment on page 8:

- Tinted glass

- Full-length bodyside molding
- Bodyside tape stripe treatment
- Bright window frames
- Distinctive wraparound taillamps
- Z-7 quarter panels
- Pleated vinyl seat trim
- Deluxe steering wheel
- High gloss instrument panel woodtone appliques
- Deluxe sound package

Specifications	2-Dr./ Station		
	Z-7	4-Dr.	Wagons
Wheelbase	105.5"	105.5"	105.5"
Head Room—Front	37.1"	38.3"	39.0"
—Rear	35.9"	37.4"	39.0"
Leg Room—Front (max.)	41.7"	41.7"	41.7"
—Rear (min.)	32.6"	35.3"	35.3"
Shoulder Room—Front	56.7"	56.7"	56.7"
—Rear	57.3"	56.7"	56.7"
Hip Room—Front	56.2"	56.2"	56.2"
—Rear	55.1"	53.7"	48.7"
Luggage/Cargo			
Volume (cu. ft.)	16.1	16.8	79.5**
Fuel Capacity (gals.)	16.0	16.0	16.0
Curb Weight (lbs.)*	2700	2655/	2787
		2690	

NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.

*With 2.3L engine and manual transmission.
**With rear seat folded down.



Optional Bench seat (Standard with optional engine)

1980 MERCURY ZEPHYR STATION WAGON... DRIVES LIKE A ZEPHYR. LOADS LIKE A WAGON.

If a station wagon suits your life style, Mercury Zephyr offers a double choice. Each offers four-door practicality and roominess that will surprise you. In fact, Zephyr Wagons provide 79.5 cubic feet of cargo volume with the second seat

down, sufficient for whatever you choose to carry, even lengthy items. Zephyr's loaded-length with the second seat folded down is 6 1/2 feet.

Choose the Mercury Zephyr Wagon or the Zephyr Wagon with Villager Option. Both are shown on the next page. The Villager Option gives your Zephyr wagon an added look of luxury with bodyside and tailgate woodtone appliques enhanced by bright moldings.

Zephyr Wagon features in addition to Zephyr standard equipment listed in column 3:

- Liftgate "open" warning light
- Cargo area light
- Tinted liftgate glass
- Load floor carpeting
- Carpeting on second seat-back

Villager Option Station Wagon special features:

- Cherry woodtone bodyside applique
- Bright woodtone surround rails*
- Lower bodyside molding*
- Partial wheelip moldings*
- Bright door frame/quarter window moldings
- Woodtone appliques on liftgate
- Villager script on liftgate

*With woodtone inserts



Zephyr Wagon dimensions

Mercury Zephyr's more than sixty standard features include:

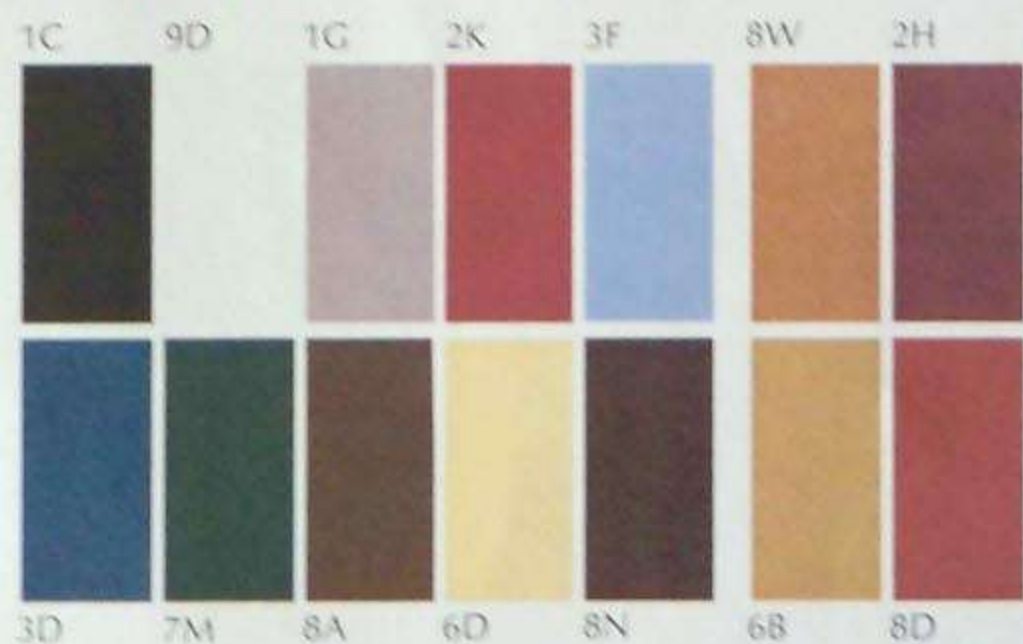
- 2.3 liter OHC 2V engine
- Four-speed manual transmission
- Front disc brakes
- Rack-and-pinion steering
- Advanced strut front suspension
- Four-bar link design, coil spring rear suspension
- Front stabilizer bar
- Electronic ignition
- Electronic voltage regulator
- Low-back bucket seats
- Color-keyed steering column and wheel
- Woodtone instrument cluster appliques
- Header mounted dome lamp
- Miles and kilometers per hour speedometer
- Full door trim panels
- European style front door armrest
- Cut-pile carpeting
- Bright sail-mounted rear view mirror
- Deluxe wheel covers
- Large taillamps with back-up lights
- Two stalk-mounted controls on steering column for:
 - Horn, turn signals and dim switch
 - Windshield washer and wipers
- "P" metric steel-belted tires
- Theft-resistant deck lid lock and latch
- Dual Halogen headlamps
- Economy spare tire
- Inside hood release
- Anti-theft door latches
- Coolant Recovery System
- Anodized extruded aluminum bumpers
- High/low ram air ventilation
- Fluidic windshield washer

NOTE: Some items are optional. See notable standard features, measurements and color code references listed throughout this catalog.



Zephyr Wagon with Chia Interior Option (High Bench seat)





ZEPHYR EXTERIOR COLORS

Standard Colors

- 1C Black
- 9D White
- 1G Silver Metallic
- 2K Candy Apple Red
- 3F Light Medium Blue
- 3D Dark Blue Metallic
- 7M Dark Pine Metallic
- 8A Dark Chamois Metallic

6D Pastel Sand

8N Dark Cordovan Metallic

Optional Glamour Paints

- 8W Chamois Metallic
- 2H Medium Red Metallic
- 6B Sand Metallic
- 8D Medium Bittersweet Metallic

Optional Tu-Tone Combinations

- Light Medium Blue/Dark Blue Metallic
- Medium Bittersweet Metallic/Dark Cordovan Metallic
- Silver Metallic/Black
- Pastel Sand/Sand Metallic

NOTE: Colors shown here are a printed representation. For accurate color selection, see your Lincoln-Mercury dealer.

OPTIONS TO PERSONALIZE YOUR 1980 MERCURY ZEPHYR

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your new Zephyr when ordering it from your dealer. Before taking delivery we suggest that you verify that the vehicle includes the original equipment you ordered or, if there are changes, they are acceptable. Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.

- a. Electric Analog Clock
- b. Station wagon lockable stowage compartment
- c. Power door locks
- d. Flip-up, removable moonroof
- e. Air conditioning
- f. Electric rear window defogger
- g. Power windows
- h. Four-way power seats
- i. Tilt steering wheel
- j. Station wagon rear window washer/wiper
- k. Aluminum wheels (4), Styled Wheel covers (4), Styled Steel Wheels and Trim Rings (4), Wire Wheel Covers (4)



CONSIDER THE FORD EXTENDED SERVICE PLAN. While you're ordering options for your Mercury Zephyr, consider ordering Ford Motor Company's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company and honored by participating Lincoln-Mercury dealers nationwide. Ask your dealer for details.

MERCURY ZEPHYR OPTIONS

AVAILABILITY

	Zephyr Sedans	Zephyr Wagon	Zephyr Z-7
PERFORMANCE RELATED			
3.3 liter (200 CID) 1V 6-cyl. engine	X	X	X
2.3 liter 2V Turbo	X	NA	X
4.2 liter (255 CI) 2V	X	X	X
Select-Shift Automatic Transmission	X	X	X
Suspension Sports Handling	X	NA	X
Sports Instrumentation Group (1)	X	X	X
Power Front Disc Brakes (14)	X	X	X
COMFORT & CONVENIENCE			
Air Conditioning Manual Control	X	X	X
Clock Electric Analog	X	X	X
Convenience Group (2)	X	X	X
Defroster Electric Rear Window	X	X	X
Glass Tinted Complete	X	X	X
Light Group (3)	X	X	X
Louvers Rear Window Ventilation	X	NA	NA
Mirrors Dual Outside	X	X	X
Moonroof Flip-up Removable	X	NA	X
Power Door Locks	X	X	X
Power Four-way Seat (4)	X	X	X
Power Steering Variable Ratio (5)	X	X	X
Power Windows (6)	X	X	X
Radio AM	X	X	X
Radio AM/FM Monaural	X	X	X
Radio AM/FM Stereo	X	X	X
Radio AM/FM Stereo w/8-Track Tape	X	X	X
Radio AM/FM Stereo w/Cassette Tape	X	X	X
Radio Premium Sound System (7)	X	X	X
Seat Bench (8)	X	X	X
Speed Control	X	X	X
Steering Wheel Tilt	X	X	X
Trunk Lid Release Electric	X	NA	X
Windows Front Vent	X	X	NA
Wipers Windshield Interval	X	X	X
APPEARANCE & PROTECTION			
Accent Group Interior (9)	X	X	Std
Appearance Protection Group (10)	X	X	X
Bumper Protection Group	Std	Std	Std
Luxury Exterior Decor Group (11)	X	X	NA
Frames Bright Window	X	X	Std
Ghia Option (12)	X	X	X
Molding Bodyside Protective (13)	X	X	Std
Paint Tu-Tone	X	NA	X
Protection Lower Bodyside	X	X	X
Roof Vinyl	X	NA	X
Wheel Covers, Wheels: See illustrations on p. 10. Available for all models.			

X—Available NA—Not Available Std—Standard

The above is only a partial list of options. See your dealer for a complete list.

(1) Includes tachometer, trip odometer, ammeter, temperature and oil pressure gauges. N/A with 2.3L engine and automatic trans. Required with 2.3L turbocharged engine.

(2) Includes visor vanity mirror, cigar lighter and rear seat ashtray (one in 4-door and S/W w/bench seats; two in all others), day/night inside mirror, deluxe color-keyed seat belts with tension relievers and glove box lock. Included in Lux. Int. Opt. and Ghia Option.

(3) Includes luggage compartment light (sedans and Z-7); ashtray, glove box and engine compartment lights; rear door courtesy light switches (4-door models); dual beam dome map light; and passenger door courtesy light switch.

(4) Available on Bench or Flight Bench seat. Requires power brakes on 4-door models with 3.3L engine.

(5) Required with 4.2L engine or tilt steering wheel. Not available with 2.3L engine on station wagon.

(6) Does not include 2-door and station wagon quarter windows or S/W liftgate window. Requires dual mirrors and front vent windows on sedans and wagons. Requires power brakes on station wagon models with 2.3L engine.

(7) Includes dual rear premium sound speakers.

Available with all AM/FM Stereo radios.

(8) Available only with 2.3L engine and automatic trans. Std. with 3.3L and 4.2L engines.

(9) Includes pleated vinyl seat trim, deluxe door trim with bright accents, deluxe steering wheel hub, deluxe sound package and instrument panel with woodtone applique.

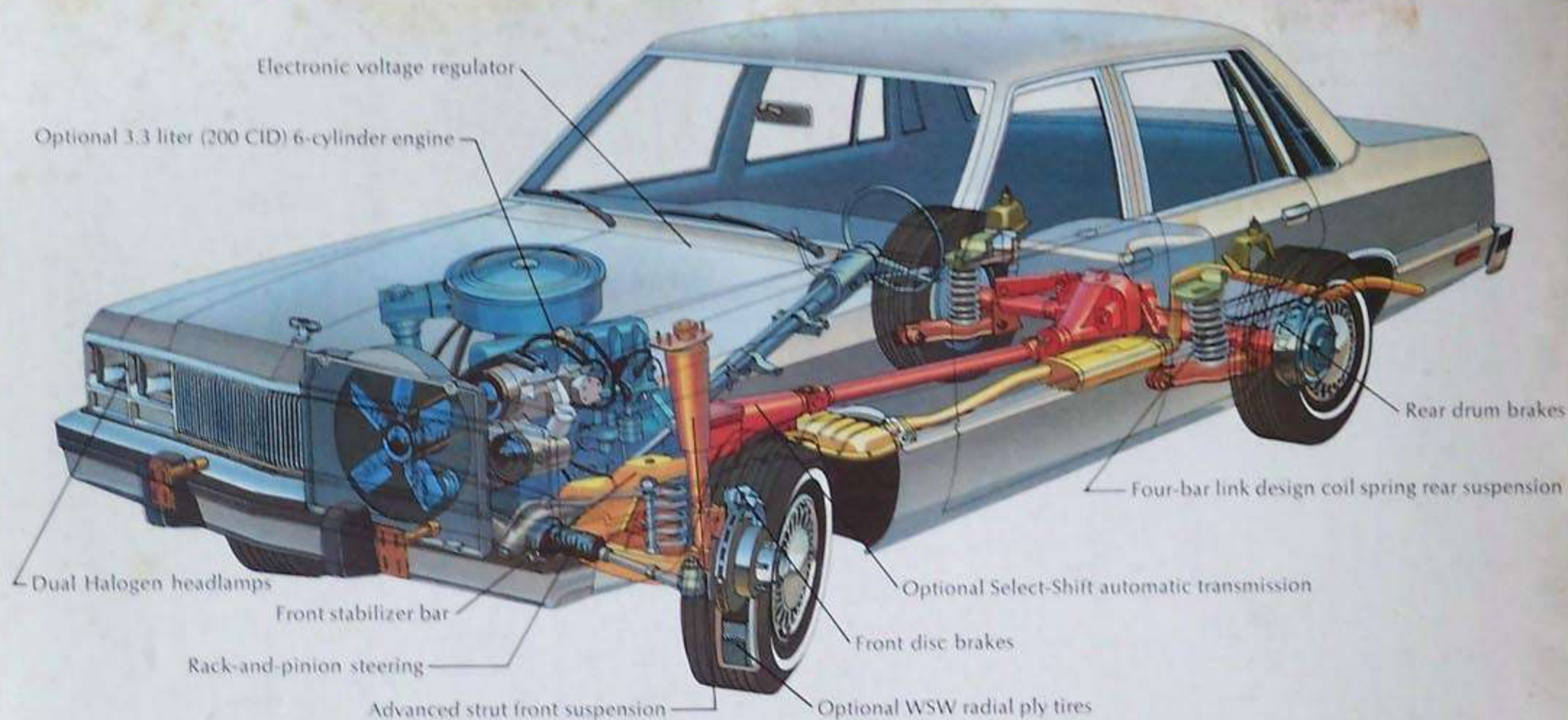
(10) Includes front floor mats, bright door edge guards and license plate frames.

(11) Includes bright window frames, quarter window moldings, deluxe bodyside protection molding, hood accent paint stripe and bright LH and RH remote control mirror. Included on sedans with Ghia Option.

(12) Includes all elements in Luxury Interior Option and Luxury Exterior Decor Group, with a Ghia badge for sedans; and Lux. Int. Opt. with Ghia badge for Z-7 and Villager Option.

(13) Narrow bright/black; bright/brown on Villager. N/A with Lux. Ext. Decor Group or Ghia. Standard on Z-7.

(14) Required with 4.2L V-8 engine, 2.3L Turbo engine, with station wagon models equipped with 3.3L engine or with 2.3L engines with power windows or air conditioning. Also required on all 2.3L and 3.3L engine vehicles with optional Select-Shift Automatic Transmission.



SPECTROGRAPHIC STUDY OF MERCURY ZEPHYR RIDE-ENGINEERING

Zephyr Engines. The 2.3 liter 4-cylinder overhead cam engine is standard. Also available are the 3.3 liter Six, a new 4.2 liter V-8, plus a new 2.3 liter Turbo "4."

Zephyr Maintenance. Under normal driving conditions, oil changes for the standard 2.3-liter engine are at 10,000 mile intervals; spark plug replacement: 30,000 miles; engine coolant: 50,000.

Corrosion Perforation Warranty. Ford Motor Company offers a three year, unlimited mileage corrosion perforation warranty on all new cars placed in service or delivered at retail on or after July 11, 1979. And it's free.

The warranty states that any part which, in normal use, develops perforation from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative.*

*Exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.



Zephyr Z-7 Sports Coupe



Zephyr 4-dr. w/Ghia Option



Zephyr 2-dr. w/Ghia Option



Zephyr 4-dr. w/Tu-tone Option



Zephyr 2-dr. w/2.3L Turbocharged Engine



Zephyr 4-dr. Sedan



Zephyr 2-dr. Sedan



Zephyr Station Wagon w/Villager Option



Zephyr Station Wagon

Motorcraft Service



DON'T ASK FOR TROUBLE. ASK FOR MOTORCRAFT.

Quality Replacement Parts from Ford Your new Mercury Zephyr comes equipped with factory engineered and approved parts including dependable Motorcraft shock absorbers, spark plugs and Long Life Oil Filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

MERCURY ZEPHYR

LINCOLN-MERCURY DIVISION!



Lincoln-Mercury Division reserves the right to discontinue or change specifications or designs at any time, without incurring any obligations. Some features shown or described previously are optional equipment items which are available at extra charge. Some options are required in combination with other options.