

MERCURY 1966





Move ahead with MERCURY in the Lincoln Continental tradition

An elegant, gracious way to move ahead — Mercury for 1966. This is truly a luxurious automobile . . . richly appointed and handsomely outfitted in Mercury's tradition of excellence. Mercury gives you a hushed, carpeted ride that is the smoothest and quietest this side of the Lincoln Continental. Mercury's styling is refined

yet excitingly distinguished. Crisp, definitive lines rise up from the handsome grille and sweep your eye over the elegantly elongated hood, across the dramatic roofline to the beautifully sculptured rear deck. The taillight and rear bumper treatment is impressively graceful. 1966 Mercury is a little longer this year . . . with a subtle, timeless quality,

that compliments your own good taste.

No other automobile in its class measures up to Mercury's rich look of luxury. 1966 Mercurys are upholstered in rich fabrics and luxurious crinkle grain vinyl. Deep, pile carpeting abounds throughout. Mercury pays particular attention to the elegant details . . . with subtleties like the colour-



Park Lane 4-Door Hardtop — Matchless Craftsmanship, Sophisticated Elegance

keyed padded dash . . . and a matchless choice of magnificently luxurious interior appointments.

Superb riding qualities of this new Mercury suitably compare with only the most costly of automobiles. With cars in its own price range, Mercury clearly rates superlative. Smoothness of ride and total ease of handling are expressions of total engineering skill and manufacturing craftsmanship exemplified in this fine automobile.

So quiet . . . a Mercury hardly lets you know it's

running — yet Mercury's power plants are further improved to provide a higher power-to-weight ratio in every model. The big 390, 2 barrel, V-8 engine, now standard on all models, operates on regular fuel. It provides a pleasingly responsive performance at touch of the toe to the accelerator. An optional, power-packed 428 cubic inch V-8 puts a mighty 345 horsepower at your command.

Mercury for 1966 . . . A compliment to your own individual personality. This year, you may custom

appoint your Park Lane, Montclair or Colony Park model with the most interesting range of accessories and options in Mercury's history. One of these is the stereo playback machine. You can have this exciting new feature in your new Mercury. It will give you up to 80 minutes of uninterrupted music of your choice from a readily changeable stereo tape cartridge. No other automobile in the medium price field can give you so much new styling, new vigor, new luxury.

PARK LANE

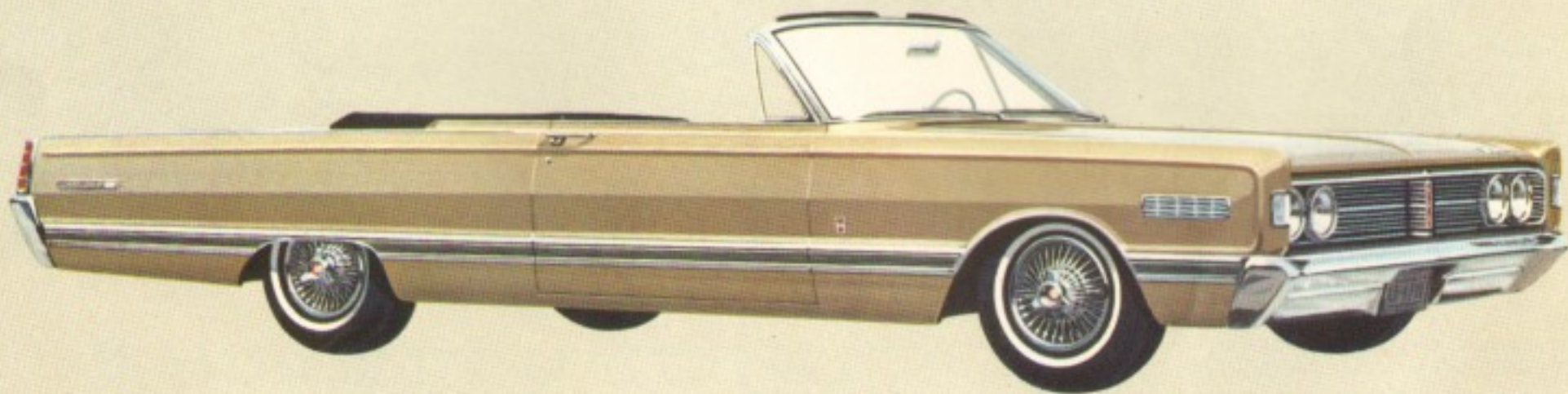
Park Lane by Mercury succeeds beautifully, pleases even the most discriminating tastes! Each model in the Park Lane series is incomparable in its array of features, all those details you value so much.

The Park Lane Convertible is so pleasantly and obviously Mercury. You notice it immediately in all the attention Mercury pays to the details that give you more luxury and more comfort than in any other automobile in its class. Rich luxury is obvious in the stylish interior trim, the thick pile carpeting and the elegant upholstery. Your comfort is assured by

Mercury's deep foam-padded seats, broad armrests, front and back, and the big stretch-your-legs-out roominess. Mercury's stamp of excellence is unmistakable in its handsome design.

Mercury Park Lane Convertible interiors are handsome, indeed. The roomy bench or optional sporty bucket seats are upholstered in soft, supple vinyls. There's also an optional, console mounted four-on-the-floor manual transmission for the performance enthusiast. The rear window is glass . . . improves visibility . . . is as easy to keep clean as your

Park Lane Convertible — Completely and incomparably luxurious.



windshield. Other elegant Mercury interior appointments include an electric clock and easy to scan instrument panel that is swept away to give you more room in the front compartment of the Park Lane Convertible.

Park Lane's stylish 4-door sedan features the exclusive Breezeway roofline with its power-operated rear window that slants in — away from the weather. This helps keep the rear window clean of frost and snow during the winter and provides comfortable flo-thru ventilation during the warmer months.

In profile, Park Lane is delightfully-distinguished by its exclusive full-sweep, lower body side moldings. The Park Lane plaque — adds a touch of grandeur; punctuates the dignified side contours. As you drive away in this distinguished automobile, the full-width, lower deck applique emphasizes the low-riding, road-smoothing, width and ultra-distinguished style of this magnificent Mercury.

Exceptional performance is assured by the big 390 cubic inch V-8 engine. When teamed with the optional 3-speed Multi-Drive Merc-O-Matic, it

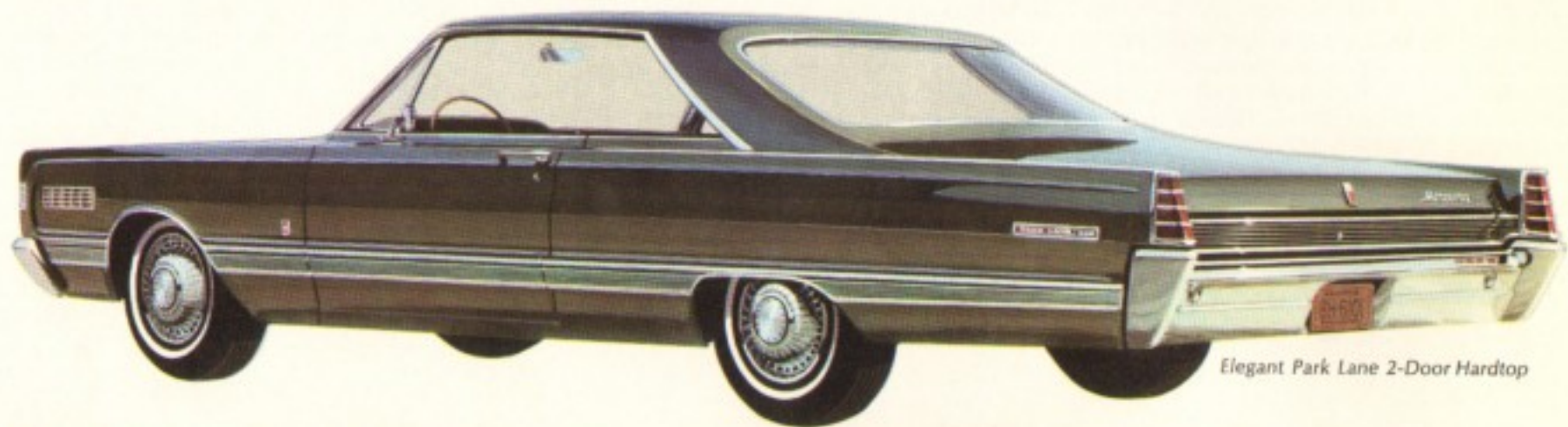
produces a 275 spirited horsepower. For the sports-minded who desire the ultimate in high performance, there is the optional power-packed 428 cubic inch V-8. Teamed with the optional four-on-the-floor 4-speed fully synchromesh manual transmission, it puts 345 horses at the touch of your toe.

Park Lane interiors are a distinguished blend of Silk Cord and Granada cloths, in Blue, Black, Aqua, Ivy Gold, Parchment and Red; or Crinkle Grain Vinyl upholstery in Blue, Red, Black, Aqua, Parchment and White. Either can be colour-keyed to exteriors.

Distinctive Park Lane 4-Door Sedan with Breezeway Roofline



PARK LANE



Elegant Park Lane 2-Door Hardtop



Roomy, extra comfortable front bench seats.

Park Lane's 2-door hardtop is so pleasingly and obviously Mercury. The Mercury flair for luxury is there, in the stylish interior trim, the deep pile carpeting, the lovely upholstery. The Park Lane stamp is unmistakable in its rich design. The very new, swept-away roofline tops this 2-door hardtop model with the crowning touch of sleek, sophisticated charm. The Park Lane 2-door hardtop gives you Mercury's famous ride . . . the smoothest, quietest, most comfortable you've ever experienced.

Park Lane's magnificent 4-door hardtop represents a majestic way to travel. A feature of this hardtop that you'll particularly appreciate is the Uni-Flow ventilation. Rear ducts allow air to move freely through the car, keeping the atmosphere fresh and pleasant in any weather. The Park Lane 4-door hardtop is a truly luxurious automobile. Wall-to-wall, thick pile carpeting, luxuriously upholstered, deep foamed seats add still more for your driving comfort and pleasure.



Park Lane four-door Hardtop — So pleasingly, pleasantly majestic.

Below: Rich, leather-like all-vinyl convertible seats.





MONTCLAIR

Move ahead in prestige and in style. The time is now. The automobile is Montclair! Take a look at this handsome automobile. This glamorous Montclair two-door Hardtop is proof enough that Mercury has moved to the forefront in fashion. This Montclair is meticulously Mercury in every way—in style, in performance, and in the many, many exclusive features and options that work together to make Mercury a car apart. The Montclair is luxuriously Mercury, too

—in the sumptuous attention to every detail designed to pamper your pride, insure your comfort.

Montclair brings you so much that is Mercury at a somewhat more moderate price. Yet, in every detail, you will find custom-car fineness, and an unusually high order of engineering excellence. The standard power team for Montclair is anything but standard in performance. The Marauder 390 cubic inch V-8 harnesses 275 horsepower for you when



Montclair two-door Hardtop — Stately, and so highly fashionable.

teamed with the Merc-O-Matic 3-speed, dual range automatic transmission combining to give you an added element of driving ease and pleasure. There's an optional 428 cubic inch V-8, four-barrel carburetor engine waiting to give you 345 spirited horsepower. This power-provider can be teamed with the 3-speed Multi-Drive Merc-O-Matic or the 4-speed four-on-the-floor manual transmission. Either way it will provide a pleasing power-full ride.

Montclair is an outstandingly luxurious automobile with a superbly quiet ride. Refinements in suspension for all '66 Mercurys result in the finest ride ever achieved in a car in the Montclair price range . . . a smoother-than-ever ride. The heavily insulated body is isolated from harshness by double-cushion butyl rubber body mounts for exceptional quiet and freedom from road noise. Enter a Montclair and you enter a world of wonderful attention to pleasant

detail. You'll appreciate the way Mercury's side windows are gently curved, adding to shoulder room inside; so stylish outside. Door releases are the very convenient paddle type that fit snugly, unobtrusively in front of the extra-long arm rests. You'll find, too, that seats and back cushions are generously, comfortably cushioned, set at an angle designed to insure your seating comfort. Front and rear seat belts are standard with every Mercury.

MONTCLAIR

Impressive Montclair Styling. There's no mistaking Mercury's flair for move-ahead styling. From its new, elegant, impressive grille to its distinctive new taillights, Mercury offers the solid look of a superb automobile. Another example of Mercury's functional design is the Breezeway Roofline on this four-door Sedan. A power-operated rear window slants in, away from the weather. Your first rain shower or snow-storm will show you the unparalleled convenience this brings . . . helps the rear window stay free of rain and snow. (Adds to your driving safety!)

Montclair four-door Sedan — Unmistakably Mercury in its elegant luxury.



Lavish Montclair Interiors. The Mercury Montclair sedan and hardtop pamper you in elegant luxury. They are magnificently upholstered in your choice of soft crinkle grain vinyl and rich "Barcelona" cloth available in blue, black, aqua, ivy gold and red. Door-to-door, luxuriant deep pile carpeting graces both the front and rear compartments. The crinkle grain vinyl can be cleaned with the wipe of a damp cloth. The fabric upholstery is soil and dirt resistant. Montclair interiors are a subtle blending of beauty and fine taste, designed to stay beautiful.

Luxurious Standard Interior Appointments. New standards for luxury and refinement in the medium-price field are established by the Montclair two-door Hardtop and the four-door Sedan. Among the standard interior appointments that make every Montclair a surprising value at its moderate price, are: a handsome electric clock, deluxe steering wheel with horn bars, bright-finish seat side shields and the deluxe foam-padded armrests with snug-fitting paddle-type door handles, front and rear seat belts, curved-glass side windows,

the compact, glare-proof easy-to-read padded instrument-panel, colour keyed padded dash and padded sun visors. Backup lights, electric window washer, thicker windshield laminate that makes the windshield high impact-resistant, 8.15 x 15 low-profile tires, reversible keys, keyless door locking, suspended gas pedal, deep pile carpeting, improved suspension, and a new 20.8 imperial gallon fuel tank that increases your fuel supply by more than 25% (This means fewer stops at the gas pump . . . greater assurance that you won't run short of gas on long pleasure-filled trips) . . . are just some of the features that make the 1966 Montclair the outstanding car in the medium-price field. You'll find this particular attention to the details that make your driving more pleasant, abound throughout the Montclair. These features are incorporated in the Montclair to give you more comfort, more convenience, more sheer luxury . . . things you would expect to find only in a much more expensive automobile. Montclair gives you more value in its class at a lower price—another good reason to move ahead with Mercury in the Lincoln Continental tradition.

The Montclair interior is truly a delightful picture of quiet luxury.



Another added convenience, Mercury's no-fumble, reversible key.



COLONY PARK STATION WAGON

The Colony Park for 1966 moves station wagon living beautifully ahead . . . in looks, luxury and distinguished performance. Superbly proportioned, magnificently molded — the Colony Park shows its distinguished Mercury heritage to perfection in the crisp, lean, long look of confident action and attention to excellence.

Six or nine-passenger model, here's a big load-carrier; 91.3 cubic feet of load space . . . with a load length of almost 8 feet. Yet Colony Park's ride and handling are impressively smooth. Chassis refine-

ments and an improved suspension system afford superb handling ease and precision of control — a softness and quietness, a gentleness of movement that establishes a new standard of performance for the station wagon field . . . unmistakably Mercury.

Colony Park wagons for 1966 feature a new dual-action tailgate which gives you the best of two worlds. This exclusive tailgate is 53.8 inches wide, constructed so it can be opened in the conventional manner to drop flush with the cargo area and facilitate the carrying of extra-long loads.



Here Mercury's tailgate is swung down in the conventional manner to accommodate extra-long loads.



In this illustration, Mercury's tailgate is swung out as a rear door for easy passenger entrance and exit from the rear.



At the flick of a handle, this tailgate becomes a door—side-hinged—that swings wide (to the side) to allow your guests to move graciously to and from the Colony Park's rear seat. The side swing door makes it easier to load and unload suitcases and small parcels — gives easier access to the lockable storage compartment.

The rear window is power-operated from the driver's seat. A Venturi air-flow system directs air across the rear, helps keep the tailgate window clear of snow and dust when the wagon is in motion.

Colony Park wagons have a large 11.7 cubic foot lockable storage compartment in the 6 passenger model and 7.6 cubic feet in the 9 passenger model. This storage compartment is located just inside the rear tailgate—and is completely secure.

The Colony Park interiors are resplendent in Crinkle Grain Vinyl or Barcelona Cloth and Vinyl. Standard appointments in these luxury-wagons include deep pile carpeting (wall-to-wall); colour-keyed padded dash; comfortable, foam padded armrests; handsome electric clock; plus subtle

trim that highlights the rich wagon interiors; adding to your comfort and pleasure.

Standard, too, is the big Marauder 390 CID V-8 that delivers 275 spirited horsepower when teamed with the optional Multi-Drive Merc-O-Matic.

In every wagon, floor width between wheel housings is over four full feet. So much space! So much impeccable detail, design and luxury on every Colony Park wagon . . . in every way, handsome indeed, unmistakable Mercury elegance.

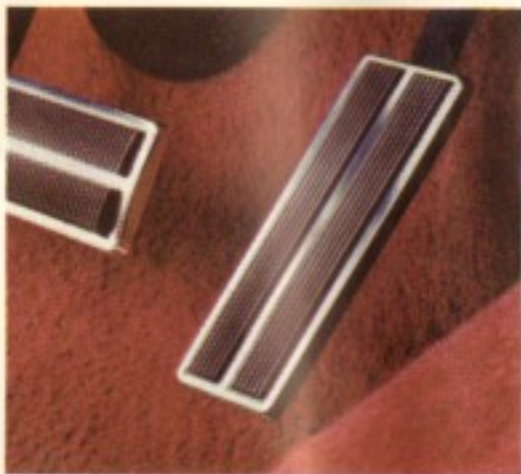
Handsome Colony Park 4-Door Station Wagon



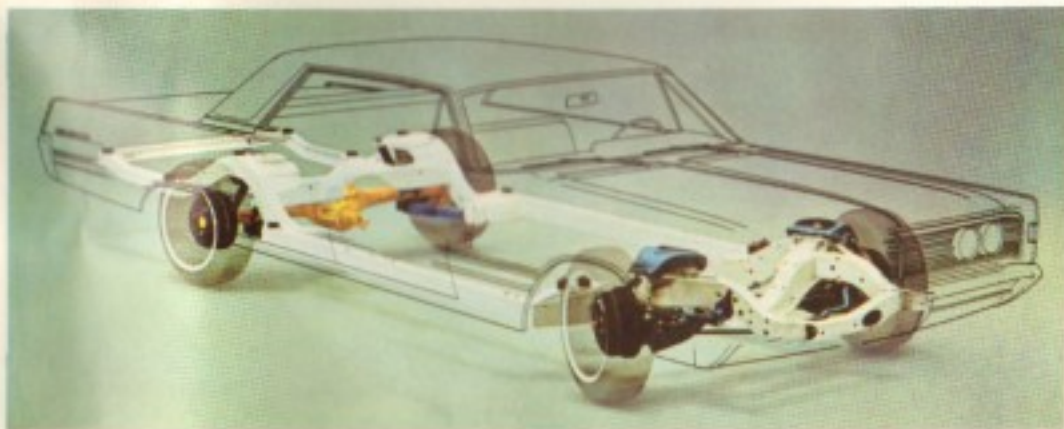
MERCURY'S TRADITION OF OUTSTANDING QUALITY

Each 1966 Mercury has been thoughtfully designed to give you the greatest possible driving pleasure, convenience and comfort. Mercury devotes particular attention to every detail of construction and extra quality. This is readily apparent on every 1966 Mercury where . . . horizontally mounted dual headlights are deep-set in crisply styled die-cast bezels; exterior finish is three-coat Super Enamel . . . 50% harder than other types; new die-cast grille is in keeping with Mercury's classic good looks; impressive yet graceful. It will stay good looking, too — resists corrosion. Both front and rear seat belts are standard, and colour-keyed. Intermittent windshield wipers with interval selector . . . can be set with a delay of one to twelve seconds between sweep of the wipers; lets you control wiper action to different snow and rain conditions to eliminate smearing. The front bumper is heavy-chromed one-piece steel, resists dings and dents . . . gives wrap-around front-end protection; the suspended accelerator pedal adjusts to foot angle for greater comfort. (Extra comfort for women; your heel doesn't get snagged in pedal base!) Convertibles feature a tempered GLASS rear window that provides freedom from discolouration and the usual scratches; the reversible key has no upside down — eliminates fumbling; keyless door locking is so convenient; curved glass on all side windows and new high-impact-resistance windshield give comfort and safety. Some other standard features: Die-cast cowl vent intake grille * Framed side windows * Roomy, low-sill luggage compartment for easy loading * Extra strength double-yoke door latches * Two-position cam and roller front door checks * High-efficiency heater-defroster * Non-corrosive nylon fuel line * Premium-quality foam padding in all seats * Full, luxurious carpeting, and * Rubber insulated drive shaft that minimizes vibration.

To make the most luxurious and assuring ride on the road, too, Mercury now offers as standard equipment a complete safety package (padded sun visors, padded dash, front and rear seat belts, windshield washers, back-up lights, and outside rear view mirror).



ACCESSORIES AND OPTIONS OF MERCURY



THE REFINED RIDE OF MERCURY

The exceptionally smooth and restful Mercury ride — the finest this side of the Lincoln Continental — starts deep down with a compliance-tuned chassis. Frame, suspension and tires are all engineered to work as a compliance team that can be tailored for optimum performance in all body styles. Chief structural member is the perimeter type frame with 4 torque boxes and 5 cross members . . . a design that permits considerable engineering variations to give you maximum comfort and minimize body shock. Torque boxes are located at the four corners of the perimeter side rails. They are sufficiently flexible to permit slight twisting to absorb shock. Front suspension is fully rubber insulated to reduce road harshness. Coil springs are matched to car weight with double action shock absorbers inside the springs. Coil-link rear suspension includes new rubber-cushioned insulators to reduce noise. Track bar is lowered to reduce roll height, improve handling. Double action shock absorbers are angle mounted behind coil springs. Double-cushion butyl rubber body mounts take both compression and jounce loads, isolate the body from noise, and harshness. Low profile 8.15 x 15 tires, minimize road irregularities at the source, complete the compliance team.

Power steering reduces turning effort to 3 to 5 pounds without loss of road "feel" for easier handling.

Power brakes give you touch-of-the-toe control for faster, safer, surer stops. Great for stop-and-go city driving. Great for highway driving.

Power windows with master individual control for the driver. New bypass switch lets you operate windows with ignition off . . . another great Mercury feature for your convenience.

Six-Way power seat for both bench (front) and bucket (driver's) seat lets you easily adjust the seat to the most comfortable driving position and the least fatigue. Insures your comfort.

Tilt steering column adjusts to 7 selective positions. Allows up to 2³/₄" more entrance room for greater comfort and convenience.

Heavy duty suspension with heavier shock absorbers and springs. Gives you a comfortable ride in rough terrain. Allows you to carry and pull heavier loads such as a trailer more easily.

Cornering lights throw a flood-light beam through a 120° arc from direc-

tion of car for greater night driving ease and visibility.

Courtesy light group available on Montclair and Colony Park models (standard on Park Lane). Map light, parking brake warning light, glove box light, trunk cargo light, rear door jam switches and ash tray light for your convenience at night.

Stereo Tape player adapts to automobiles, brings a world of entertainment to your fingertips. Choose your own entertainment . . . up to 80 uninterrupted musical minutes per stereo tape cartridge.

Vinyl roof a handsome custom touch that adds to Mercury's luxurious look. Available in a choice of these 3 colours . . . White, Black and Ivy Gold.

Tu-Tone paint adds a distinctive look of personal luxury. Available in 15 colour combinations.

Tinted windshield greatly reduces sun and road glare. Perfected for even more comfort and greater safety. Available on all 1966 Mercury models.

Third seat available in Mercury wagons. Back-facing bench seat for extra passenger room. Great for outings such as weekend football excursions.

1966 MERCURY SPECIFICATIONS

1966 Mercury Model Line-up

Montclair 4-door sedan; Montclair 2-door hardtop.

Park Lane 4-door sedan; Park Lane 2-door hardtop; Park Lane 4-door hardtop; Park Lane convertible.

Colony Park 6 passenger Station Wagon; Colony Park 9 passenger Station Wagon.

Exterior Dimensions (Inches)

Length Overall	— Sedan	220.4
	— Station Wagon	216.5
Width Overall	— Sedan	79.6
	— Hardtop	79.4
	— Station Wagon	79.6
	— Convertible	79.4
Height Overall	— Sedan	56.0
	— Hardtop	55.1
	— Station Wagon	56.7
	— Convertible	55.2
Wheelbase	— Sedan	123.0
	— Station Wagon	119.0
Tread — Front	—	62.0
Rear	—	62.0
Curb Weight (with automatic transmission)		
— 4-door Sedan		4090
— Station Wagon		4489

Engines	390 V-8	428 V-8
Cubic Inch Displacement	390	428
Carburetor	2V	4V
Bore and Stroke	4.05 x 3.78	4.13 x 3.98
Compression Ratio	9.5:1	10.5:1
Exhaust	Single	Dual
Horsepower @ R.P.M.	275 @ 4400	345 @ 4600
Torque (ft./lbs.)	405 @ 2600	462 @ 2800

Rear Axle

Type — Hypoid straddle mounted semi floating pinion

Transmissions and Gear Ratios

Manual	1st	2nd	3rd	4th	Reverse
Synchronized 3-speed steering column lever with 390 V-8	2.42:1	1.61:1	1.00:1	—	2.33:1
With 4-speed floor-mounted with 428 V-8	2.32:1	1.69:1	1.29:1	1.00:1	2.32:1
Automatic		LO	D1	D2	Reverse
Multi-Drive Merc-O-Matic with 390 V-8 and 428 V-8	2.46:1	1.46:1	1.00:1	2.18:1	

Power Teams and Rear Axle Ratios

	390 V-8	428 V-8
3-speed Manual	3.00:1	—
Merc-O-Matic Multi-drive	3.00:1	3.00:1
4-speed Manual	—	3.25:1

Brakes

Type Duo - Servo, self energizing single anchor self adjusting hydraulic

Drum Diameter 11"

Total Lining Area — Sedans: 203.8"
(gross) — Wagons: 225.2"

Suspensions (4 Coil Springs)

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.

Tires

Sizes — Sedans 8.15 x 15 4 P.R.
Wagons 8.45 x 15 4 P.R.

Capacities

Fuel Tank	20.8 imp. gals.
(wagons)	16.7 imp. gals.
Cooling System (with Heater)	17 imp. qts.
Engine Oil	4.2 imp. qts.

Options and Accessories

Alternator 55 amp. — Battery 70 amp. hr. — Heavy Duty Fade Resistant Brakes — Power Brakes — Bucket Seats and Console (Park Lane 2-door hardtop and convertible) — Cornering Lights — Courtesy Light group (Montclair and Colony Park), Map Light, Parking Brake Warning Light, Glove Box Light, Trunk/Cargo Light, Rear Door Jamb Switches, Ash Tray Light — Limited Slip Differential — Block Immersion Heater — Luggage Rack — Outside Right Hand Door Mounted Mirror (Colony Park only) — Tu-Tone Paint — AM Radio — Third Seat (Colony Park only) — Deluxe Seat Belts — Power Seat 6-way — Tilt Steering Column — Power Steering — Heavy Duty Suspension — Tinted Windshield — Vinyl Roof (hardtops) — Power Windows — Stereo Playback Machine.

The specifications contained herein were in effect at the time this folder was approved for printing. However, because of continuing product improvements and refinements, Ford Motor Company of Canada, Limited, reserves the right to discontinue models at any time or change specifications or design, without notice and without incurring obligations.

