

marquis · mercury monterey · mercury marauder ·
mercury cyclone · mercury montego · mercury cougar

LINCOLN-MERCURY LEADS THE WAY INTO THE '70'S





Marquis Brougham 4-door hardtop

MARQUIS BROUGHAM...
THE MEDIUM-PRICED CAR WITH
THE MOST DRAMATIC STYLING
SINCE THE CONTINENTAL MARK III.

Its proud kinship with the distinguished Continental Mark III is apparent in Marquis Brougham for 1970. Here is uncompromising luxury, meticulous attention to design, a truly prestigious motorcar at a medium price. The ride is in every respect luxurious. An authorita-

tive 429 cubic inch V-8 delivers a comforting surge of power at your command and is teamed with a Select-Shift automatic transmission—both standard. And limousine-like quiet accompanies the ride wherever you travel. The most dramatically styled motorcar since the Mark III!



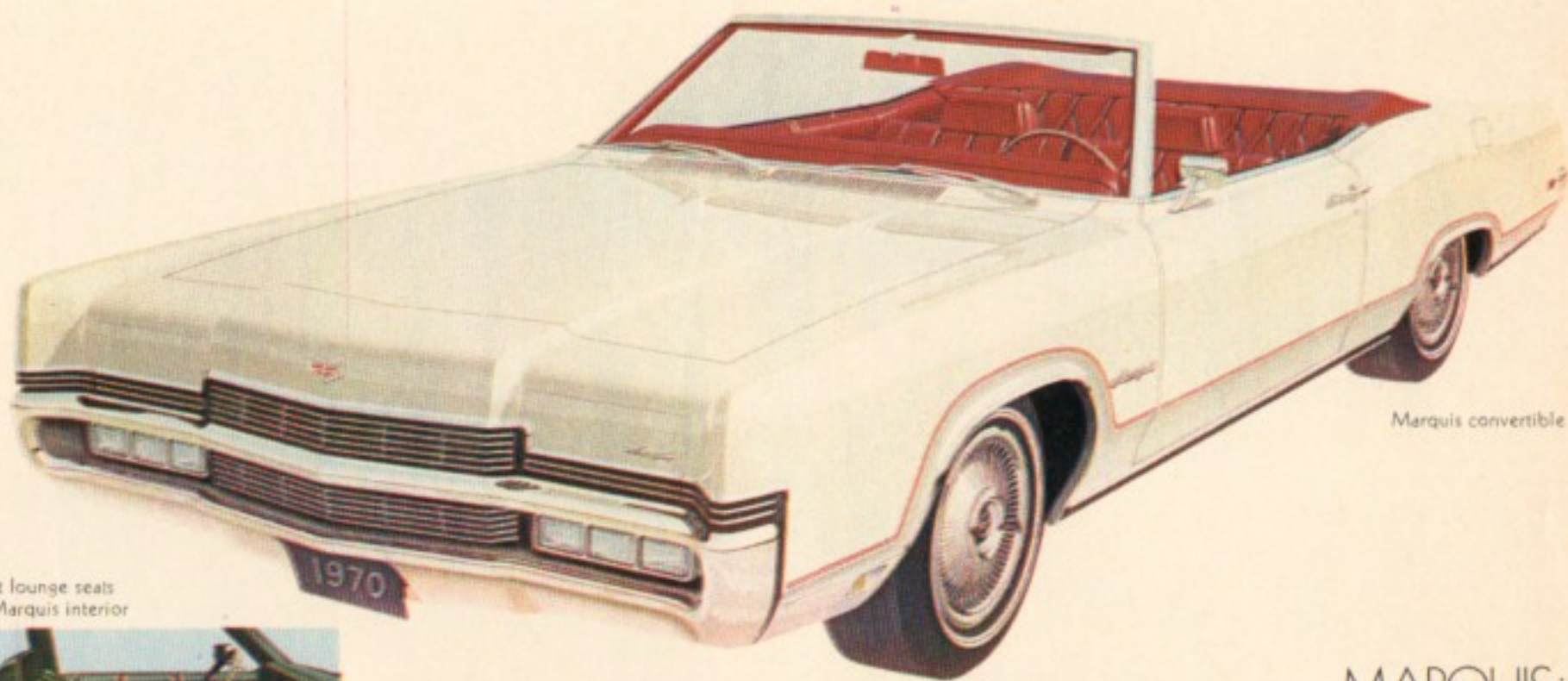
Characterizing the luxury of the Marquis Brougham interior is this arrangement in luxurious cloth and vinyl featuring Twin Comfort lounge seats. Each seat is individually adjustable and has its own armrest. Special door panels with vinyl covered door pulls, and a rear seat center armrest, also distinguish the Marquis Brougham interior. The new luxury steering wheel with accents of dark teakwood vinyl trim and rim blow horn, and the electric clock are typical of the high degree of elegance.



Marquis Brougham 4-door sedan



Marquis Brougham 2-door hardtop



Marquis convertible

Optional Twin Comfort lounge seats highlight this all-vinyl Marquis interior



The Marquis bench seat interior in cloth-and-vinyl decor.

MARQUIS: LUXURY FAR BEYOND ITS MEDIUM PRICE.

From ventless side windows to deluxe wheel covers, Marquis for '70 spells unusual elegance and luxury. The fine-car heritage of Marquis is particularly evident out on the road. The full 124 inch wheelbase combines with an unusually wide tread to give you the silkiest of rides, superbly quiet, thanks to the lavish use

of sound insulating materials and the ultra-quiet exhaust system. Select-Shift automatic transmission is standard. The convertible boasts an unusual amount of room in the rear seat, and the scratch-resistant, non-yellowing tempered glass rear window folds up and down with the top without having to be zipped in or out.



Marquis 2-door hardtop



Mercury Custom 4-door sedan

Standard Monterey Custom interior in all-vinyl design features front seat center armrest.

MERCURY MONTEREY CUSTOM: MERCURY IS PART OF THE STANDARD EQUIPMENT.

Mercury Custom for '70... looks like a luxury car and rides like one. This is due in part to Mercury's extra-long 124 inch wheelbase (as on Marquis hardtops and sedans) and Mercury's exclusive road-tuned chassis suspension. Luxurious power, too—in the standard 390 cubic inch 2V V-8. Monterey

Custom—a car for those who are both value-conscious and luxury-minded alike, with deluxe wheel covers, curb moldings and distinctive ornamentation. The styling is clean and classic and fine-car touches are everywhere. The look is all-new, from grille to new taillamp and rear end design. A long list of fine-car options, too!





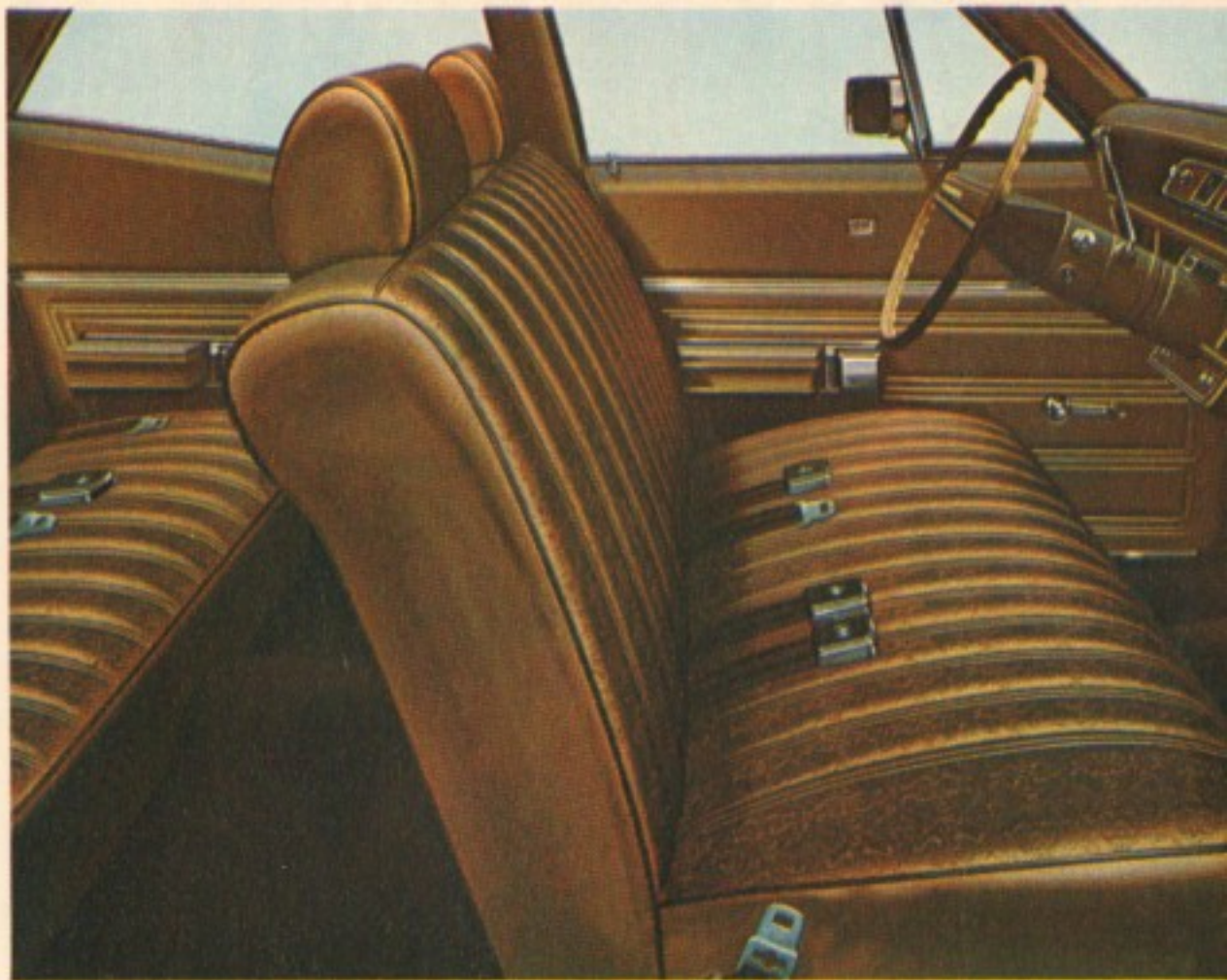
Monterey 2-door

MERCURY MONTEREY: PASSWORD FOR EXTRA VALUE IN THE '70'S.

Action is the password for '70 and you see it in the distinctively sporty flair of the new Monterey. There are five models in all—four-door sedan and hardtop, two-door hardtop, convertible and station wagon. All loaded with luxury features as standard: 390-2V V-8 engine . . . ventless side windows on hardtops and convertible . . . 100% nylon carpeting . . . dark

teakwood vinyl appliques on instrument panel . . . color-keyed steering wheel . . . elegantly tailored upholstery . . . new steering wheel lock . . . adjustable head restraints . . . marker lamps that flash with turn signals . . . many more. Mercury Monterey—most of your money in the medium-price field and a giant action for the '70s.

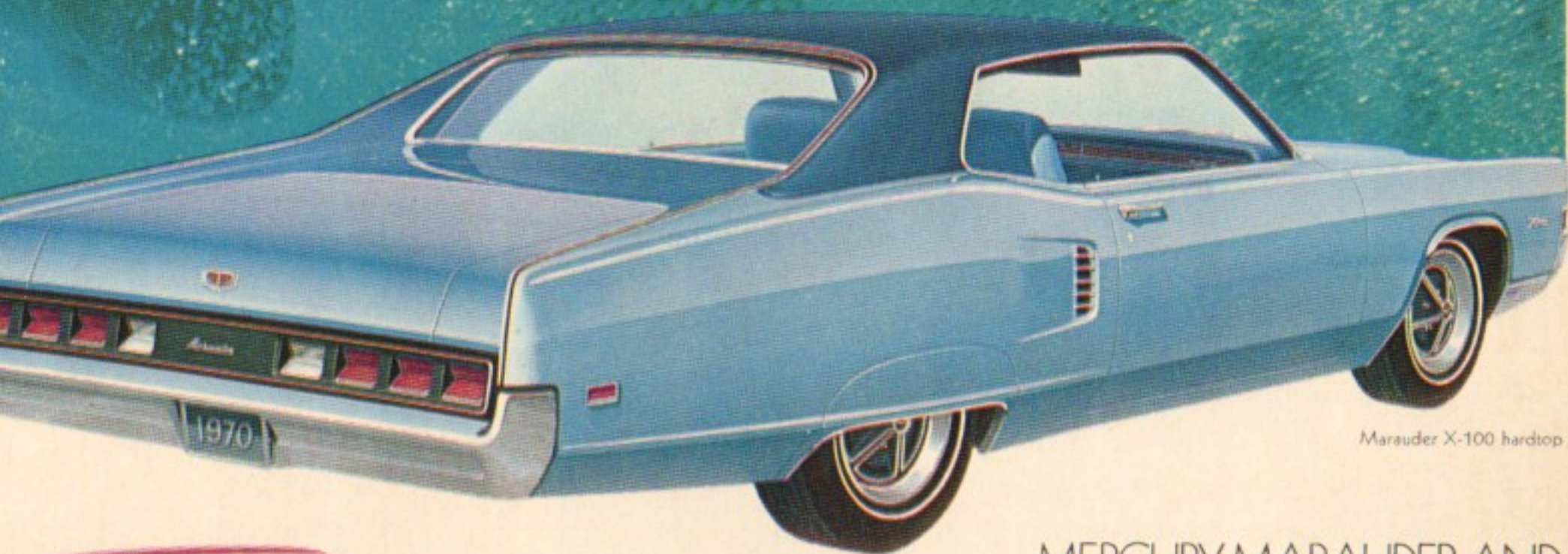
You'll enjoy Monterey's extraordinary amount of roominess, with plenty of leg, hip, head and shoulder room for six passengers. The standard interior (shown right) features a beautiful new pleated design in cloth and vinyl (all-vinyl in convertible). Heavy sound insulation provides a ride that is remarkably quiet and restful. The steering wheel design incorporates a horn blow system integrated with the steering wheel pad. Head restraints are adjustable.



Monterey 4-door hardtop



Monterey convertible



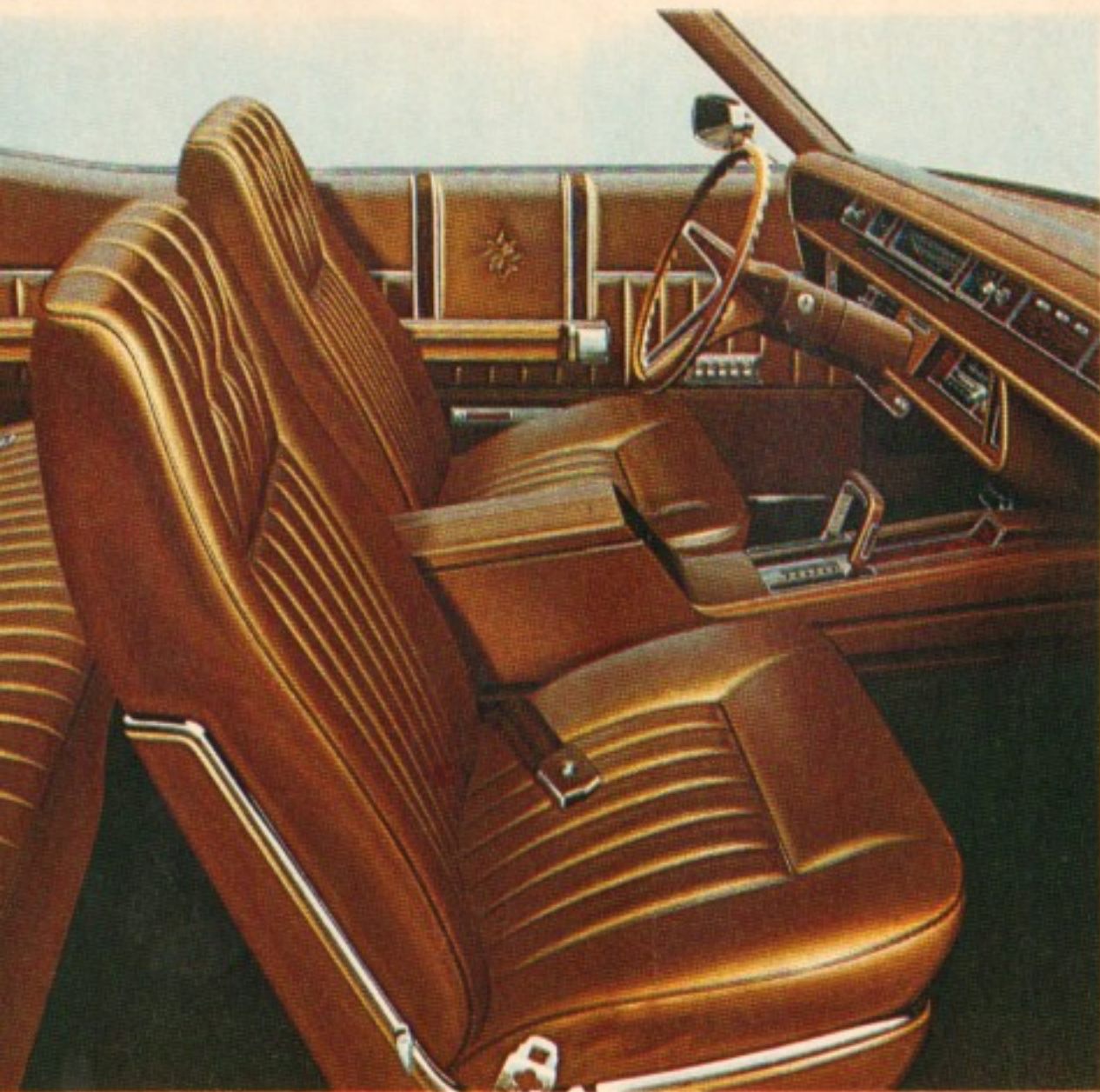
Marauder X-100 hardtop



Marauder hardtop

MERCURY MARAUDER AND MARAUDER X-100: THE LOOK IS SPORTY AND SO IS THE ACTION.

A dramatic and distinctive roof design with tunneled rear window immediately distinguishes the Marauder and Marauder X-100 hardtops. An optional two-tone treatment on rear deck can add still more distinction. The X-100 with standard 360 horsepower, 429-4V V-8 and Select-Shift automatic transmission fully qualifies as an all-out performance machine, hinted at by the luxury wheel covers, rear wheel fender skirts and belted wide tread white sidewall tires. Marauder offers a thrifter approach to sports driving and is powered by a husky 390 cubic inch V-8.



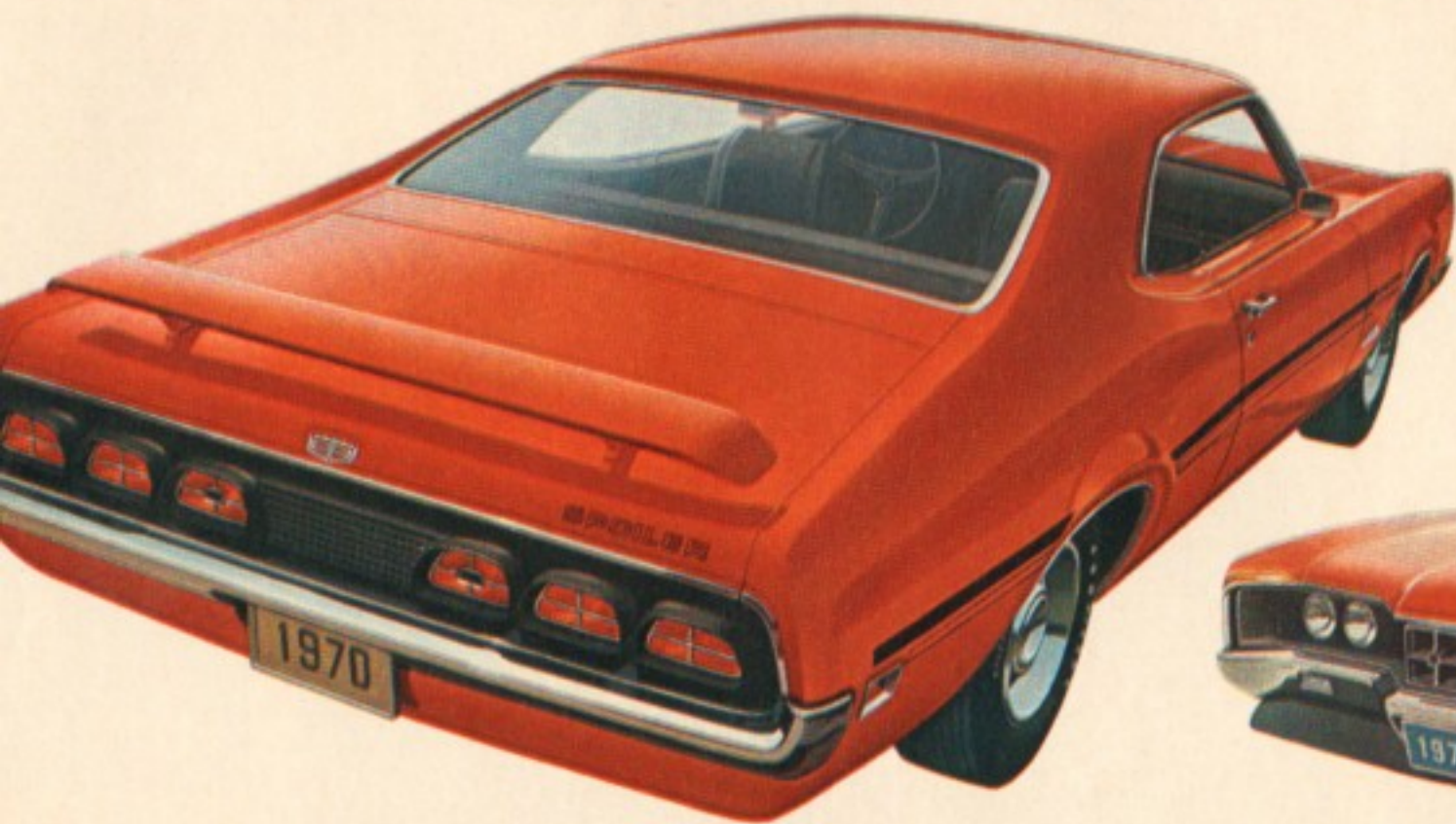
Active feature of the Marauder X-100 is the choice of two totally different interiors—at no extra cost. Full-vinyl hi-back bucket seats and center sports console (shown left) are standard, but you may also select Comfort lounge seats (lower right). Other X-100 interior appointments include an electric clock, luxury low steering wheel, bright seat side shields and front door courtesy lights. The Marauder cloth-and-vinyl seat interior is shown above right. Note the dark teakwood vinyl appliques on the instrument panel.

MERCURY CYCLONE GT: ADVENTURE'S YOUR THING!

Mercury. Password for action in the '70s. And no Mercury says it better than Cyclone GT. Sleek, hardtop sports model. Thrusting, scooped hood. An unmistakably bold grille. Special Cyclone running lights. Concealed

headlights. Strong 351-2V V-8. Taut, trim 117" wheelbase. From hi-back bucket seats on out, a great action car. Cyclone GT—pace-setter for Mercury's completely restyled, all-new intermediates as fresh as the '70s!





MERCURY CYCLONE SPOILER:
YOU'D BETTER BRING ALONG
A DRAG CHUTE.

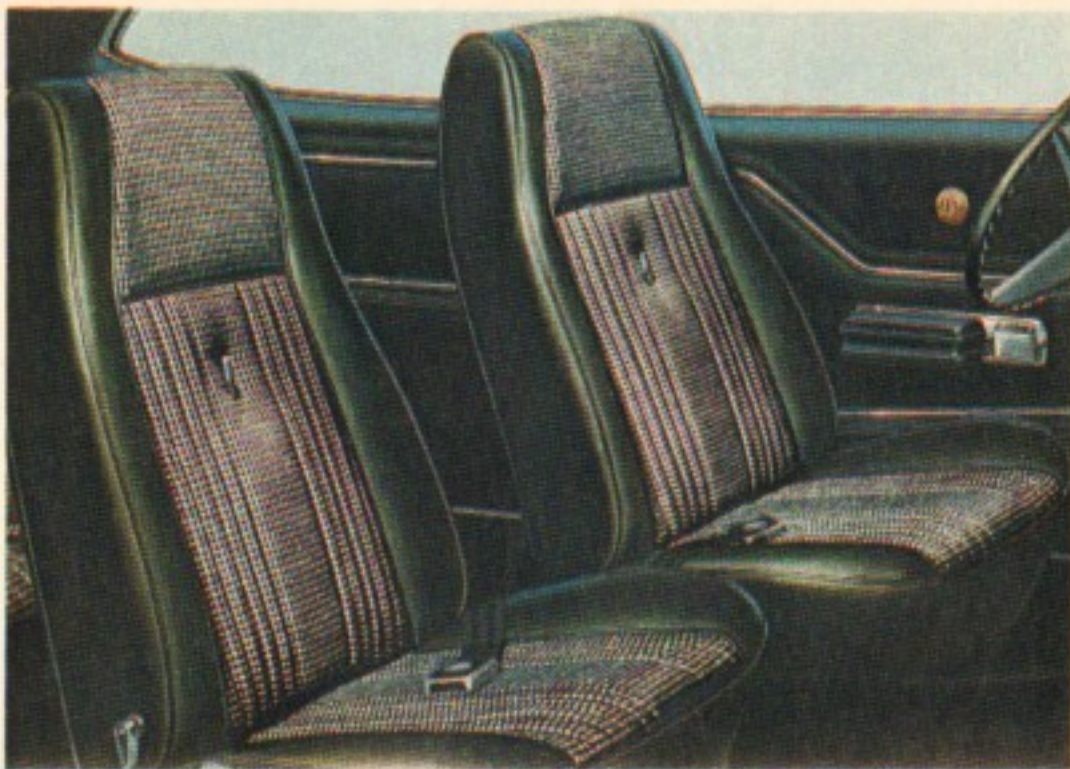
Here you see it coming and going—the muscle intermediate from Mercury —Spoiler, the action machine! If you want to be out front for '70, Spoiler's the one. The action starts with a brawny CJ 429-4V V-8 with Ram Air Induction and 370 horsepower. 4-speed Hurst Shifter®. Competition handling package. Traction belted tires. Front anti-lift spoiler. Rear deck air-foil spoiler. 8000 rpm tachometer. Full instrumentation. Hot new competition colors. No wonder it's named Spoiler!



control racing mirror



Hurst Shifter®



Sports drivers have never had it so soft. Fabrics, new seat designs, new instruments reflect the spirit of action for the '70s in the interiors. And it's all done without giving up solid comfort and driving convenience.

Upper right: hi-back bucket seats in Comfortweave vinyl, standard in Cyclone GT and Cyclone Spoiler, optional in Cyclone. Above: optional Houndstooth Check cloth and vinyl imparts a casual, contemporary look.

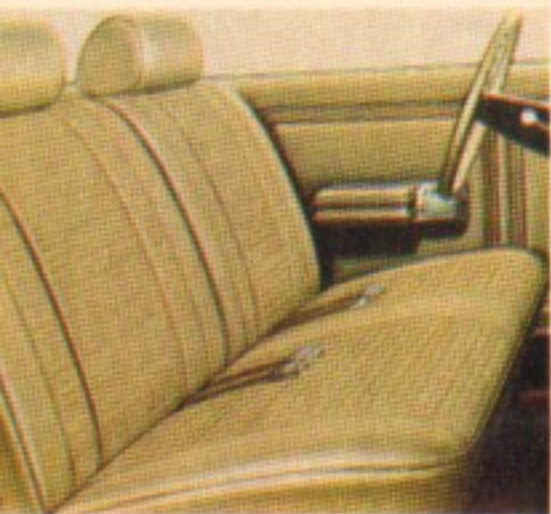


Optional Cyclone instrument cluster (std. on Spoiler)



Special Cyclone running lights





MERCURY CYCLONE:
SURPRISING LOW PRICE FOR
SIZZLING HIGH PERFORMANCE.

Cyclone now gives you a high-performance street machine as strong as it is honest. No compromise. Cyclone looks good, is priced right, and goes better! The price includes a 360 horsepower 429-4V, 4-speed Hurst Shifter[®], competition handling, and G70 x 14 belted tires—all standard. A bench seat interior in all-vinyl is standard (left above). High-performance options include Super CJ 429-4V V-8, Ram Air Induction, Traction-Lok, Drag Pak, Detroit Locker (ask your dealer for the performance catalog).



Montego MX Brougham 4-door hardtop



MERCURY MONTEGO: 9 ACTION INTERMEDIATES WITH THE ACCENT ON LUXURY.

From top of line to bottom, luxury comes as standard equipment on Montego. The Montego MX Brougham above has concealed headlamps, a plush interior, nylon loop-yarn carpeting and rich teakwood vinyl appliqué on the instrument panel. Standard Montego MX Brougham equipment includes 302-2V V-8 (250 "6" engine, if you prefer).



Montego MX Brougham 2-door hardtop



Montego MX Brougham 4-door sedan

MX BROUGHAM: MOST LUXURIOUS OF THE MONTEGOS.

With its deluxe steering wheel with wood-
grain vinyl inserts to color-coordinated nylon
tweed carpeting, the luxury of Montego MX
Brougham interiors is obvious. The all-vinyl
interior is shown far right. At right
is the standard Brougham interior in cloth and
vinyl. You'll find elegant touches everywhere
from the bright moldings on pedals.





Montego MX 2-door hardtop



MERCURY MONTEGO MX: STYLING AS FRESH AND EXCITING AS THE '70

For elegance at an even lower price, Mercury offers Montego MX in 2-door hardtop, 4-door sedan and a station wagon. Spirited action, too. The standard 250 cubic inch "6" mated with three-speed manual transmission affords crisp, economical performance. Standard V-8 power is the 302-2V engine. Among Montego MX distinguishing highlights: vinyl-inserted

body side moldings, deluxe steering with dark teakwood vinyl appliqué, loop-yarn carpeting, bright exterior ornamentation, Montego MX plaque on instrument panel. Also standard, of course, are the outstanding roadability and roominess that account for record Montego sales in '69. Shown at the Montego MX bench seat interior in all





Montego 4-door sedan

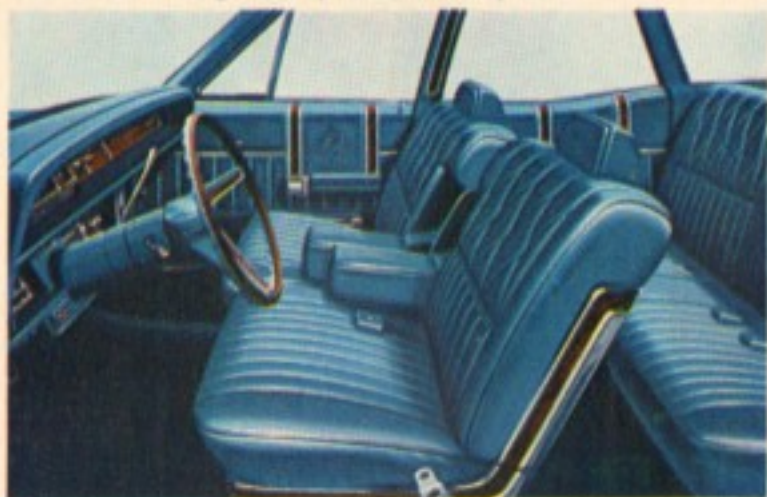
MERCURY MONTEGO PRICED AND POWERED FOR EVERY POCKET

Montego . . . truly versatile Mercury action you'll want in the '70s. Spacious size interior (standard bench seat. Interior shown above left). Spacious for long-distance travel. Responsive and economical performance from the big, 155 hp, fuel 250 cu. in. "6" engine. Comfortable ride. Low initial cost, budget-pleasing operating costs, a long list of "better idea" options. Everything's there. And like all Montego, completely restyled to reflect the look of



Marquis Colony Park station wagon

Twin Comfort lounge seats optional in Colony Park



STATION WAGON LIVING BECOMES ACTION-MINDED IN THE '70'S.

Lincoln-Mercury for 1970 gives the station wagon set new reasons for living it up! If it's luxury that you want—then Marquis Colony Park is the wagon for you—the wagon Lincoln Continental would build if Continental built a wagon. It has the Continental touch in long limousine look and ride. In chrome headlamps. In yacht deck side paneling. Standard engine is the 429 2-V V-8 with Select-Shift Automatic transmission. Power rear window. The Marquis and Monterey wagons share the same long wheelbase with the Colony Park—121 ride-smoothing inches.



Monterey station wagon



Marquis station wagon



Montego MX Villager station wagon

Montego MX Villager and Montego MX station wagons bring you the convenient size of an intermediate without sacrificing the ride and comfort of a bigger wagon. As on all Lincoln-Mercury station wagons, Dual-Action tailgate is standard for 1970. Montego wagons are on a snug 114" wheelbase for easier handling and parking, but there's a full 85.2 cubic feet of loadspace and plenty of room for a full-size family. All-vinyl interior with deep-loop nylon carpeting. The Villager, like the Colony Park, features rich yacht deck paneling, hidden headlamps and a plush interior.



Versatile Dual-Action tailgate, standard on all wagons, drops down as a tailgate or opens wide like a door. (Does not allow door-opening with window up on Montego MX wagons.)



Montego MX station wagon



The elegant XR-7 hardtop—distinguished by its black grille, unique XR-7 wheel covers, curb moldings, XR-7 plaque emblazoned on rear roof pillar and remote-control racing mirror. Shown with optional Houndstooth Check vinyl roof.

MERCURY COUGAR XR-7: WHERE WILD MEETS ELEGANT.

It's cool and it's hot. Primitive and sleek. Elegant wildness in a world of sometimes too tame cars. Outside: headlamps hidden in a bold new grille; sequential rear turn signals; a long, low lean and sculptured look. A full-fledged, full-grown road

machine with sure-footed road manners serenely smooth stride. With precision-honed wheels that range all the way up to a CJ 428-4V with Air Induction (optional). Come catch a Cougar where wild meets elegant.