

1974 MERCURY

Marquis
Monterey
Montego
Cougar
Comet

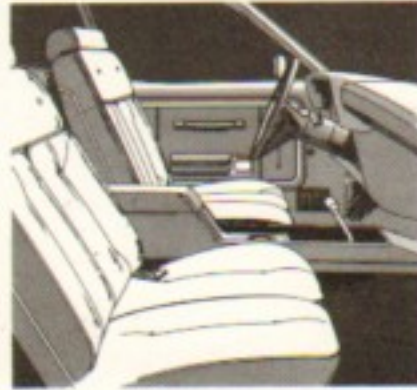
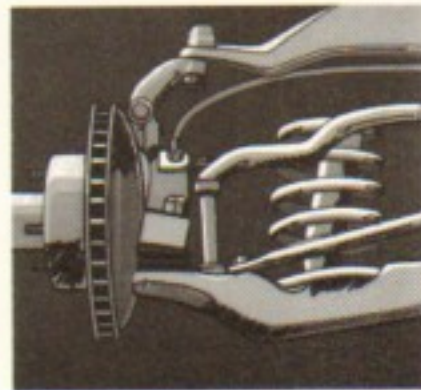


Test your car's ride against our ride. At the sign of the cat.

Our Mercury reputation for building fine riding cars is a hard-earned one. In test after test we've set out to demonstrate this dramatically on TV. Like the time we split a diamond now worth \$125,000 in the back seat of a traveling Marquis Brougham.

Other demonstrative tests were those in which Marquis models were rated superior to a succession of expensive luxury sedans and limousines by panels of professional chauffeurs and airline pilots asked to judge them on riding or driving comfort. And those tests in which panels of competitive owners rated personal-size Montegos superior in riding comfort to three leading competitors in the same size and price class, and to our competition's best-selling full-size model in yet another test.

After we had demonstrated the outstanding ride of these Mercurys, we decided to show how well Mercury's great ride could stand up. So we put 40,000 highway miles on a Marquis Brougham, driving it day and night and pausing only for routine maintenance and less than \$47.00 in repairs. Then still with its original steel-belted radials, it was matched against a \$28,000 European luxury sedan with less than 600



miles on the odometer. Professional chauffeurs, asked to compare riding comfort, picked the Marquis by better than three to one as superior in riding comfort.

For 1974, our goal is to make Mercurys the finest riding cars in their class on the American Road today. An article in a recent issue of authoritative *Motor Trend*, widely read car buff magazine, on our all-new 1974 Cougar shows how far we've come toward our goal. The article states "... a much more refined ride ... very much akin, in fact, to the Mark IV's ... smooths out the bumps beautifully without absorbing all the road feel." Further the article goes on, "As for general

comfort, the Cougar is quieter than its intended competition ... and its seats are more comfortable." Fine praise indeed from the experts, and to help accomplish it all, we've polished Mercury's ride by computerized selection of spring rates on all our models from the Marquis Brougham to the Mercury Comet. Seating, too, has been redesigned to cushion you in plush comfort as you ride. And to showcase it all, we've created new highs in interior luxury as well. Mercury for 1974—built to ride beautifully!

Mercury Marquis Brougham

Restyled for '74, our most elegant Mercury was built to be more than beautiful. It was built to give you a smooth, steady, quiet ride with a feeling of solid security as you drive.



Last year we drove a 1973 Marquis Brougham day and night for 40,000 miles, and then matched its ride against a \$28,000 European luxury sedan with only 600 miles on the odometer. Out of 50 chauffeurs asked, 38 rated Marquis superior in riding comfort.

Standard features on Mercury Marquis Brougham: 460-4V V-8 engine • Solid State Ignition • Select-Shift automatic transmission • Power front disc brakes • Steel-belted radials • Power steering • Power windows* • Impact resistant bumpers • Seat belt interlock system • "Halo" vinyl roof* • Deluxe sound insulation • Power ventilation • Deluxe wheel covers with inserts* • Left-hand remote control mirror* • Electric clock • Visor-mounted vanity mirror, passenger side* • Shag cut-pile carpeting* • Door pull straps* • Front door courtesy lights, pillar lights and lights under instrument panel* • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

*Brougham exclusive standard features over Marquis



Mercury Marquis Brougham 2-Door Hardtop



Mercury Marquis Brougham 4-Door Pillared Hardtop





Mercury Marquis Brougham with Grand Marquis option interior

Mercury Marquis Brougham Interiors

Your '74 Mercury can be as comfortable to ride in as to drive! Last year, Dennis Frazier, a professional chauffeur asked to compare a 1973 Marquis' ride to a brand-new \$28,000 European luxury sedan, said, "It's hard to believe, but it's true. It really did ride better. Mercury was superior." Above is the elegant Marquis Brougham interior with Grand Marquis Luxury Trim Option. Twin Comfort Lounge Seats are in tan leather and Velour with vinyl seat facings. Each seat has its individual armrest and can be adjusted for comfort. The optional Grand Marquis interior can also be selected in all tan leather with vinyl seat facings.

The smaller illustration, upper right, shows the Marquis Brougham interior with standard flight bench seat in cloth-and-vinyl. You can choose this combination in black,

medium blue, medium green, beige, gold or saddle.

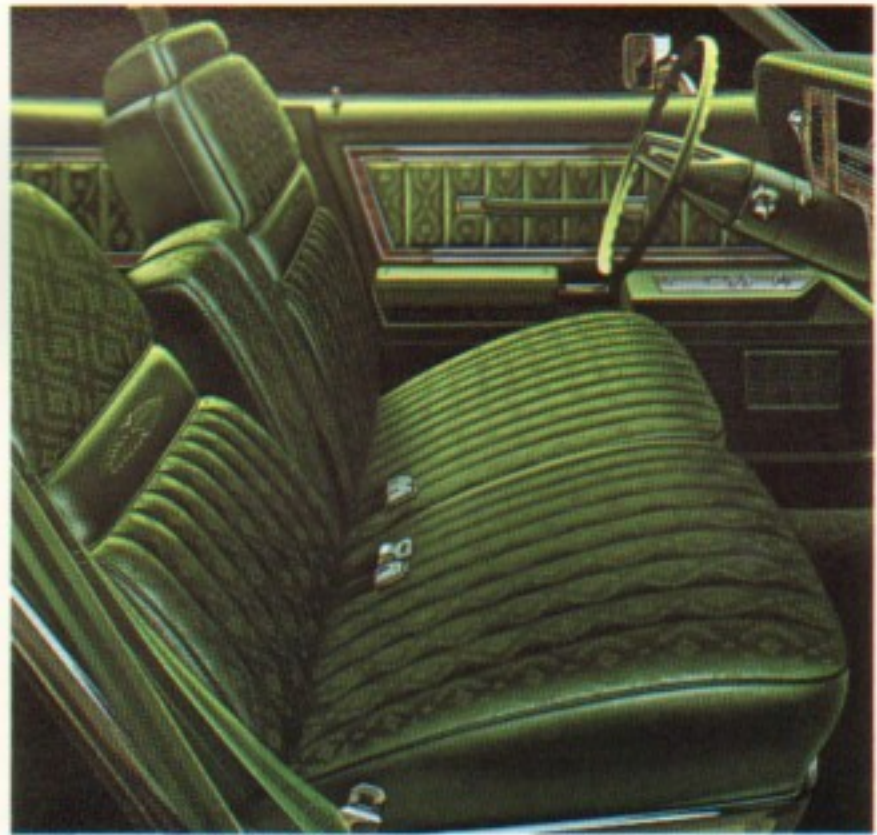
The lower right illustration is the Marquis Brougham interior with optional Twin Comfort Lounge Seats in cloth-and-vinyl. Available colors are the same as those for the standard flight bench seat interior. In super-soft all-vinyl upholstery, this interior is also available in white with black, medium blue, medium green, gold or saddle components.

ADDITIONAL MERCURY MARQUIS BROUGHAM FACTS:

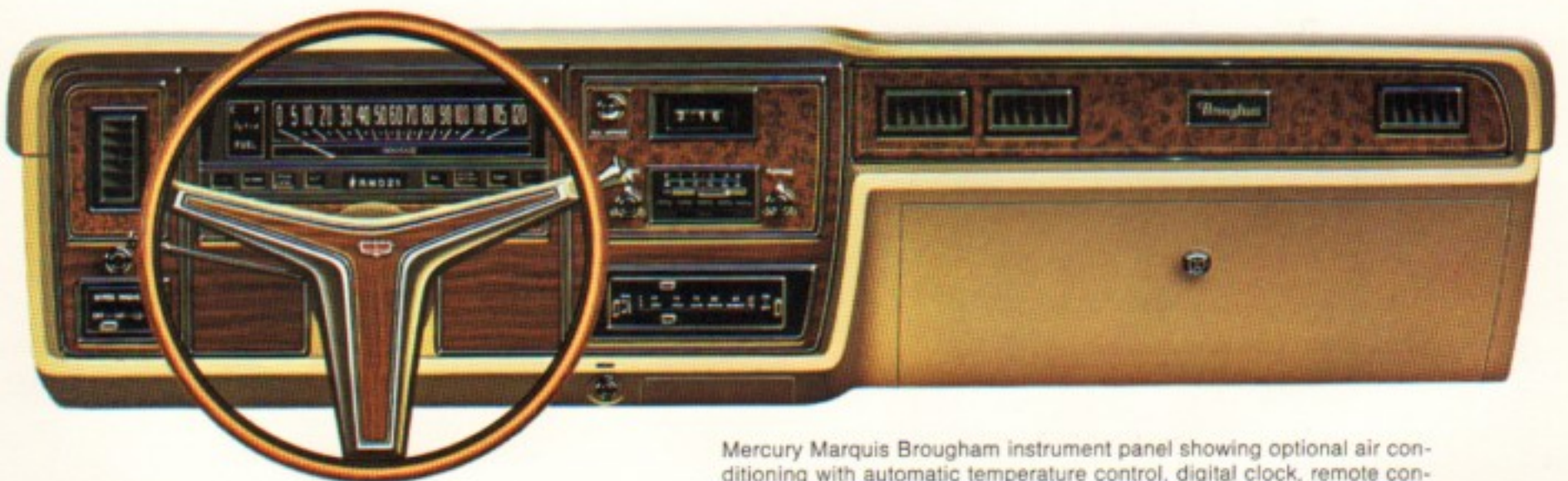
Wheelbase	124.0"
Overall length	226.8"
Overall width	79.6"
Overall height (4-door models)	54.7"
Tread, front/rear	64.1"/64.3"
Luggage capacity, cu. ft.	20.5



Mercury Marquis Brougham flight bench interior



Mercury Marquis Brougham optional Twin Comfort Lounge interior



Mercury Marquis Brougham instrument panel showing optional air conditioning with automatic temperature control, digital clock, remote control mirror, interval windshield wipers and radio.

Mercury Marquis

One of the foundations of the full-size Mercury's fabulously smooth and steady ride is its advanced suspension design. It is specifically tuned for the steel-belted radial tires.



Last year, in a test of driving comfort, 44 out of 50 airline pilots rated a 1973 Marquis Brougham more comfortable to drive than a \$31,000 European town car. The majority rated the Mercury smoother, steadier, quieter and easier to handle.

Standard features on Mercury Marquis: 460-4V V-8 engine • Select-Shift automatic transmission • Solid State Ignition • Power front disc brakes • Steel-belted radials • Power steering • Impact resistant bumpers • Seat belt interlock system • Deluxe sound insulation • Concealed headlamps • Concealed windshield wipers • Power ventilation • Automatic parking brake release • Fender skirts • Electric clock • Loop-pile carpeting • Courtesy lights • Lighting in luggage compartment, glove box and instrument panel ashtray • Ford Motor Company Lifeguard Design Features, such as steel guard rails in side doors • Note: Other equipment shown is optional.



Mercury Marquis 4-Door Pillared Hardtop



Mercury Marquis 2-Door Hardtop





Mercury Marquis Brougham with optional Twin Comfort Lounge Seats

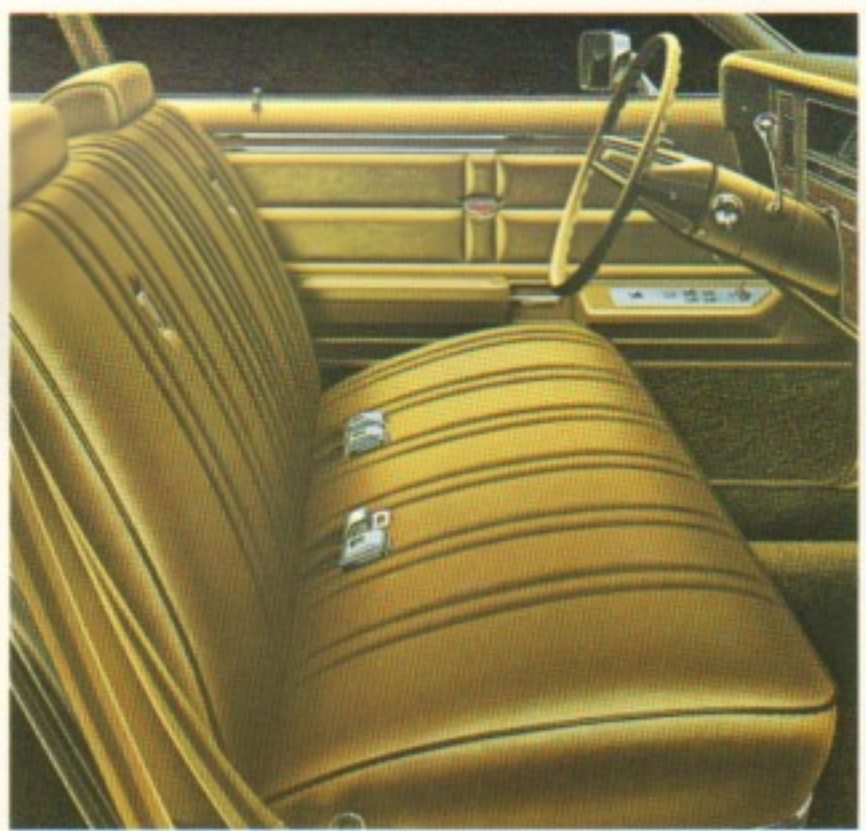
Mercury Marquis Interiors

A world of thoughtful elegance surrounds you as you ride comfortably in your '74 Mercury Marquis. Deluxe sound insulation helps minimize road noise. Twin Comfort Lounge Seats, shown in the optional Marquis interior above, are individually adjustable, each with its own armrest. This interior is available in black, medium blue, medium green, beige, gold and saddle in cloth-and-vinyl. In super-soft all-vinyl the Twin Comfort Lounge Seats are available in the same colors as above; also in white with black, medium blue, medium green, gold or saddle components.

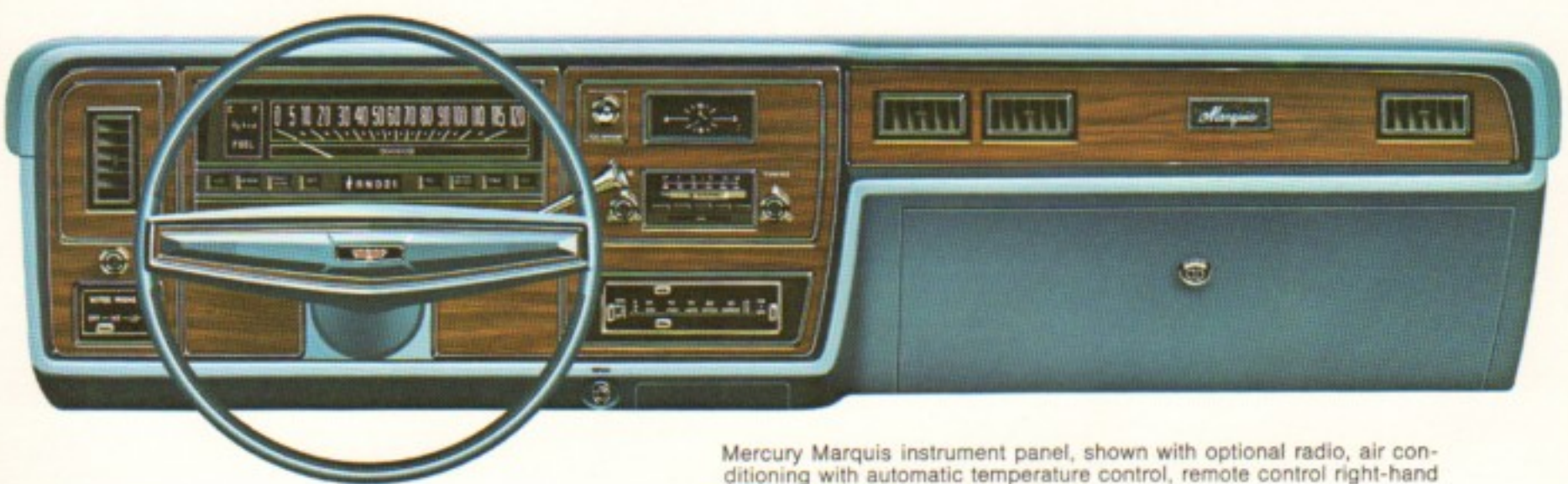
The Marquis standard interior is shown to the right, available in cloth-and-vinyl or all-vinyl in black, medium blue, medium green, beige, gold or saddle.

ADDITIONAL MERCURY MARQUIS FACTS:

Wheelbase	124.0"
Overall length	226.8"
Overall width	79.6"
Overall height (4-door models)	54.7"
Tread, front/rear	64.1"/64.3"
Luggage capacity, cu. ft.	20.5
Fuel tank capacity, gals.	22.0 approx.



Mercury Marquis standard interior with optional power windows



Mercury Marquis instrument panel, shown with optional radio, air conditioning with automatic temperature control, remote control right-hand mirror and interval windshield wipers.

Mercury Monterey Custom

In your 1974 Monterey Custom the luxury is built in solidly to last, and to give you years of quality and satisfaction.



We've demonstrated the excellent ride of a 1973 Monterey Custom in a dramatic test: A vial of nitric acid was safely suspended over a \$50,000 natural Russian sable coat on loan from Maximilian of New York while traveling over rough road surfaces.

Standard features on Mercury Monterey Custom: 400-2V V-8 engine • Select-Shift automatic transmission • Solid State Ignition • Power front disc brakes • Steel-belted radials • Power steering • Impact resistant bumpers • Seat belt interlock system • Concealed windshield wipers • Power ventilation • Automatic parking brake release • Deluxe wheel covers • Custom series script • Wheel lip moldings • Deluxe steering wheel • 100% nylon carpeting • Dome light, glove box light, instrument panel ashtray light • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Monterey Custom 2-Door Hardtop



Mercury Monterey Custom 4-Door Pillared Hardtop



Mercury Monterey

A car noted for its comfortable ride doesn't "just happen." It begins with sound engineering, a concern for the smallest details of design. And it follows through with demanding quality standards at every stage of assembly.



The soundness of our approach was clearly demonstrated in an unusual test of ride smoothness in 1972. We carried high-explosive nitro carbol connected to a sensitive detonator while traversing rough and irregular Texas terrain in a 1972 Monterey.

Standard features on Mercury Monterey: 400-2V V-8 engine • Select-Shift automatic transmission • Solid State Ignition • Power front disc brakes • Steel-belted radials • Power steering • Impact resistant bumpers • Seat belt interlock system • Concealed windshield wipers • Power ventilation • Automatic parking brake release • 100% nylon carpeting • Dome light, glove box light, instrument panel ashtray light • Ford Motor Company Lifeguard Design Safety Features, such as energy-absorbing armrests, safety-designed coat hooks, and energy-absorbing steering column and steering wheel, padded sun visors, head restraints for front outboard passengers • Note: Other equipment shown is optional.





Mercury Monterey 2-Door Hardtop





Mercury Monterey Custom interior

Mercury Monterey Custom and Mercury Monterey Interiors

Shown above is the smartly tailored Monterey Custom standard interior in all-vinyl upholstery. You may also choose this interior in cloth-and-vinyl. Either choice is available in a wide range of colors including black, medium blue, medium green, beige, gold and saddle. The smaller illustration shows the standard Monterey interior in cloth-and-vinyl, also available in optional all-vinyl. Colors you may select are black, medium blue, medium green or saddle. Mercury Monterey and Monterey Custom interiors also

include 100% nylon carpeting.

ADDITIONAL MERCURY MONTEREY FACTS:

Wheelbase	124.0"
Overall length	226.8"
Overall width	79.6"
Overall height (4-door models)	54.7"
Tread, front/rear	64.1"/64.3"
Luggage capacity, cu. ft.	20.5
Fuel tank capacity, gals.	22.0 approx.
Monterey optional engine	460-4V V-8



Mercury Monterey interior with optional power windows



Mercury Monterey Custom instrument panel with optional radio, air conditioner with automatic temperature control, electric clock and remote control right hand mirror.

Mercury Montego MX Brougham with Custom Trim Option

Our personal-size 2-door in its most elegant guise. A luxurious look outside and the most luxurious interior ever.



Last year in a test of riding comfort by competitive owners, a 1973 Montego MX Brougham ride was rated superior to that of our three top competitors. And all three of our competitors' cars were in the same size and price class as the Montego.

Standard features on the Montego MX Brougham with Custom Trim Option: 302-2V V-8 engine* • 3-speed manual transmission* • Front disc brakes • G78x14 BSW tires • Impact resistant bumpers • Dual headlamps • Seat belt interlock system • Deluxe wheel covers with color-keyed inserts • Levant grain vinyl roof • Super sound insulation package • Luxury steering wheel • Visor vanity mirror on passenger side • Locking steering column • Concealed windshield wipers • Color-keyed cut-pile carpeting • Door pull assist straps • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

*351-2V V-8 engine and automatic transmission are required options in California



Mercury Montego MX Brougham 4-Door
Pillared Hardtop with Custom Trim Option



Mercury Montego MX Brougham 2-Door Hardtop
with Custom Trim Option





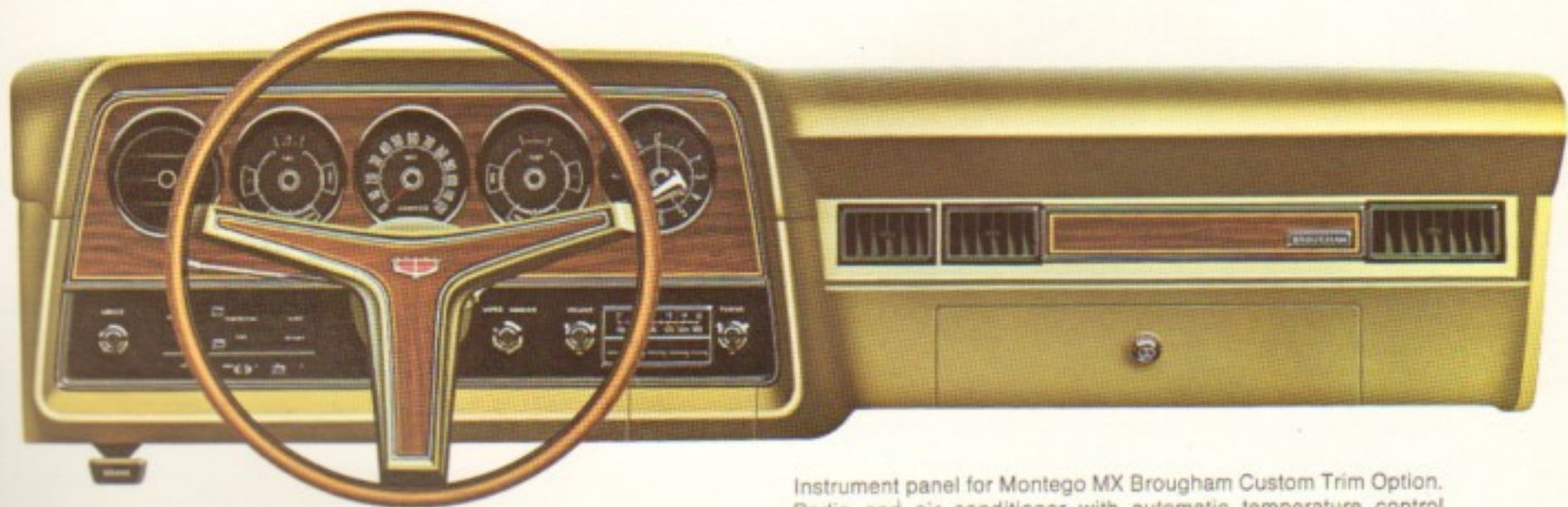
Mercury Montego MX Brougham with Custom Trim option

Mercury Montego MX Brougham Interior with Custom Trim Option

A custom decor look sets the tone of high elegance in this unique Montego MX Brougham optional interior. The luxurious Twin Comfort Lounge Seats are carefully tailored with seating surfaces of rich striped velour. In contrast, the seat bolsters are of super-soft vinyl. Underfoot is deeply resilient 25-oz. cut-pile carpeting. Among other niceties distinguishing this interior are the passenger visor vanity mirror, door pull assist straps and a distinctive steering wheel and instrument panel. The Custom Trim Option interior can be chosen in medium blue or gold striped

ADDITIONAL MERCURY MONTEGO MX BROUGHAM FACTS:

	4-Door	2-Door
Wheelbase	118.0"	114.0"
Overall length	219.5"	215.5"
Overall width	78.6"	78.6"
Overall height	53.5"	52.8"
Tread, front/rear	63.4"/63.5"	63.4"/63.5"
Luggage capacity, cu. ft.	16.5	16.5
Fuel tank capacity, gals.	26.5 approx.	26.5 approx.
Montego optional engines	351-2V V-8	351-CJ V-8*
		400-2V V-8
		460-4V V-8



Instrument panel for Montego MX Brougham Custom Trim Option. Radio and air conditioner with automatic temperature control