

# 1975

Mercury Monarch—Luxury in a new precision-size  
Mercury Montego  
Mercury Comet







Mercury Monarch Ghia 4-Door Sedan with optional bumper protection group

## Mercury introduces Monarch 1975: practical luxury in an excitingly new precision size!



Here is luxury for '75 in a new precision size! A car that's precisely right for its time. A car trim enough to deliver today's needed mileage, yet roomy and comfortable for five passengers. The idea behind the new precision-size Monarch is simple: to fit the car to people, not fit people to the car. We think precision size means getting rid of excess inches and pounds that fail to add meaningful room or strength.

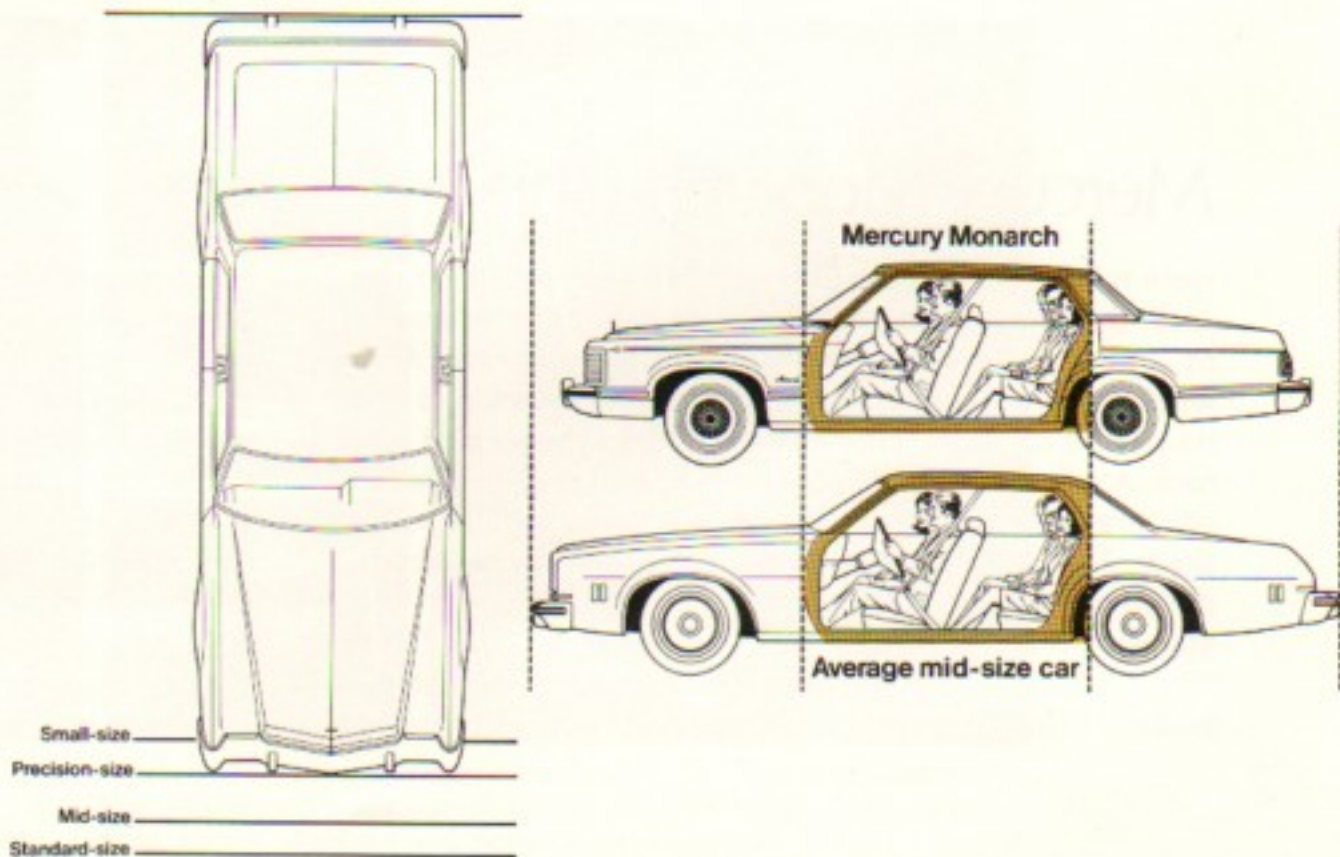
And precision size makes Monarch easy to handle. It has been engineered to maneuver with slight effort around tight turns, through tangled traffic, and into small parking places. Steering is quick and precise. Precision size also means wide-opening doors that allow gracious entry and exit... deeply padded reclining bucket seats that conform to your body for long distance comfort. We believe, in terms of handling, fuel economy, riding comfort, and honesty of design, the new precision-size Monarch is everything a luxurious car should be for 1975.





**Precision-size luxury**

The precision-size Monarch 4-door is over one foot shorter than last year's average mid-size car. Yet Monarch has more head-room, front and rear, with only up to 1.5 inches less legroom. Monarch offers excellent road visibility thanks to high seating and large window areas. Its big 14.8-cu. ft. trunk can hold seven typical pieces of family luggage, plus a golf bag, with room left over. The idea behind the new precision-size Monarch is simple: design a car trim enough to get good gas mileage. Yet roomy enough to accommodate five adults in comfort. It meant engineering a small car around people instead of crowding people in a car.







Mercury Monarch Ghia 2-Door Coupe

## Mercury Monarch Ghia

Here is America's newest fine car in a new precision size. A car that sheds pounds of useless weight but uses pounds of insulation to give you a luxuriously quiet ride. A car whose luxury is evident in the finish of bodywork and fit of doors and seams, in the sleek tailoring of the elegant vinyl roof. A car whose handling, gas-saving steel-belted radials and precisely tuned suspension suit it beautifully to the times. The precision-size Mercury Monarch—a new car to inspire confidence in 1975!

**Standard features on the Mercury Monarch Ghia:** 250-IV "Six" engine · 3-speed manual transmission · Front disc brakes · Solid-state ignition · High-level ventilation · Inside

hood release · Foot-operated parking brake · WSW steel-belted radial tires · Odense grain bodyside molding · Impact resistant bumper system · Deluxe sound and ride package · Dual note horn · Digital clock · Luxury steering wheel · Day/night interior mirror · Deep 22-oz. cut-pile carpeting · Left-hand remote control outside mirror · Odense grain vinyl roof · Unique Ghia wheel covers · Deluxe color-keyed seat belts · Carpeted luggage compartment · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional. *Did you know you can adjust the controls for stereo speakers in your Mercury for front-to-rear and side-to-side balance?*





The Mercury Monarch Ghia 2-Door Coupe affords remarkable ease of entry and exit. This is a luxury touch appreciated in a car of this size.

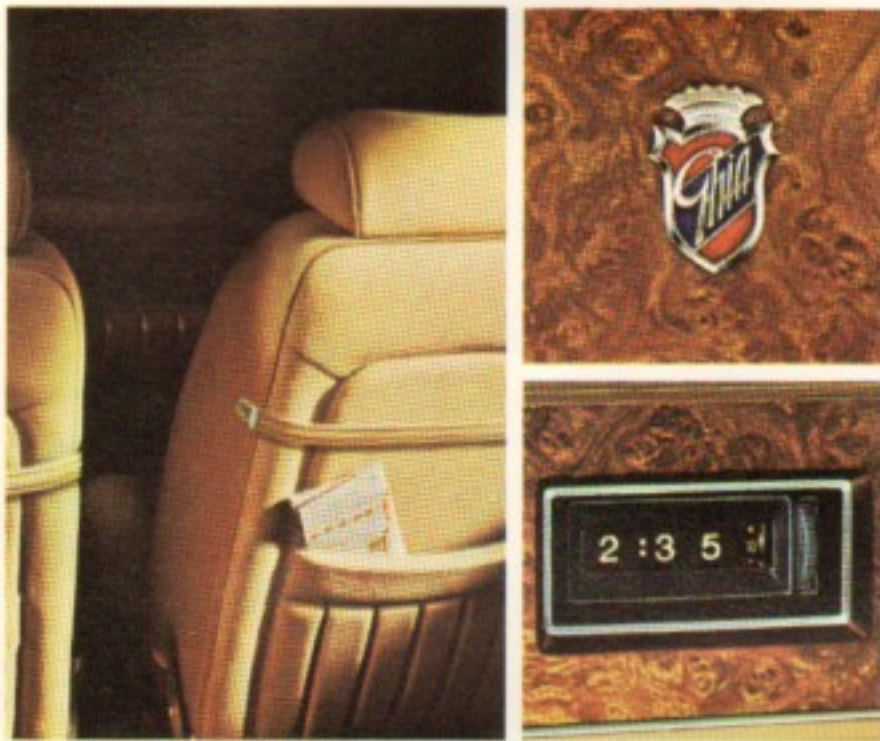


A few from among Mercury Monarch's long list of fine options: the illuminated visor vanity mirror, AM/FM stereo radio with tape, power windows and power glass moonroof.









The Ghia emblem signifies extra luxury as in the standard digital clock and convenient map pocket.



Mercury Monarch Ghia 4-Door Sedan rear seat compartment

## Monarch Ghia Interiors

Seldom has such a high level of interior luxury been presented in a car of such precision size. Monarch Ghia's seats are deeply contoured, the front seat backs individually reclinable. In front, you settle back in deep, glove-soft bucket seats with extra thickness and foam padding to cushion you in long distance comfort. Underfoot is thick shag carpeting. Instrument panel registers afford "comfort control" ventilation as you drive. Handsomely set off against woodgrain vinyl, instruments and digital clock are positioned for good visibility. Rear door hinges are canted to permit graceful entry and exit. Note the handsome detailing of map pockets, assist handles, grab handles and deep-padded door panels with large, cushioned armrests—all engineered with your comfort in mind.

Shown upper left is the Monarch Ghia's optional luxury cloth interior, available in dark red, silver blue, green and tan. Below is shown the optional interior with seating surfaces of ultra-soft leather, available in dark red, silver blue or tan. The standard interior in Ghia will be super-soft all-vinyl available in black, dark red, silver blue, green and tan. Both interiors shown with optional radios, air conditioning and floor-mounted automatic transmissions.

### ADDITIONAL MERCURY MONARCH FACTS:

Wheelbase .....	109.9"
Overall length/width/height .....	199.9"/74.0"/53.4"
Tread, front/rear .....	58.5"/57.7"
Fuel tank capacity, gals. ....	19.2
Optional engines: ... 250-IV "Six" std. on Ghia, required in Calif.	
	302-2V V-8, 351-2V V-8



Monarch Ghia instrument panel with optional AM/FM stereo tape, air conditioning and automatic transmission.





Mercury Monarch 2-Door Coupe

## Mercury Monarch

Monarch—a Mercury ride now in a new precision size. From individually adjustable front bucket seats to classic Hotchkiss-type rear suspension and standard steel-belted radials—this new-size car has the strength of unitized construction and has been engineered to give you a smooth, comfortable, quiet ride. Engineered, too, to give you economical gas mileage for today's driving. A smaller car whose precision size makes it notably easy to handle and park, yet a car that has much in terms of room and comfort that a larger car offers. A car designed with care to suit your driving needs and beautifully suited to the times.

**Standard features on the Mercury Monarch:** 200-IV "Six" engine · 3-speed manual transmission · Front disc brakes · Solid-state ignition · High-level ventilation · Inside hood release · Foot-operated parking brake · BSW steel-belted radial tires · Impact resistant bumper system · Full-length bodyside molding · Articulated windshield wipers · Locking glove box · Lighter · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional. *Did you know your 1975 Mercury Monarch has been designed to offer more luxuries and options than any small car we've ever built before?*





Mercury Monarch 4-Door Sedan



From cut-pile carpeting underfoot to the full contours of Mercury Monarch's instrument panel with high-gloss woodgrain vinyl, there is a look of rich luxury about this interior. Individually reclinable bucket seats are upholstered in supple vinyl, available in black, dark red, silver blue, green and tan. A Decor Option is also available in super-soft vinyl seat trim with map pocket and assist rails. This interior is similar to the Ghia interior shown on page 6, and includes deep 22-oz. cut-pile shag carpeting, luxury steering wheel and day/night mirror.





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

## Mercury Montego MX Brougham with Custom Trim Option

The mid-size Montego makes eminent good sense for the family facing today's rising costs. For here is a car that enables you still to enjoy comfort, style, luxury, gas economy and smooth, quiet ride at a cost of a mid-size car. In a test last year comparing Montego to that of a more expensive standard-size competitive car, Nationwide Consumer Testing Institute asked one hundred owners of the competitive car to rate the ride of a new Montego to a new model of their-make car. Blindfolded, they rode in each car and 65 of the 100 rated Montego superior in riding comfort. **Standard features on the Mercury Montego MX Brougham with Custom Trim Option:** 351-2V V-8 engine · Select-Shift automatic transmission · Power brakes; disc front, drum

rear · Power steering · Solid-state ignition · BSW steel-belted radial tires · Impact resistant bumper system · Front bumper guards · Dual headlamps · Dual note horn · Super sound insulation package · Deluxe wheel covers · Vinyl roof · Luxury steering wheel · Passenger visor vanity mirror · Locking steering column · Concealed windshield wipers with new wiper-mounted washer jets · Cut-pile carpeting · Door pull assist straps · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional. *Did you know, that compared to bias-belted tires, you can expect improved tread life, smoother ride at highway speeds, and better gas mileage from Mercury's standard steel-belted radials?*





The elegant tone of this Montego MX Brougham interior with Custom Trim Option is highlighted by individually adjustable Twin Comfort Lounge Seats smartly tailored in supple vinyl and richly textured striped velour cloth. You can select this interior in blue or green in addition to the tan.



Mercury Montego MX Brougham instrument panel with optional AM/FM stereo radio, air conditioning, rear window defroster and electric clock.





Mercury Montego MX Brougham 4-Door Pillared Hardtop

## Mercury Montego MX Brougham



When you want the riding comfort and luxury that a Mercury is famous for, but admire them most in a trimmer size at a cost not inflated—you've wished yourself the mid-size Montego. In a recent test of a '74 Montego's steady ride, we asked an electronic engineer to assemble a miniature TV set while riding in the rear seat at speeds from 20 to 65 mph. Montego added a steady work surface to the technician's skill and concentration, permitting him to assemble 146 components by hand in just over 16 hours and to demonstrate his success via closed circuit TV signals.

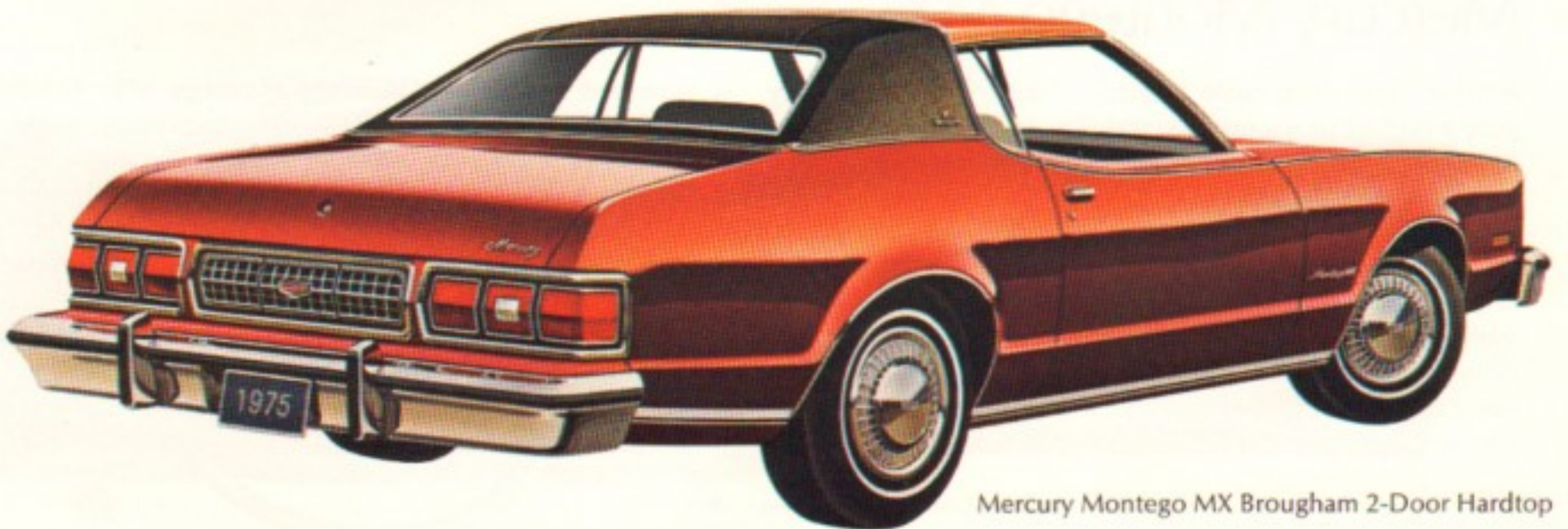
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**Standard features on Mercury Montego MX Brougham:** 351-2V V-8 engine · Select-Shift automatic transmission · Power brakes; front disc, rear drum · Power steering · Solid-state ignition · HR78x14 BSW steel-belted radial ply tires · Impact resistant bumper system · Front bumper guards · Dual headlamps · Dual note horn · Deluxe sound insulation · Deluxe wheel covers · Deluxe steering wheel · Locking steering column · Concealed windshield wipers · Color-keyed cut-pile carpeting · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional. *Did you know that every 1975 Mercury is equipped with solid-state ignition that doesn't require breaker points that can wear and require replacement?*





The Montego MX Brougham standard flight bench interior reflects a high level of interior luxury with individually contoured seats and a folding center armrest. Shown in cloth-and-vinyl available in black, blue, green, tan and saddle, or you may prefer super-soft all-vinyl at no extra cost. Vinyl also offered in white with color-keyed components.



Mercury Montego MX Brougham 2-Door Hardtop





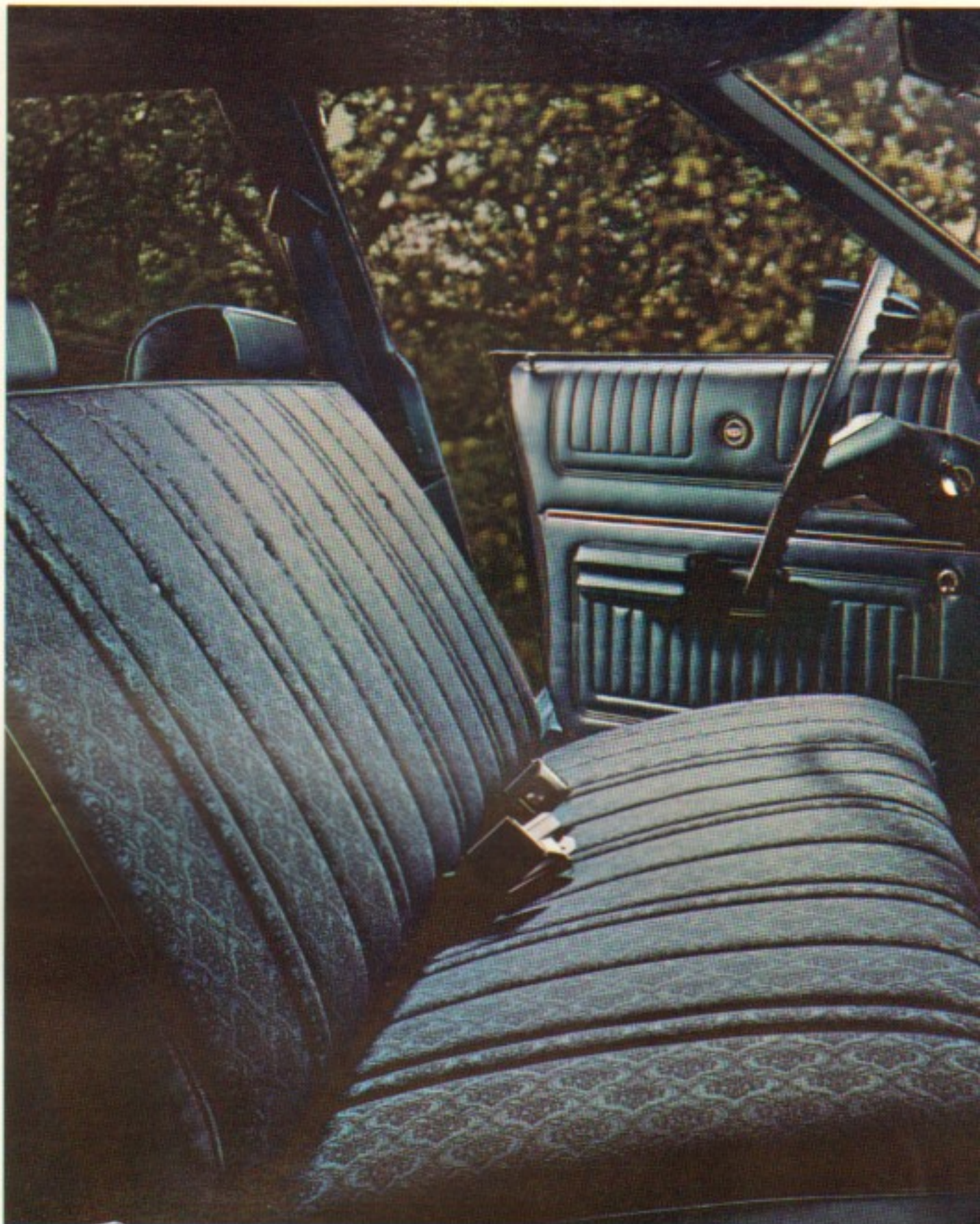
Mercury Montego MX 2-Door Hardtop

## Mercury Montego MX

Among many admirable Montego traits, you'll especially note a feeling of soundness, stability, security as you drive. A lot of Montego's great ride is due to the comfortable low-back bench seats and the high-stability suspension system tuned to standard steel-belted radials. And those tires also help deliver extra gas mileage compared to non-radials—last longer, too. Montego is the easy-to-handle mid-size car that doesn't let economy get in the way of riding comfort and stylish luxury. And, speaking of style, you can order an optional full, Landau or Embassy vinyl roof on any Montego 2-Door Hardtop.

**Standard features on Mercury Montego MX:** 351-2V V-8 engine · Select-Shift automatic transmission · Power brakes; front disc, rear drum · Power steering · Solid-state ignition · HR78x14 BSW steel-belted radial ply tires · Impact resistant bumper system · Front bumper guards · Dual headlamps · Deluxe sound insulation · Locking steering column · Concealed windshield wipers · Color-keyed cut-pile carpeting · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional. *Did you know that every Mercury is painted with three coats of super-acrylic enamel—all applied electrostatically?*





Standard Montego MX interior in cloth-and-vinyl, available in blue, black, green, tan and saddle with color-keyed carpeting. The same decor is available in all-vinyl in the same shades and also in combinations of white with black, blue, green or saddle components.



Mercury Montego MX instrument panel, shown with optional AM/FM stereo radio, air conditioning, rear window defroster and electric clock.





Mercury Montego 4-Door Pillared Hardtop

## Mercury Montego

One of the nicest things you'll like about Montego is its big 26-plus gallon fuel tank that can get you a lot of places and back without losing time in refueling. It's nice, too, knowing you'll get there and back in plenty of style—in a car that enjoys a luxury look without being inflated in price. It's a comfortable feeling, owning and driving in Montego, the personal-size car that beautifully blends luxury with economy.

**Standard features on Mercury Montego:** 351-2V V-8 engine · Select-Shift automatic transmission · Power brakes; front disc, rear drum · Power steering · Solid-state ignition · HR78x14 BSW steel-belted radial ply tires · Impact resistant bumper system · Front bumper guards · Dual headlamps · Locking steering column · Concealed windshield

wipers · Color-keyed cut-pile carpeting · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional. *Did you know you can order an optional Security Lock Group with locks for fuel tank cap, inside hood release and spare tire?*

### ADDITIONAL MERCURY MONTEGO FACTS:

	2-Door	4-Door
Wheelbase . . . . .	114.0"	118.0"
Overall length/ width/height . . . . .	215.5"/78.6"/52.5"	219.5"/78.6"/53.2"
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	26.5
Optional engines: . . . . .	400-2V V-8, 460-4V V-8	





The extremely handsome Montego interior, shown in smartly tailored cloth-and-vinyl, is also available in all-vinyl at no extra cost. Available in black, blue or tan.



Mercury Montego 2-Door Hardtop





Mercury Comet 2-Door Sedan with Custom Option

## Mercury Comet with Custom Option



If you've thought the only way to save on gas is to drive a plain little economy car, we offer our 1975 Comet with a little Cougar in it. You can see a touch of the big cat's luxury in its deeply padded interior, in its reclinable bucket seats,

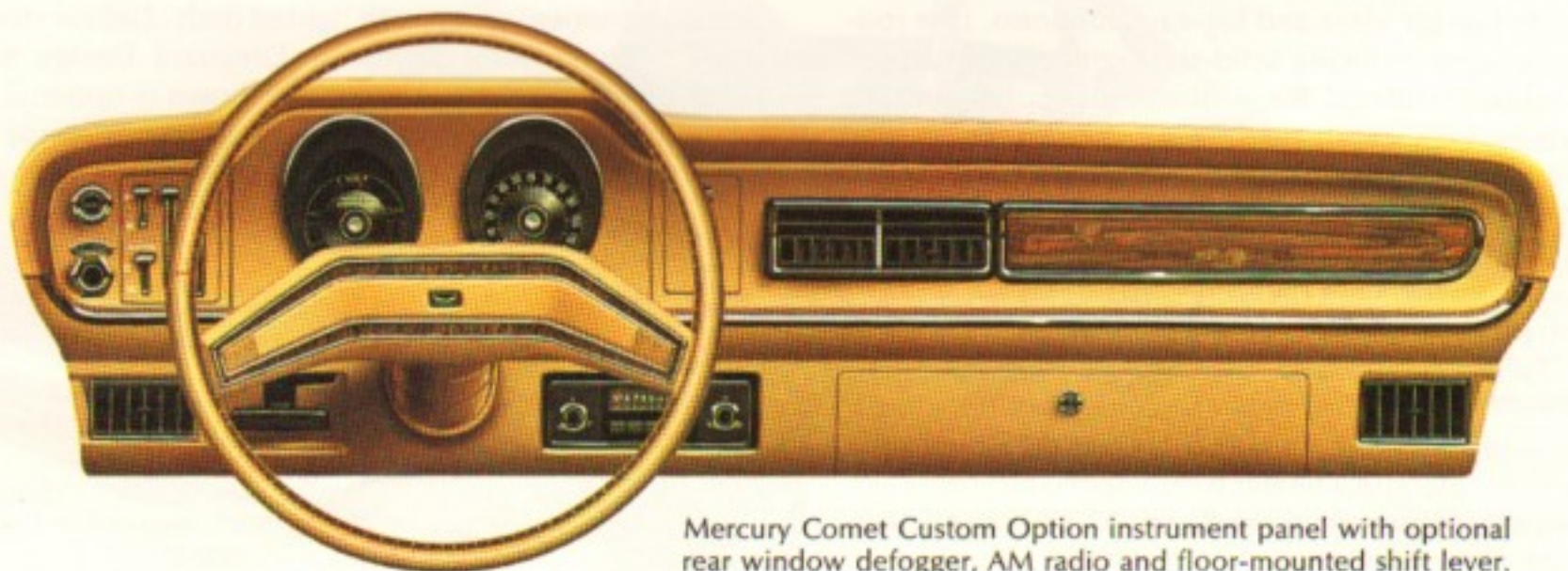
in the rich, woodgrained vinyl paneling along the dash and deluxe steering wheel, in the shaggy thick carpeting throughout. Even steel-belted radial tires as on the big cat. **Standard equipment on the Mercury Comet with Custom Option:** 200-IV "Six" engine · Fully synchronized 3-speed manual transmission · WSW steel-belted radial ply tires · Locking steering column · Front and rear bumper guards

- Luxury level sound package · Dual hydraulic brake system with warning light · Blend-Air heater with 3-speed blower
- Full-length bodyside molding with Odense grain vinyl insert · Deluxe color-keyed wheel covers · 2-speed windshield wipers w/washers · Deep 22-oz. cut-pile carpeting · Deluxe color-keyed safety belts · Leather-wrapped steering wheel
- Dual beam dome lamp · Day/night rearview mirror · Reclining front bucket seats · Odense grain vinyl roof · Dual body paint stripes · Lighted glove box · Cigar lighter · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional. *Did you know there are more than a thousand Lincoln-Mercury dealers who support our goal of "NO UNHAPPY OWNERS"?* This says a lot about how your new Mercury will be cared for.





Mercury Comet Custom interior in super-soft custom vinyl, available in blue or tan.



Mercury Comet Custom Option instrument panel with optional rear window defogger, AM radio and floor-mounted shift lever.





Mercury Comet 4-Door Sedan

## Mercury Comet and Comet GT

Even our lowest priced Comet series, shown above, is designed with big-car ideas and big-car soundness. Like routine maintenance-reducing solid-state ignition. Its suspension is rubber-insulated for a quiet ride. Solid unibody construction with steel side beams in the doors and double-wall deck lid construction. A tough little car built to give you great value at low cost for as long and as far as you drive it. Or if you like your small car sporty as well as tough, our Comet GT has plenty of what it takes.

**Standard features on the Mercury Comet:** 200-IV "Six" engine · Fully synchronized 3-speed manual transmission · BSW steel-belted radial tires · Locking steering column · Deluxe sound package · Dual hydraulic brake system with warning light · Blend-Air heater with 3-speed blower · Two-speed windshield wipers w/washers · 12-oz. cut-pile car-

peting · Lighted ashtray · Glove box · Cigar lighter · Color-keyed instrument panel with lighted dash · Deluxe steering wheel · Ford Motor Company Lifeguard Design Safety Features · Note: Other equipment shown is optional. *Did you know your 1975 Comet has the same number of Lifeguard Design Safety Features as our more expensive cars?*

### ADDITIONAL MERCURY COMET FACTS:

	2-Door	4-Door
Wheelbase . . . . .	103.0"	109.9"
Overall		
length/width/height . .	189.4"/70.5"/52.9"	196.9"/70.5"/52.9"
Tread, front/rear . . . . .	56.6"/56.5"	56.6"/56.5"
Luggage capacity, cu. ft. .	11.3	12.8
Fuel tank capacity, gals.	16 approx.	16 approx.
Optional engines: . . . . .	250-IV "Six", required in Calif., 302-2V V8	