

1977 MERCURY

Bobcat

Panther

Bobcat 3-door and the Bobcat 3-door with optional Glass Third Door



Mercury Bobcat: a small car from the Lincoln-Mercury fine car division.

You get a lot to love in little Mercury Bobcat including the kind of ride and comfort you expect from Lincoln-Mercury.

For such a little package it goes a long way to put fun back into driving. To give you an improved ride and better handling, Bobcat for '77 went weight-watching. And came up pounds trimmer with new anodized aluminum bumpers front and rear. A new DuraSpark Ignition system with increased voltage. Tightened up its suspension system to further sweeten its smooth ride. Tossed in some new super options like a flip-up/removable moonroof (you'll find a listing on the back page). And new for '77 is the Bobcat's optional glass third door that's something else. We think you'll love Bobcat's really roomy interior, too. Bobcat hasn't forgotten that people have heads, hips and shoulders. Note the spacious, cheery look, of the deluxe interior option shown top right in optional bright red Alpine cloth and vinyl with low-back bucket seats. Also available in medium blue, light green or chamois. Below it are shown standard high-back bucket seats in medium blue Kirsten cloth and vinyl and also available in all-vinyl, in black, bright red, light green or chamois.

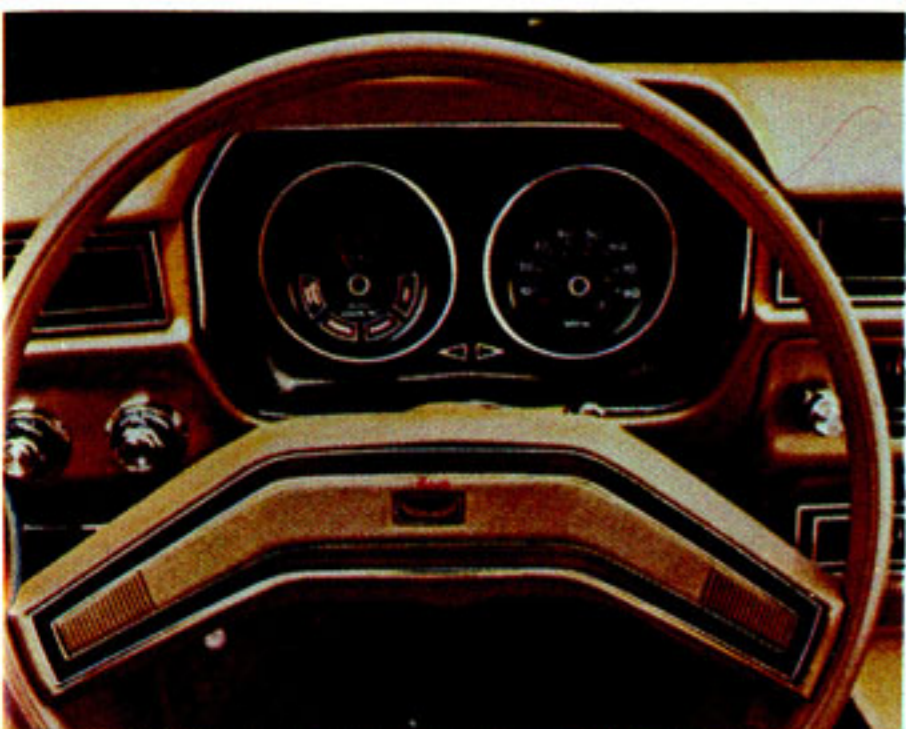
Mercury Bobcat standard features include: 2.3 liter OHC 4-cylinder engine • Four-speed manual transmission • A78x13 BSW tires • DuraSpark Ignition • Manual front disc brakes • Rack-and-pinion steering • Hood sound blanket • Bucket seats • Cigar lighter • Ash trays, front and rear • Cut-pile carpeting • Aluminum bumpers • Woodgrain instrument panel applique, parking brake grip, and shift knob • Deluxe wheel covers • Wide wheelip and rocker panel moldings • Full complement of Ford Motor Company Lifeguard Design safety features • Other equipment shown is optional.



Bobcat 3-door with Sports Accent Group and the Bobcat 3-door with "S" Option Group



Bobcat instrumentation



Mini-Console



No wonder everybody loves that Bobcat... it's such a good sport!

Is our Bobcat a "wagon" or a "sedan?" The answer is a toss-up as a simple flip of its pneumatically assisted liftgate will demonstrate. Fold down the rear seat and—presto!—a full five feet of cargo loadspace. And, for sporty options, consider the two on the opposite page. Nearest car shows the "S" option group. It gives you a gold-stripe treatment from hood to back panel, touches of blackout where it's most stylish, styled steel wheels with gold accents, dual racing mirrors, sports-type suspension with stabilizer bar. And, one of its sportier touches, the new glass third door. Its sporty mate features the Bobcat Sports Accent Group. This option lists styled steel wheels with trim rings, special paint and tape treatment, leather-wrapped sports steering wheel, deluxe bucket seats, and belts, even a sound package including deluxe carpeting in the passenger area and a carpeted load floor. Either of these two options can be further added to with the new Bobcat flip-up/removable moonroof option. For a complete list of options, see the back cover. Yessiree, Bobcat is a strong, sturdy small car that surrounds you with traditional Lincoln-Mercury values and does it in fine style! Prime examples of Bobcat style are shown in the two illustrations at the top of the page. Left is shown the Bobcat instrumentation positioned for easy viewing. Next to it is shown the mini-console, a neat way to add extra storage to your Bobcattin' jaunts. The lower illustration shows the optional decor interior in all-vinyl chamois and available in black, bright red, medium blue, or light green.

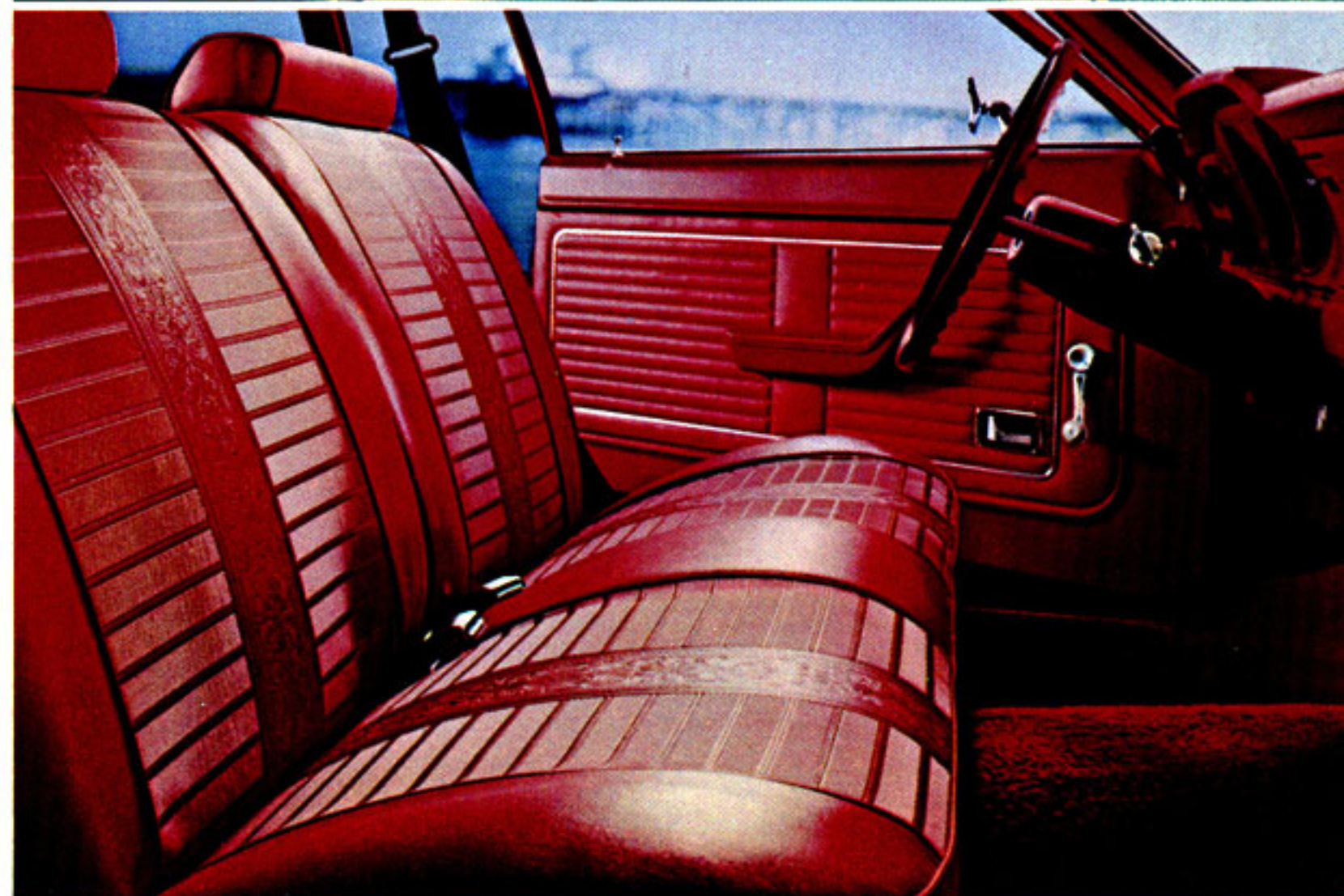
Comet 2-door and Comet 4-door with Custom Option



Mercury Comet: practical and stylish but one tough little car.

Mercury Comet has a reputation to live up to and lives up to it beautifully. It enjoys a tradition for toughness that stretches back untold millions of miles. And its price is right in there with the imports. It's classified as a compact, but it seems more like a big car on the inside, whether you choose the 2-door or the 4-door. When you elect the Custom Option you get a Comet with a little Cougar in it. The big cat's brand of luxury, vinyl roof, white sidewall tires with custom wheel covers, bodyside paint stripes and full length molding with color-keyed vinyl inserts, deluxe cut-pile carpeting and reclining front bucket seats, tinted glass and leather-wrapped sports steering wheel, among other things. Illustrated above right is the Custom Interior option with bucket seats in tan Corinthian vinyl, also available in medium blue; Alpine cloth and vinyl is available in blue, tan or light green. The interior below is the standard bench seat scheme shown in bright red vinyl, also available in black, medium blue, tan or light green.

Standard features on Mercury Comet: 200-1V "Six" engine (250-1V "Six" with automatic transmission required in California) • 3-speed manual transmission • C78x14 BSW tires • Manual front disc brakes • Dual hydraulic brakes with warning light • Ash tray front (lighted) and rear • European-type armrests and door handles • Parking brake warning light • Glove box • Door-activated dome light • Other equipment shown is optional.





Instrument Cluster with Gauges



Optional Flip-Up/Removable Moonroof



Aluminum Wheels



AM Radio with Stereo Tape



Space Saver Spare Tire

1977 COMET/BOBCAT OPTION LIST

PERFORMANCE RELATED

	Bobcat	Comet
250-1V 6 cylinder (Required in Calif.)	NA	X
302-2V V-8	NA	X
2.8 Liter V-6	X	NA
California Emissions System (Required in Calif.)	X	X
High Alt. Option (Required only in High Alt. regions)	X	X
Select-Shift Automatic Transmission (1)	X	X
Sports Instrumentation/Handling Group (2)	X	NA

COMFORT & CONVENIENCE

	Bobcat	Comet
Air Conditioning, Manual	X	X
Tinted Glass, complete	X	X
Convenience/Visibility Group	X(3)	X(4)
Battery, Heavy Duty	X	X
Bucket Seat, Four Way Manual Adjustable	X	X
Defogger, Rear Window (5)	NA	X
Defroster, Electric, Rear Window (5)	X	NA
Radio, AM	X	X
Radio, AM/Stereo Tape	X	X
Radio, AM/FM Monaural	X	X
Radio, AM/FM/MPX	X	X
Radio, AM/FM/MPX Tape Radio	NA	X
Reclining Bucket Seat	NA	X
Power Brakes	X	X
Power Steering	X	X
Custom Interior Option	NA	X
Deluxe Interior Trim	X	NA

APPEARANCE & PROTECTION

	Bobcat	Comet
Alpine Plaid Seat Trim	X	X
Appearance Protection Group	X(6)	X(7)
Belts, Deluxe color keyed	X	X
Bumper Protection Group	X	X
Custom Option	NA	X
Exterior Decor Group (8)	NA	X
Front License Plate Bracket	NEC	NEC
Glamour Paint	X	X
Hinged Quarter Windows (3 door/2 door)	X	Std.
Interior Decor Group (9)	NA	X
Luggage Compartment Cover	X	NA
Mirrors, Dual Racing	NA	X
Molding, Narrow Protective Bodyside	X	NA
Molding, Protective Bodyside	X	X
Molding, Rocker Panel	X	Std.
Moonroof, Flip-up/Removable (10)	X	NA
"S" Option Group (11)	X	NA
Sports Accent Group	X(12)	X(13)
Sunroof, Manual	X	NA
Third Door, Glass	X	NA
Tire, Space Saver Spare	NA	X
Vinyl Roof	X	X
Vinyl Trim	NEC	X
Wheel Covers—Deluxe	Std.	X
Wheel Covers—Wire	NA	X
Wheels, Styled Steel with Trim Rings	X	X
Wheels, Forged Aluminum—4 Wheels	X	NA
Wheels, White Finish Forged Aluminum—4 Wheels	NA	X

X—Available Std.—Standard NEC—No Extra Charge NA—Not Available
Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.

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.

1. Required with 302-2V. Required in California and with high altitude option. Or Bobcat standard on 2.8 liter V-6 models.
2. Includes tachometer, temperature gauge and ammeter; three spoke, soft-rim sports steering wheel; front stabilizer bar and 3.18:1 axle ratio.
3. Includes day/night inside mirror, remote control racing mirrors, passenger visor vanity mirror, deluxe color-keyed seat belts, engine compartment light, glove box and ash tray lights, lights-on buzzer, adjustable map light, interval windshield wipers and cargo light.
4. Includes left-hand remote-control bright mirror, inside day/night rearview mirror, trunk light, deluxe seat and shoulder belts, under hood lamp, dual beam dome lights, glove box light, cigar lighter, instrument panel courtesy light and interval windshield wipers.
5. Required in state of New York.
6. Includes door-edge guards, front floor mats, glove box lock and license plate frame.
7. Includes front floor mats with carpet inserts, door-edge guards and license plate frame.
8. Includes bright window frames, bright belt moldings and wheel covers.
9. Includes deluxe pleated cloth and vinyl seat trim, deluxe door trim panels, deluxe steering wheel, color-keyed deluxe seat and shoulder belts, deluxe sound package, cigar lighter and rear seat ash tray (2 on 2-door).
10. Includes sun screen and stowage bag. Available only on 3-door.
11. Includes bodyside, hood, third door surround and lower back panel dual gold color stripe treatment, black-out treatment, styled steel wheels with gold colored accents; dual, color-keyed, remote-control racing mirrors; handling suspension; 3.18:1 rear axle ratio. Available on 3-door only.
12. Includes lower bodyside and lower back panel paint/tape treatment (3-door only), styled steel wheels and trim rings, leather-wrapped sports steering wheel, deluxe low-back bucket seats, high-level seat and door trim, deluxe seat belts, sound package, gold color bodyside tape stripe (station wagon only). Not available with "S" Option Group, Deluxe Interior Trim or styled steel wheels.
13. Includes Custom Wide bodyside molding with color keyed inserts, bright window frames, lower bodyside and back panel tu-tone paint, dual racing mirrors (LH Remote Control), four styled steel wheels with trim rings, WSW tires and bright belt moldings.

Quality Replacement Parts from Ford—Your new Mercury comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolite Power-Tip spark plugs, Motorcraft shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

MERCURY

LINCOLN-MERCURY DIVISION



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