

1977 MERCURY
BOBCAT





Above, Bobcat 2-door Sedan.

Below, Bobcat Station Wagon.



Above, Bobcat "SC" 3-door Runabout.
Below, Bobcat "SC" Villager Station Wagon.



1977 MERCURY BOBCAT.

Personality- Thrifty. Frisky. Good Fun.

The small car for "cats" like you.

You get a lot to love in the little Mercury Bobcat and there is a great litter to make your choice from: economical 2-Door Sedan, sassy 3-Door Runabout, big haulin' little Station Wagon, plus 2 glamorous models—the "SC" 3-Door Runabout and the "SC" Villager Wagon. Five models in all to pick your personality.

For 1977, Bobcat has come a long way to put fun back into driving: a new short-throw stick-shift to get you swifter through the gears; high-energy ignition system for faster fire-ups; and a tighter suspension system to further sweeten its smooth Mercury ride.

Super new options include a flip-top moonroof and an all-glass third door on the Runabout that's something else.

We think you'll love Bobcat's really roomy interior. This is not your ordinary small car—the kind that forgets people have heads, hips and shoulders. Bobcat makes every trip a space trip and goes all the way on comfort. Note the spacious, cheery look, for example, of the deluxe interior option, shown top left, in bright red Alpine cloth and vinyl with bucket seats. Below it are shown standard high-back front bucket seats available in cloth and vinyl or all-vinyl.

The Bobcat 3-Door Runabout—a sedan with the convenience of a wagon. Just a simple flip of the pneumatically-assisted liftgate will demonstrate. Fold down the rear seat and presto—a full five feet long for cargo load space.

The Bobcat Station Wagon offers 56.6 cubic feet capacity, and the full load space is almost six feet long. So if it's load space you're after, this spunky wagon is the one. And it's a super family size. It holds four adults comfortably. Comfy high-back bucket seats are standard equipment on the Bobcat Wagon, and you get surprisingly good head, shoulder, and leg room because this little critter was built with space in mind. It's a perfect combination of space, economy and fun in a frisky little package.

Bobcat is a strong, sturdy small car that'll give you extra fun per mile and do it in fine style!

Mercury Bobcat. Thrifty. Frisky. Good fun.



Above, "SC" interior with Optional Deluxe Interior Trim in cloth and vinyl. Below, Standard high-back bucket seats ("SC" model shown).



Bobcat "SC" Runabouts shown with Sports Accent Group (below left) and "S" Option Group (below right)



Options & Specifications

Performance:

2800 cc 2V V-6 engine • Select-Shift automatic • Power front disc brakes • Engine block heater • Power steering • Radial ply tires • Wide oval radial ply tires • Sports instrumentation group • Optional axle ratio.

Comfort/Convenience:

Selectaire air conditioning • Convenience/Light Group • Electric rear window defroster • Tinted glass—complete • Driver's Seat—

4 way manually adjustable • Roof luggage rack • Radios: AM, AM/stereo tape, AM/FM monaural, AM/FM/stereo • Pivoting rear quarter windows • Interval windshield wipers.

Appearance:

Deluxe colour-keyed seat and shoulder belts • Deluxe Interior Trim • Colour-keyed vinyl insert bodyside mouldings • Glamour paint • Sports Accent Group • Dual monotone tape stripes • Sunroof • Moon Roof—remov-

able glass • "S" Option Group • Runabout all glass third door • Upholstery—Plaid Cloth • Wire wheel covers (4) • Vinyl roof—three quarters sports • Forged aluminum wheels (4) • Styled steel wheels (4) • Wheel covers • White sidewall tires.

Protection:

Bumper guards • Bumper Protection Group • Appearance Protection Group • Protective bodyside mouldings • Rocker panel mouldings.

Specifications—

(All dimensions in inches unless otherwise specified)	2-Door Sedan	3-Door Runabout	Station Wagon
Wheelbase	94.5	94.5	94.8
Overall Length	169.0	169.0	178.8
Overall Height	50.6	50.6	52.0
Overall Width	69.4	69.4	69.7
Tread—Front	55.0	55.0	55.0
—Rear	55.8	55.8	55.8
Front Head Room	37.1	37.1	37.7
Shoulder Room	51.9	51.9	51.9
Hip Room	51.7	51.7	51.7
Leg Room	40.7	40.7	40.7
Rear Head Room	35.7	35.8	38.8
Shoulder Room	50.5	50.0	51.0
Hip Room	41.3	39.4	39.4
Leg Room	30.3	29.6	29.6
Luggage Capacity (cu. ft.)	6.3	28.4	—
Fuel Capacity (Imp. gals.)	10.8	10.8	11.6
Maximum Floor Length (tailgate closed)	—	—	69.1
Cargo Width at Wheelhouses	—	—	42.5
Cargo Volume (cu. ft.)	—	—	56.6

Powertrain Combinations

	2300 cc (140 CID) 2V 4 cyl. engine	2800 cc (171 CID) 2V V-6 engine
4 Speed Floor-mounted manual	Standard	N.A.
Select-Shift automatic transmission	Optional*	Optional

*Powertrain is also available with an engine that is designed to use regular (leaded) fuel.


Corrosion Resistance

We take extra steps to see that your new Mercury is engineered and built to high quality standards. And in order to help your car remain new-looking longer, we have increased the use of galvanized steel, corrosion-resistant primer coats, pre-coated steel in critical areas, aluminized wax, and acrylic enamel as a finishing coat.

And in addition to the many other Bobcat anti-corrosion measures, a new feature for 1977: a new protective vinyl coating has been added behind the wheel house openings. This vinyl coating is sprayed on and, by providing a flexible base for the enamel, results in improved resistance to stone chipping and abrasion from sand. Vehicles may be ordered without this feature.

Illustrations and information presented were correct when approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Mercury Dealer for the latest, most complete information on models, features, prices and availability.

Motorcraft 

QUALITY REPLACEMENT PARTS—



Your new Bobcat 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.

FUEL WARNING: Unless you have selected an optional engine that is designed to use regular gasoline (leaded), all Bobcat engines require UNLEADED FUEL ONLY. The use of leaded fuel in these engines can damage the catalytic converter and affect other emission control components.

Litho in Canada

8/76



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