

1977

MERCURY
WAGONS

Cougar

Marquis

Bobcat

Mercury Cougar Villager Wagon



Fresh from the lair: sporty new Cougar wagons!

Here's exciting new wagon action for the Cat Set. A pair of new Cougar Running Mates in the image of the elegant XR-7: the Cougar Villager wagon and the Cougar wagon.

The strong, bold new look in wagons, with a luxurious "Ride-Engineered by Lincoln-Mercury." With gleaming simulated Cherry woodgrain paneling on the Cougar Villager and yards of cargo space in both. With precoated steel body panels to help resist rust, new DuraSpark Ignition system, super new options like AM/FM/MPX radio with Quadrasonic-8 tape player. With power rear window in the Villager, and 3-way tailgate. Shown above from left to right, lockable storage, roof luggage rack with air deflector and the carpeted load floor. With handsome, spacious interiors like the Villager standard Flight Bench seats shown right in saddle all-vinyl are also available in dark red, medium blue, jade or chamois. (Twin Comfort Lounge seats are optional in the same colors). No doubt about it, for wagon admirers it's the year of the cat! At the sign of the cat.

Standard features on Cougar station wagon include: 351-2V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Power steering • DuraSpark Ignition system • 3-way tailgate • BSW steel-belted radial tires • Cut-pile carpeting; carpeted load floor • Inside hood release • Concealed windshield wipers • Simulated Rosewood woodgrain trim on instrument panel • Cougar vinyl trim • Full complement of Ford Motor Company Lifeguard Design safety features • Other equipment shown is optional.

Additional standard features on Cougar Villager wagon: Power tailgate window • Deluxe sound insulation package • Electric clock • Deluxe steering wheel • Simulated woodgrain bodyside and tailgate treatment with bright moldings • Deluxe wheel covers • Flight Bench Seat with folding center armrest • Other equipment shown is optional.

Lockable storage.



Roof luggage rack.



Carpeted cargo area.



Mercury Marquis with Colony Park Option.



Spare tire extractor.



Lockable storage.



Roof luggage rack.



Marquis station wagons—dedicated to giving you an exceptional ride.

In a year when some cars are getting smaller, we've added something to our roomiest wagons. Not to their generous proportions, spacious cargo room, or long wheelbase, but to their instrument panel. A plaque that reads, "Ride-Engineered by Lincoln-Mercury." A heritage of ride smoothness and quiet, ease of handling, sureness of control—summed up in a single statement. Mercury gives you two full-size wagons for 1977: the Marquis and Marquis with the Colony Park option. The Colony Park option adds fine car luxury to the station wagon life, splendid in its standard appointments, distinctive, from its cut-pile carpeting and electric clock to the full-length simulated Rosewood applique bodyside paneling. Its companion, the Marquis, shares many of the same features in a steel-sided version, including the Mercury ride. Shown above from left to right is the spare tire extractor, lockable storage and the roof luggage rack with air deflector. Below left in gold with cream Valino vinyl, is shown the Twin Comfort Lounge Seat interior, optional on the Colony Park.

Marquis station wagon standard features include: 400-2V V-8 engine • Select-Shift automatic transmission • DuraSpark Ignition • Power steering • Power brakes, front disc/rear drum • JR78x15 BSW steel-belted radials • Power rear window • 3-way tailgate • Carpeted load floor • Vinyl bench seat with center armrest • Deluxe sound package • Deluxe wheel covers • Glove box light • Automatic parking brake release • Ford Motor Company Lifeguard Design safety features • Other items shown are optional.

Additional features on Colony Park Option: Full-length woodtone applique on bodyside and tailgate • Electric clock • Deluxe steering wheel • Flight Bench seat with center armrest • Outside remote control mirror, L.H. • Deluxe color-keyed seat belts • Courtesy lights and cargo light • Other items shown are optional.

Mercury Bobcat Villager



Mercury Bobcat wagons: The small wagons for people who love to drive.

For 1977 Bobcat offers a choice of two wagons: the Bobcat Villager with simulated rosewood bodyside applique, or for the budget-minded, the new Bobcat wagon. Either way, Bobcat offers a lot of luxury and quality. Bobcat comes with rack-and-pinion steering... deep, padded bucket seats... generous sound insulation... front disc brakes... a gutsy 2.3 liter overhead cam "four"... cargo room that won't quit. And it's a solid little wagon, too. Inside, in addition to 6 feet of load length for totables, there's an eye-ful of high style that's long on comfort. High conveniences, too, shown above from left to right, the roomy cargo area. "Liftgate Open" warning system. The cargo area light. Options range from air conditioning to the Deluxe interior option shown below in chamois vinyl with bucket seats that let you ride in soft comfort. Also available in black, bright red, medium blue or light green. The cloth interior is also available in a choice of bright red, medium blue, light green or chamois.

Standard Mercury Bobcat wagon features include: 2.3 liter OHC 4-cylinder engine • Floor-mounted 4-speed manual transmission • Front disc/rear drum brakes • DuraSpark Ignition system • A78x13 BSW tires • Rack-and-pinion steering • High-back bucket seats • Dual speed electric windshield wipers with electric washers • Blend-air heater with 3-speed blower • "Liftgate Open" warning system • Inside hood release • High level ventilation • Parking brake warning light • Aluminum bumpers • Deluxe wheel covers • Hinged rear quarter windows • 14-gallon fuel tank • Color-keyed carpeting • Cargo area light • Cigar lighter • Front and rear seat ashtrays • Wheelip mouldings • Rocker panel mouldings • Door-operated courtesy lights • Keyless door locking with reversible keys • Full complement Ford Motor Company Lifeguard Design safety features • Additional standard feature on Bobcat Villager wagon is simulated rosewood applique • Other items shown are optional.

Roomy cargo area



"Liftgate Open" warning



Cargo area light





Bobcat counter-balanced liftgate opens easily with one hand. A warning system alerts you when liftgate is left open.



The Marquis three-way tailgate affords extra platform length when dropped level with load floor and facilitates loading.



Optional dual center-facing rear seat on Marquis and Marquis Colony Park provides play/work area.



Optional rear-facing third seat available on Cougar wagons gives additional seating for two passengers.

STATION WAGON OPTIONS*

	Marquis Colony Park	Marquis	Cougar Villager	Cougar	Bobcat / Bobcat Villager
Bumper Guards—rear	X	X	X	X	X
Lockable Storage Compartment (side)	X	X	NA	NA	NA
Luggage Carrier w/Deflector	X	X	X	X	X
Dual Facing Rear Seats	X	X	NA	NA	NA
Power Rear Window	Std.	Std.	Std.	X	NA
Rear Facing Third Seat	NA	NA	X	X	NA

*Includes only options unique to station wagons. See your Mercury dealer for the full range of options available, from air conditioning to stereo radios.
 X—Optional NA—Not Available Std.—Standard

1977 MERCURY STATION WAGON SPECIFICATIONS

	Marquis/ Colony Park Option	Cougar/ Cougar Villager	Bobcat / Bobcat Villager
Wheelbase	121.0"	118.0"	94.8"
Overall length	228.3"	223.1"	178.8"
Overall height	56.9"	54.9"	52.0"
Overall width	79.9"	79.6"	69.7"
Track—front	64.1"	63.6"	55.0"
—rear	64.3"	63.1"	55.8"
Cargo Area—Platform length (tailgate closed)	94.6"	88.3"	69.1"
Floor width (between wheel housings)	48.7"	48.2"	42.5"
Height at rear opening	29.0"	28.8"	28.0"
Cargo volume index (cubic feet)	94.6	82.9	57.7
Engines	400-2V (std) 460-4V (opt)	351-2V (std) 400-2V (opt)	2.3L-2V (std) 2.8L-2V (opt)

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.

Information herein was correct at time of printing. Lincoln-Mercury Division reserves the right to change or discontinue specifications or designs at any time without incurring any obligations. Some features shown previously described are optional equipment available at extra charge. Some options are required in combination with other specified options.

MERCURY WAGONS

LINCOLN-MERCURY DIVISION



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