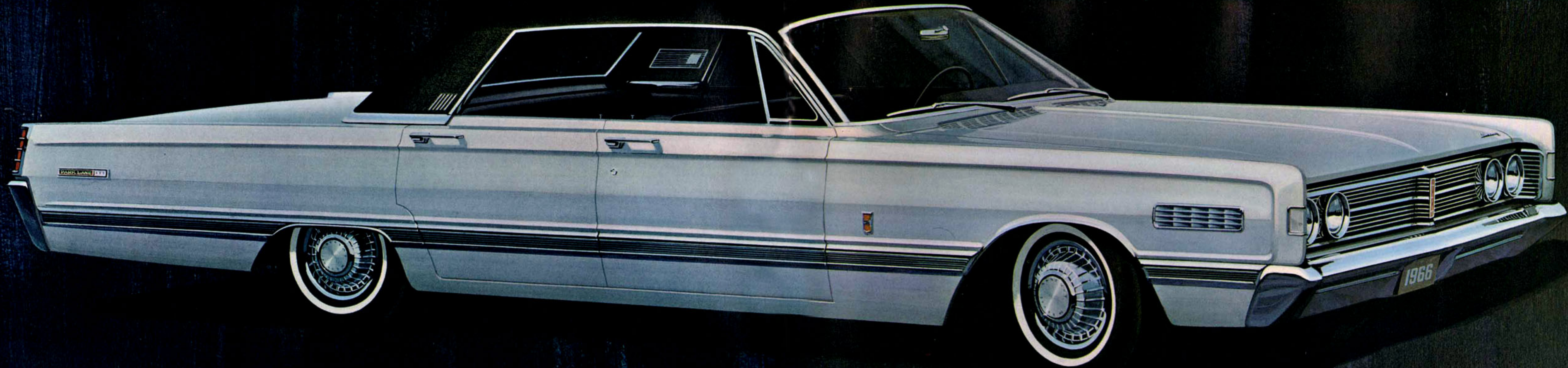


Mercury 1966

move ahead with Mercury in the Lincoln Continental tradition





MOVE AHEAD WITH MERCURY IN THE LINCOLN CONTINENTAL TRADITION

PARK LANE 4-DOOR HARDTOP

This is a year of major advances and significant refinements for Mercury. A great car becomes even greater. Its ride is the finest and quietest this side of the Lincoln Continental. And Mercury's quietness of ride and ease of handling are just two expressions of the total engineering skill and manufacturing craftsmanship that have gone into this car. Of prime importance for your driving safety, a number of thoroughly engineered and tested safety features are regular equipment on every 1966 Mercury.

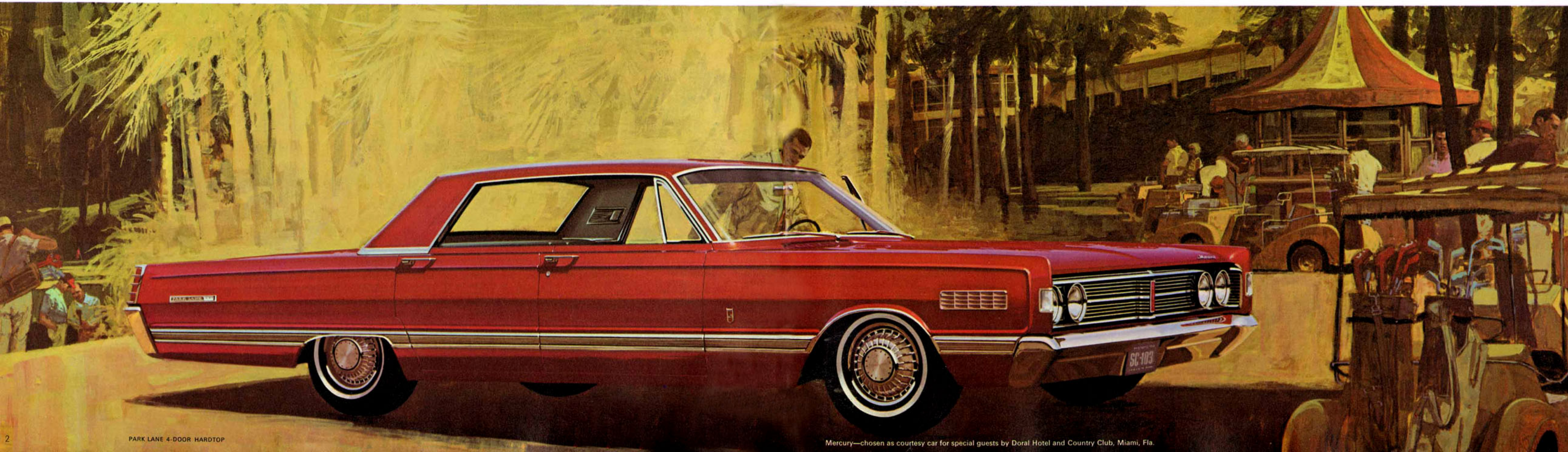
See page 26 for a full listing. Overall styling is crisp and definitive with a subtle, timeless quality. Interior appointments and trim will meet your highest expectations for a car of Mercury's proud heritage. Mercury power plants have been further improved to provide a higher power-to-weight ratio in every model. A new, unique Marauder 410 V-8 engine is standard on Park Lane series and optional for other series. Mercury for '66 is presented in four distinguished series: Park Lane, Montclair, Monterey,

and S-55 with full-bore sports-car flair and action—plus the Colony Park and Commuter Station Wagons. In all there are 17 models—each with its own distinctive character. To complete your enjoyment of Mercury for '66, you can custom appoint your car with the widest, most interesting range of accessories and options offered in Mercury history. These are covered in detail on pages 30 and 31. This, then, is Mercury—moving ahead with new style, vigor and luxury—in the Lincoln Continental tradition.

PARK LANE Mercury's premier series presents four body models: four-door hardtop, two-door hardtop, convertible and four-door Breeze-way sedan. Two-door hardtop and convertible are offered with bench seat or bucket seats and console option. Planned to meet the desires and demands of the most discriminating owner, exceptional performance is provided by the Marauder 410 CID V-8 Engine . . . an eager, new 330-hp

power plant. Fully synchronized 3-speed manual transmission (column-mounted) is standard. Multi-Drive Merc-O-Matic, either column- or console-mounted, depending on model and interior seating, and 4-speed manual transmission, optional. Interiors are gracious in appointments: frankly luxurious in the use of fine, rich materials. In profile, the Park Lane is distinguished by wheel-cut moldings and full-length lower body

side moldings. A Park Lane plaque appears on the rear fender and a cloisonne coach mark just forward of the front door. From the rear, full-width lower deck applique emphasizes the low-riding stance of the car. Park Lane series standard equipment is detailed on page 6. And, of course, as Mercury's finest, Park Lane incorporates all the basic advances, improvements and refinements described throughout this catalog.



PARK LANE 4-DOOR HARDTOP

Mercury—chosen as courtesy car for special guests by Doral Hotel and Country Club, Miami, Fla.

PARK LANE Outstanding luxury and style with obvious comfort distinguish Park Lane all-vinyl interiors. The fine quality of the handsome, expanded vinyl is evident in its softer, leather-smooth feel and more luxurious appearance. Solid color schemes: black, red, blue, aqua, ivy gold, white and parchment for bench seats and black, red, blue, white and emberglo for bucket-seat models. Optional two-tone vinyl interiors

listed on inside back cover. When you step inside, you'll find more evidence of Park Lane luxury—deep-loop carpeting featured throughout. The instrument panel is especially rich in appearance with a lower walnut-toned applique and foam, vinyl-covered roll padding. For ultimate luxury in Park Lane two-door and four-door hardtops, genuine leather in burgundy color, featured in seat upholstery, is optional at extra cost.



PARK LANE CONVERTIBLE

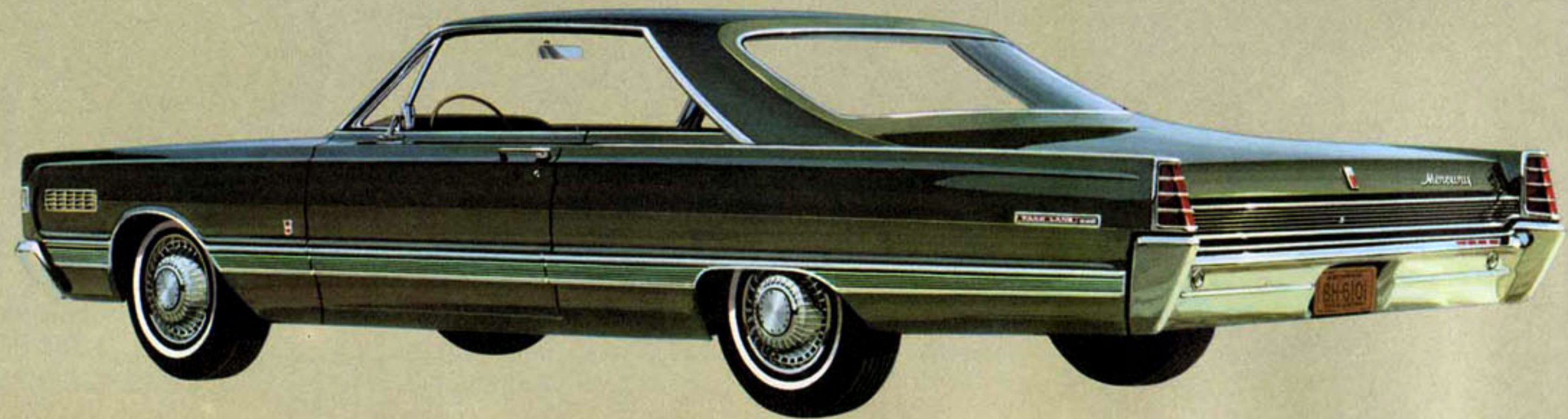


PARK LANE Cloth and vinyl interiors cover a range of seven colors. Brocarre Fabric for seats is combined with Silk Cord Fabric for bolsters and crinkle vinyl. Brocarre Fabric is a jacquard weave of bright nylon and nylon-rayon that produces a rich flowering design. **Every Park Lane includes:** Marauder 410 CID 330-hp V-8 □ Wheel-cut moldings □ Full-length lower body side moldings □ Full-width deck-lid applique □ Bright belt molding □ Deep-loop carpeting □ Deluxe seat belts with

front retractors and reminder light □ Vanity mirror □ Courtesy light group □ Remote-control side-view mirror □ Automatic parking brake release (with optional Multi-Drive Merc-O-Matic) □ Rear seat center armrest (except 2-door hardtop and convertible) □ Lower instrument panel roll padding □ Walnut-toned instrument panel □ Unique wood-grain vinyl door-panel trim □ Bright-metal seat side shields □ Plus Mercury custom features shared with Montclair and Monterey series.



PARK LANE 4-DOOR BREEZEWAY SEDAN



PARK LANE 2-DOOR HARDTOP



MONTCLAIR New standards for luxury and refinement in the medium-price field are established by the three smart models that make up the Montclair series. They are: four-door sedan, two-door and four-door hardtops. The standard power team combines the Marauder 390 CID 265-hp V-8 and column-mounted 3-speed manual transmission. (Rated at

275 hp with Multi-Drive Merc-O-Matic.) All other Mercury engines and transmissions are optional. Among the Montclair interior appointments are an electric clock, rear pillar convenience lights, deluxe steering wheel, bright-finish seat side shields and deluxe side armrests with paddle-type door handles. Seats and back cushions are pitched at

scientifically determined comfort-angles for restful motoring and generously under-cushioned with heavy padding. On the outside, you'll find Montclair exterior styling details include bright upper door frames, full-length, upper body molding, rocker-panel molding and deluxe wheel covers. Montclair standard equipment is detailed on page 12.



MONTCLAIR If you've been wanting to move ahead in prestige and style, you needn't wait longer. The glamorous look of the Montclair four-door hardtop is proof enough that Mercury has gone to the head of its class. In every detail you will find custom-car fineness, and an unusually high order of engineering excellence. As a result, driving takes on new

pleasure. There is prestige, too, in the handsome details of Montclair interiors. Cushions and backrests are tailored in Mosaic Fabric, a patterned nylon blend, bolstered in supple crinkle vinyl. In addition to the silver interior shown, you can choose from blue, black, aqua and ivy gold schemes, each silicone-treated for soil-resistance and longer wear.



MONTCLAIR 4-DOOR HARDTOP



MONTCLAIR There's no mistaking Mercury's flair for move-ahead style. From new, more massive-looking die-cast grille to distinctive new tail lamps it offers the solid look of a superb road car. Refinements in suspension for all '66 models result in the finest ride ever achieved in a car in the Mercury price range. It is a smoother, flatter, plushier ride. The heavily insulated body is isolated from harshness by double-cushion butyl-rubber body mounts for exceptional quiet and freedom from road noise. Excellence of interior appointments in Montclair models is in keeping with the luxury of the ride. All-vinyl interiors (shown at right)

are offered in black, red, blue, parchment and white. As in all '66 Mercurys front and rear seat belts are standard.

Every Montclair includes: Marauder 390 265-hp V-8 □ Bright upper door frames □ Bright drip moldings □ Full-length upper body moldings □ Rocker-panel molding □ Deluxe wheel covers □ Interval Selector Windshield Wipers □ Deluxe steering wheel □ Electric clock □ Remote-control side-view mirror (mandatory option) □ Interior rear pillar light □ Mosaic Fabric and crinkle-vinyl, or all-vinyl interiors □ Plus Mercury custom features listed for Monterey series.



MONTCLAIR 4-DOOR SEDAN



MONTEREY Every Monterey model offers exceptional distinction at a most modest cost for a car of Mercury's generous size and impressive stature. Body choices include two-door and four-door sedans, four-door Breezeway sedan, two-door and four-door hardtops, and convertible. Outstanding action and economy are products of the Marauder 390 CID

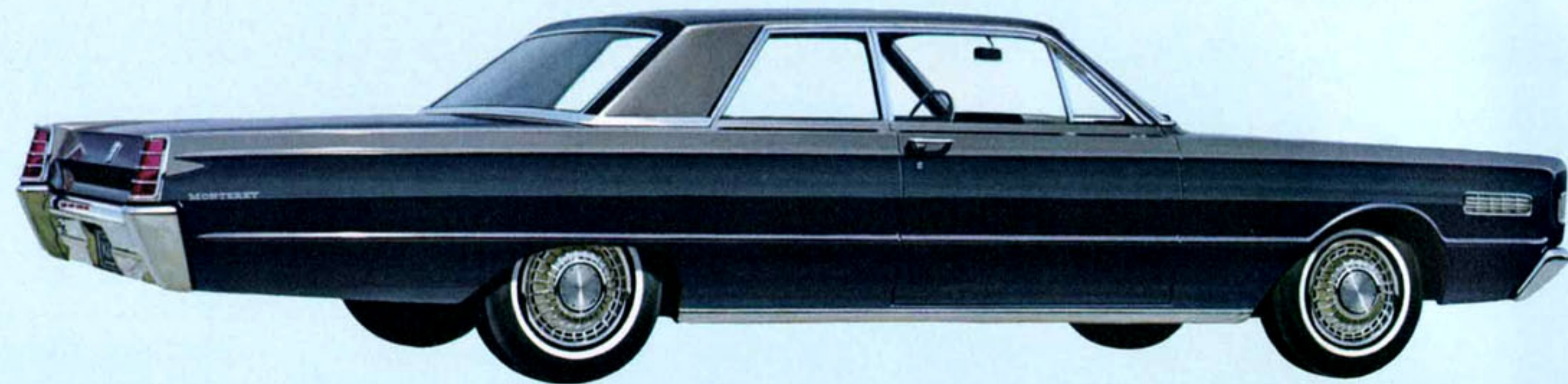
V-8 engine that delivers 265 hp on regular-grade fuel and is fully capable of holding its own in almost any company. (Horsepower rating 275 with optional Multi-Drive Merc-O-Matic.) A fully synchronized 3-speed manual transmission is standard. For breathtaking get-up-and-go the Marauder 410 CID V-8 and Super Marauder 428 CID V-8 are optional at extra cost.

Inspection will show a full luxury treatment of the Monterey series, both inside and out. Curved-glass side windows are framed. Windshields are new, high-impact-resistant laminated plate glass. Monterey series standard equipment is detailed on page 19. Luxury options available for the Monterey and other Mercury series appear on pages 30 and 31.

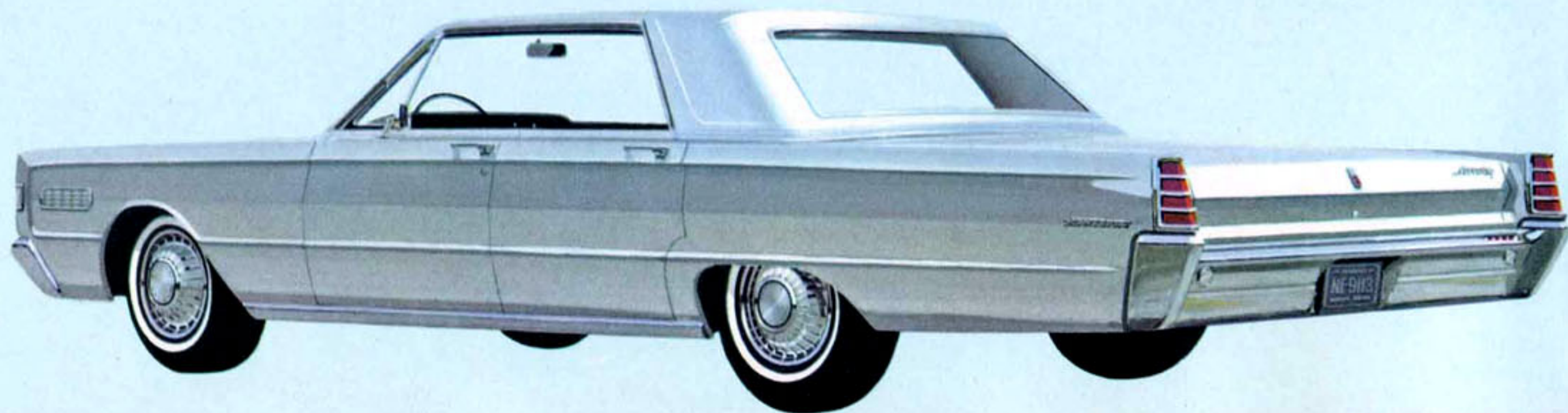


MONTEREY Mondero all-vinyl interiors are standard on the Monterey convertible and optional for four-door sedan and hardtop models. Of special interest, Mercury's first metallic red vinyls will be available for the sedan and hardtop optional interiors. Other color choices: black, blue,

parchment and white. Headlining for closed models is in a random sponge-texture vinyl, color-harmonized with the interior upholstery. This new material reduces reflections and enhances the outstanding good taste of the appointments in Mercury's lowest priced series.



MONTEREY 2-DOOR SEDAN



MONTEREY 4-DOOR HARDTOP



MONTEREY Sedan and hardtop models with cloth and vinyl interiors combine Mayfair Fabric with Colonnade Vinyl. The fabric is woven in a stripe pattern with bright nylon yarns and a nylon-rayon blend. The high-sheen, all-nylon face is silicone-treated. Vinyl seat bolsters present a

texture of narrow debossed bars. Monochromatic color schemes are blue, red, black and aqua—plus palomino with parchment bolsters. All Monterey models are fully carpeted with color-keyed deep-loop carpeting. It all adds up to the well-known Mercury luxury look.



MONTEREY 4-DOOR SEDAN

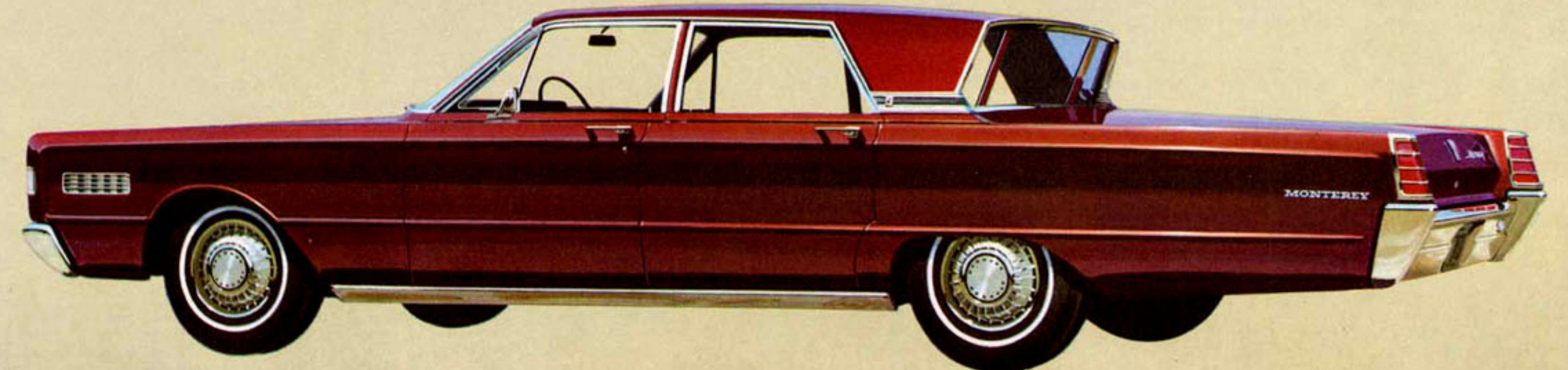


Every Monterey includes:

- Marauder 390 265-hp V-8
- Heater-defroster
- Front and rear seat belts
- Curved-glass side windows
- Padded instrument panel
- Padded sun visors
- Side-view mirror
- Backup lights
- Electric windshield washer
- Emergency flasher
- High-impact-resistant windshield
- 8.15 x 15 low-profile tires
- Reversible keys
- Keyless door locking
- Suspended gas pedal
- Die-cast grille
- Deep-loop carpeting
- Mayfair Fabric and vinyl
- All-vinyl interiors
(Standard convertible, optional four-door sedans and hardtops.)



MONTEREY 2-DOOR HARDTOP



MONTEREY 4-DOOR BREEZEWAY SEDAN



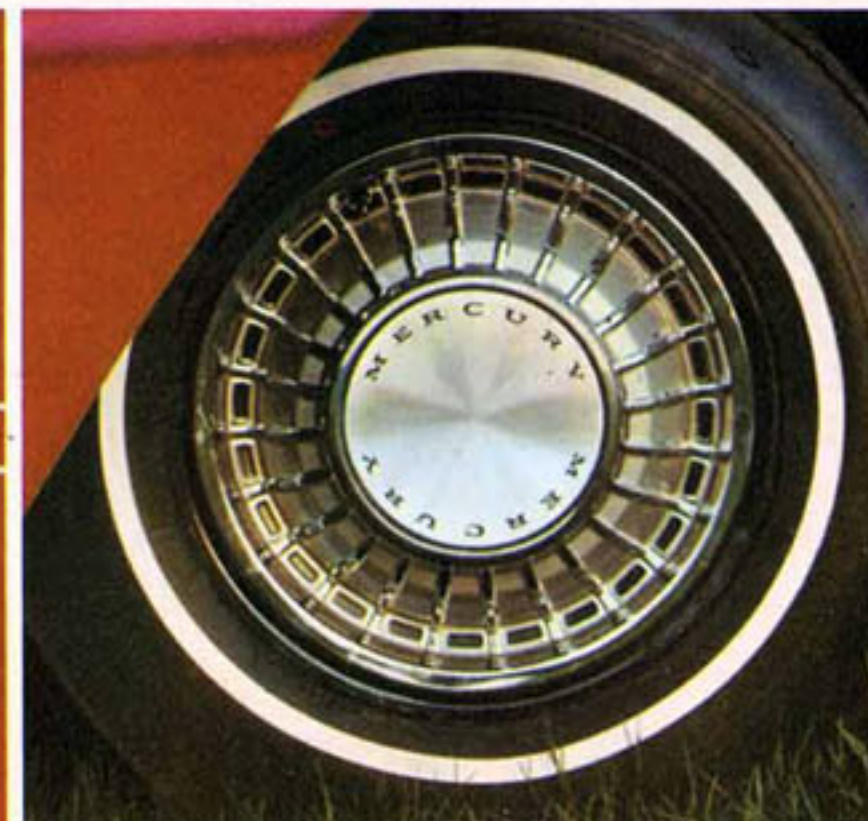
S-55 Sleek . . . smooth . . . and sassy—that's Mercury's new S-55. Sports-car handling, mixed in with potent thrust and dashes of good looks, add up to excitement-on-wheels. Your choice of two-door hardtop or convertible. Up front is the full-bore scat and staying power of the Super Marauder 428 CID V-8 that packs a 345-hp punch. Dual exhausts for reduced engine back-pressure complete the power package. Ready at hand, a console-mounted 4-speed manual transmission or a special Multi-Drive Merc-O-Matic (your choice: optional at extra cost). Bucket seats are contoured for your comfort and the all-vinyl trim presents the deluxe appearance and "touch" of hand-rubbed leather. Note the deluxe steering wheel, the big-dial full instrumentation, heavy deep-loop carpeting and the bright-metal seat side shields. Styling accents include unique body side-striping, deluxe wheel covers and the distinctive S-55 emblem on rear quarter panel and 428 V-8 emblem on the front fender sides. S-55 . . . with a power personality all its own . . . and everything it takes in looks, appointments and equipment to satisfy the performance-minded.



S-55 2-DOOR HARDTOP (S-55 Convertible also available)



Unique S-55 identification emblem.



Deluxe wheel covers are standard.



STATION WAGONS The Colony Park for 1966 (shown at left), together with its versatile companion, the Commuter, moves station wagon living beautifully ahead in looks, luxury and distinguished performance. On the road, the ride and handling are impressively plush . . . reminiscent of the most luxurious passenger cars.

The Colony Park offers such marks of exterior distinctions as simulated wood paneling and side rails, deluxe wheel covers, bright-metal rocker-panel moldings. The powered rear window is standard. All Mercury station wagons feature a new Dual-Action Tailgate which can be opened either in the conventional manner, or in the manner of a side-hinged sedan door to provide passengers convenient access to the optional rear-facing third seat.

Colony Park interiors are available in cloth-and-vinyl or all-vinyl. Standard appointments include a deluxe steering wheel, electric clock, Interval Selector Windshield Wipers, deluxe armrests and paddle-type door handles, bright-finish seat side shields and windshield garnish moldings. Underfoot is deep-loop carpeting extending the length of regular passenger area.

This handsome all-vinyl interior reflects the Colony Park's role of luxurious passenger car.



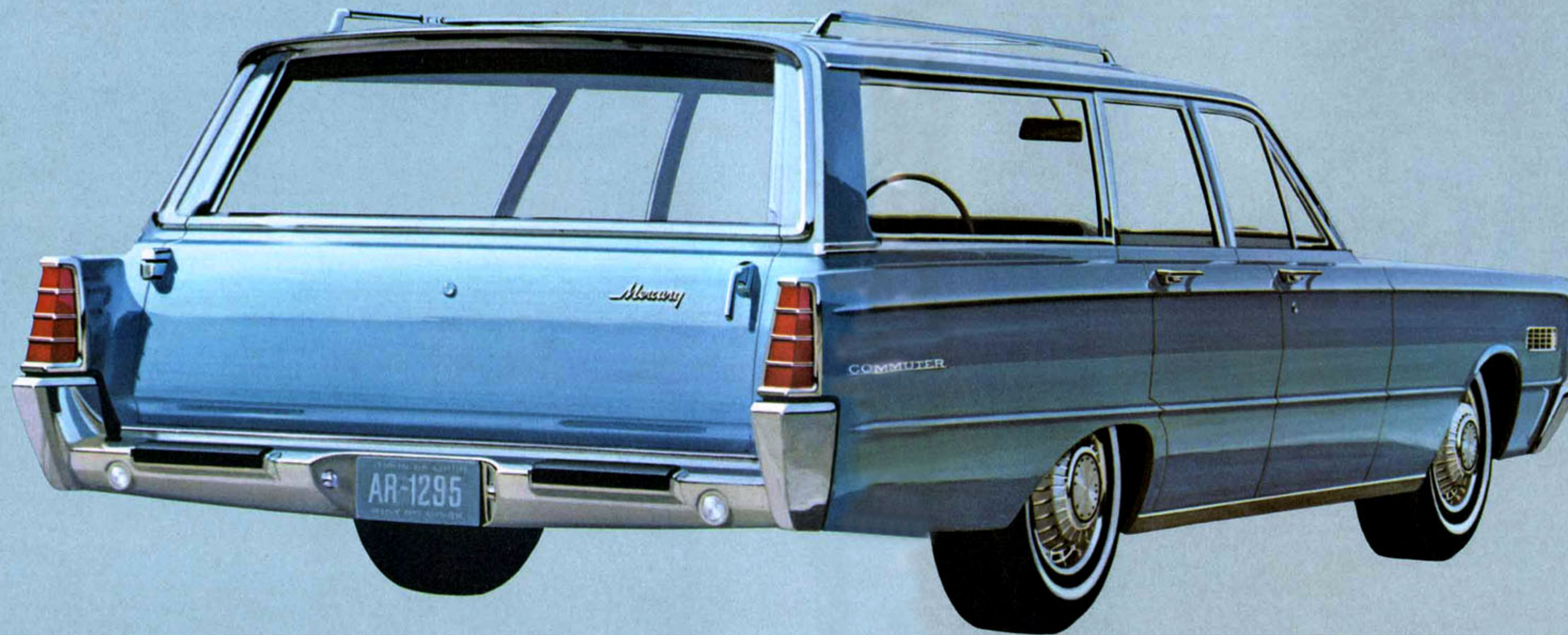
Mercury—chosen as courtesy car for special guests by Del Monte Lodge, Pebble Beach, Calif. COLONY PARK STATION WAGON

STATION WAGONS The Commuter station wagon shows its distinguished Mercury heritage in the crisp, clean, long look of confident action, highlighted by such carefully crafted details as the rocker-panel molding and bright-metal quarter window and tailgate window moldings. Both station wagon models, Colony Park and Commuter, are equipped with big-engine power in the standard Marauder 390 CID V-8 delivering

265 horsepower with manual 3-speed transmission, and 275 hp when teamed with Multi-Drive Merc-O-Matic transmission. In all station wagons, floor width between wheelhousings is over four feet. Chassis refinements afford superb new handling ease and precision of control—a softness and quietness of movement that establishes a new standard for the station wagon field. Makes owning a station wagon that much more enjoyable.

Channel-Aire—a Mercury station wagon safety and convenience feature. Air passages in the rear pillars direct airflow across the rear window to help keep dust, snow and dirt from accumulating.

Mercury's new Dual-Action Tailgate (standard on both Colony Park and Commuter) opens two ways to let the station wagon perform its dual role as passenger car or cargo carrier. With the tailgate in the lowered flush deck position there are up to 113.6" of load length available.



COMMUTER STATION WAGON



CUSTOM FEATURES OF MERCURY

All 1966 Mercurys come equipped with a long list of special custom features. Items listed below are regular equipment for every 1966 Mercury unless otherwise noted.

For Safety

Every 1966 Mercury was designed step by step to be a safer, more convenient, economical and enjoyable automobile. Such protective items as front and rear seat belts; padded instrument panel and sun visors; deep-dish steering wheel; safety-yoke door latches; turn signals; backup lights; emergency flasher, and many others are regular equipment in every Mercury . . . designed into the car for greater safety.

Safety authorities agree: Safe driving means proper use of the automobile and its safety equipment, strict obedience to traffic laws at all times and—most importantly—development of the alert, defensive driving habits that are the motorists' best protection against unsafe conditions on the road.

- High-strength perimeter frame
- New high-impact-resistant laminated plate glass windshield
- Extra-strength double-yoke door latches

- Two-position cam and roller front door checks
- Glass rear window for convertibles
- Backup lights
- Turn signals
- Side-view mirror (remote-control mirror standard on Park Lane, mandatory option on Montclair)
- Padded instrument panel
- Padded sun visors
- Emergency flasher
- Interval Selector Windshield Wipers (optional on Monterey, S-55 and Commuter station wagon)
- Deep-dish steering wheel
- Electric windshield washers
- Extra-strength one-piece bumper
- Front and rear seat belts

For Appearance, Comfort and Convenience

- Triple-coat Super Enamel (acrylic) finish
- Die-cast grille
- Heavily chromed one-piece bumper
- Die-cast cowl vent intake grille

- Framed side windows
- Glass rear window for convertibles
- Roomy, low-sill luggage compartment for easy loading
- Keyless door locking
- Reversible keys
- High-efficiency heater-defroster
- 25-gallon fuel tank for passenger cars; 20-gallon for station wagons
- Non-corrosive nylon fuel line
- Premium-quality foam padding for all seats
- Sponge-pattern headlining
- Fully instrumented cluster
- Suspended accelerator pedal
- Flow-Thru ventilation (driver controlled) for four-door hardtops and Breezeway sedans
- Full carpeting
- Padded garnish window moldings
- Rubber-insulated drive shaft for a quieter, smoother ride
- Dual-Action Tailgate for station wagons
- Channel-Aire ducts in body pillar of station wagons



Mercury's classic look is enhanced by dual headlights and a new die-cast grille. The one-piece front bumper lends protection.



Interval Selector Windshield Wipers have variable wipe intervals, controlled by driver, to give best visibility in all kinds of weather.



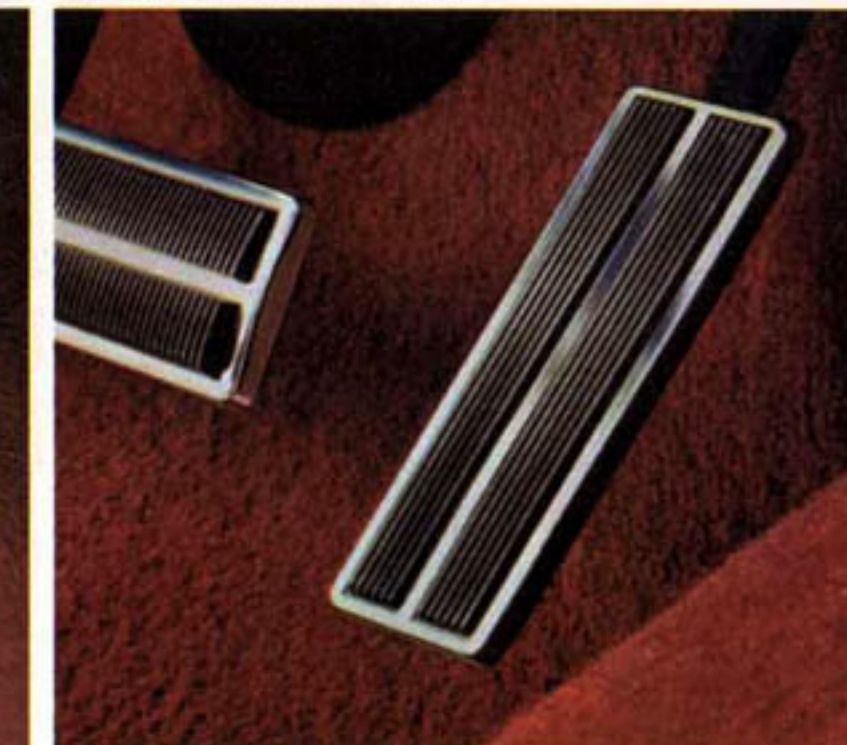
Curved glass for all side windows, plus the added safety of a new high-impact-resistant windshield.



Both front and rear seat belts are standard equipment for all models. Deluxe seat belts with front retractors, reminder light on Park Lane.



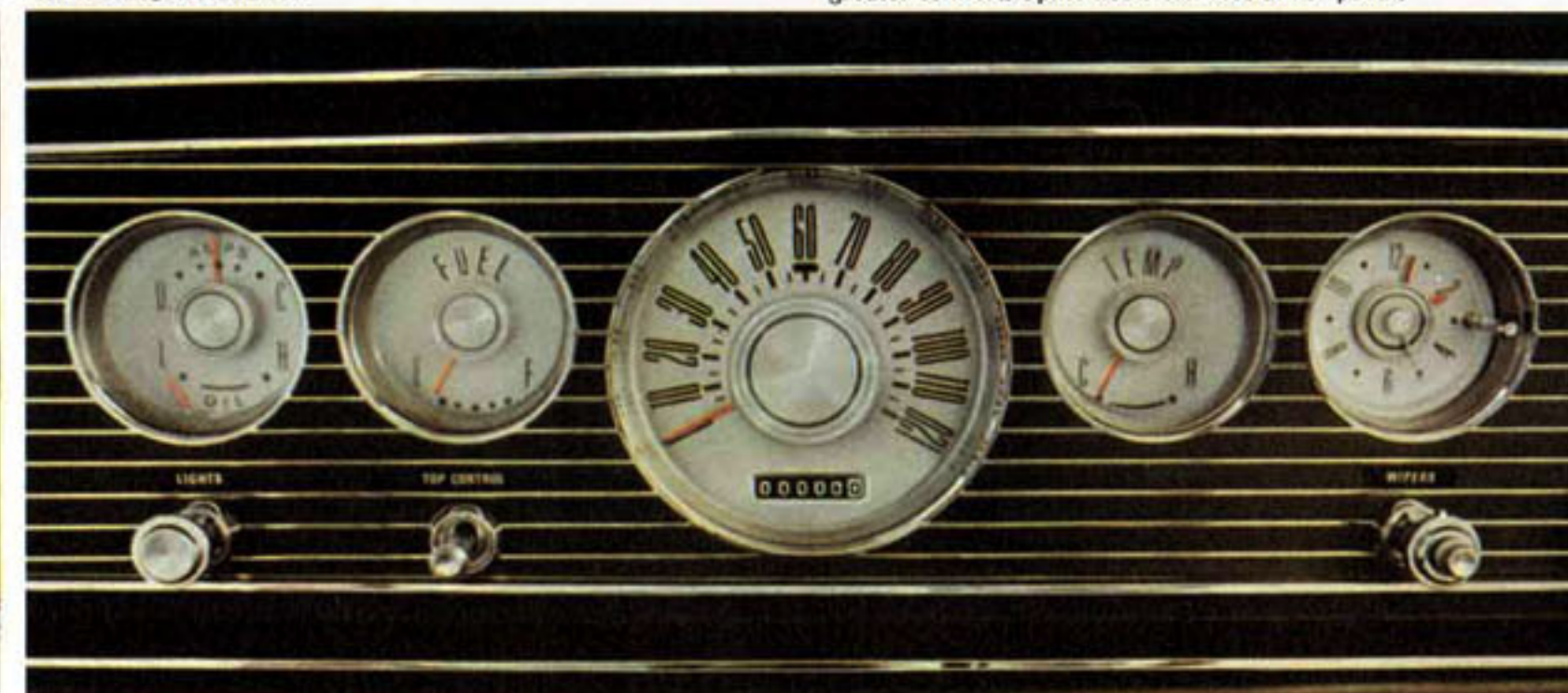
Reversible keys have no upside-down—eliminates fumbling. Keyless door locking is standard.



Suspended accelerator pedal pad tilts to adjust to foot angle for greater comfort. Spike heels can rest under pedal.



Convertible models feature a tempered-glass rear window that provides freedom from discoloration and scratches.

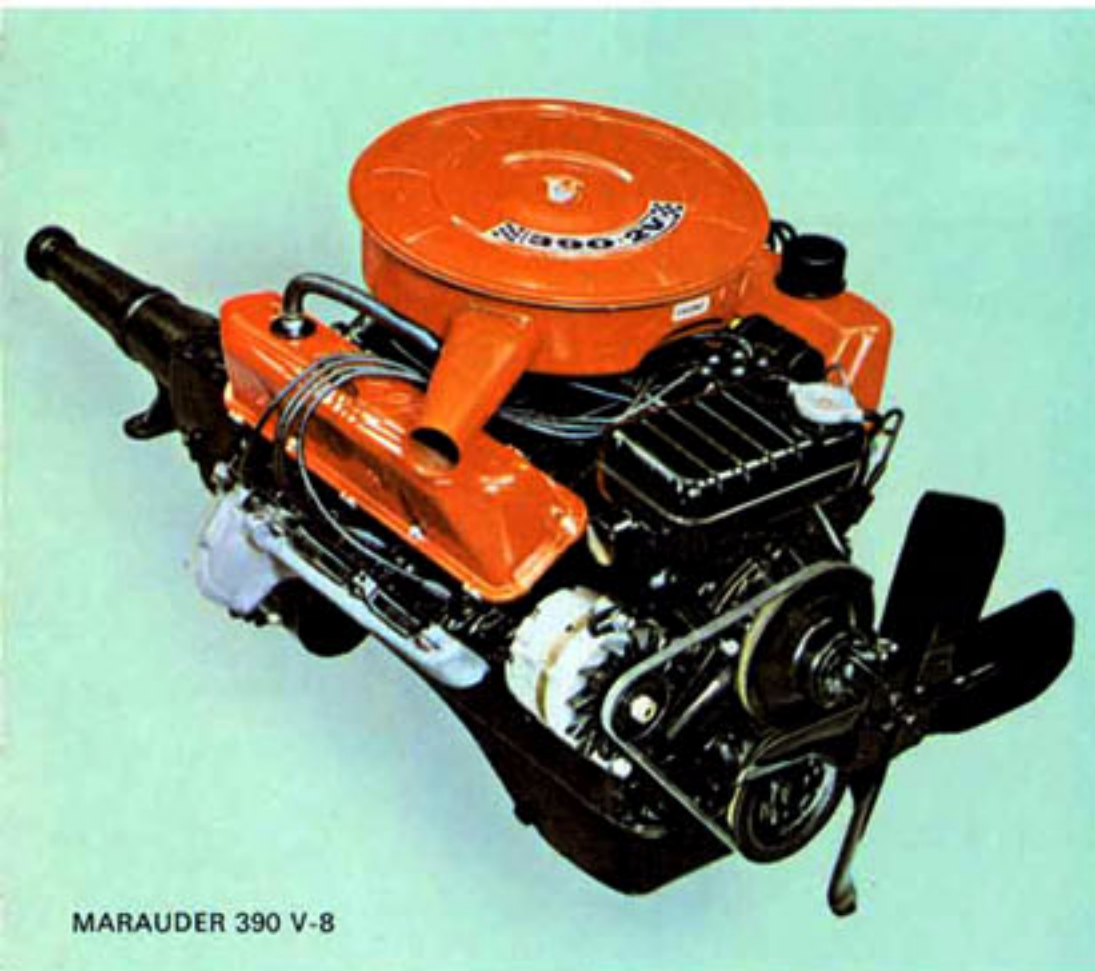


Full instrumentation is a mark of every Mercury model. Gauges and dials are conveniently clustered in front of the driver.

THE POWER OF MERCURY

More power and livelier performance for every model come with the 1966 Mercury engines. A full range of power plants is available from the Marauder 390 V-8 rated at 265 hp up to the Super Marauder 428 V-8 with 345 hp. Big news for '66 is the introduction of the new Marauder 410 V-8 featuring four-barrel carburetion and producing 330 hp. The Marauder 410 is standard for all Park Lane models and optional for other models as shown in Engine Chart, below. "Deep breathing" is a key factor to the high power and efficiency of Mercury

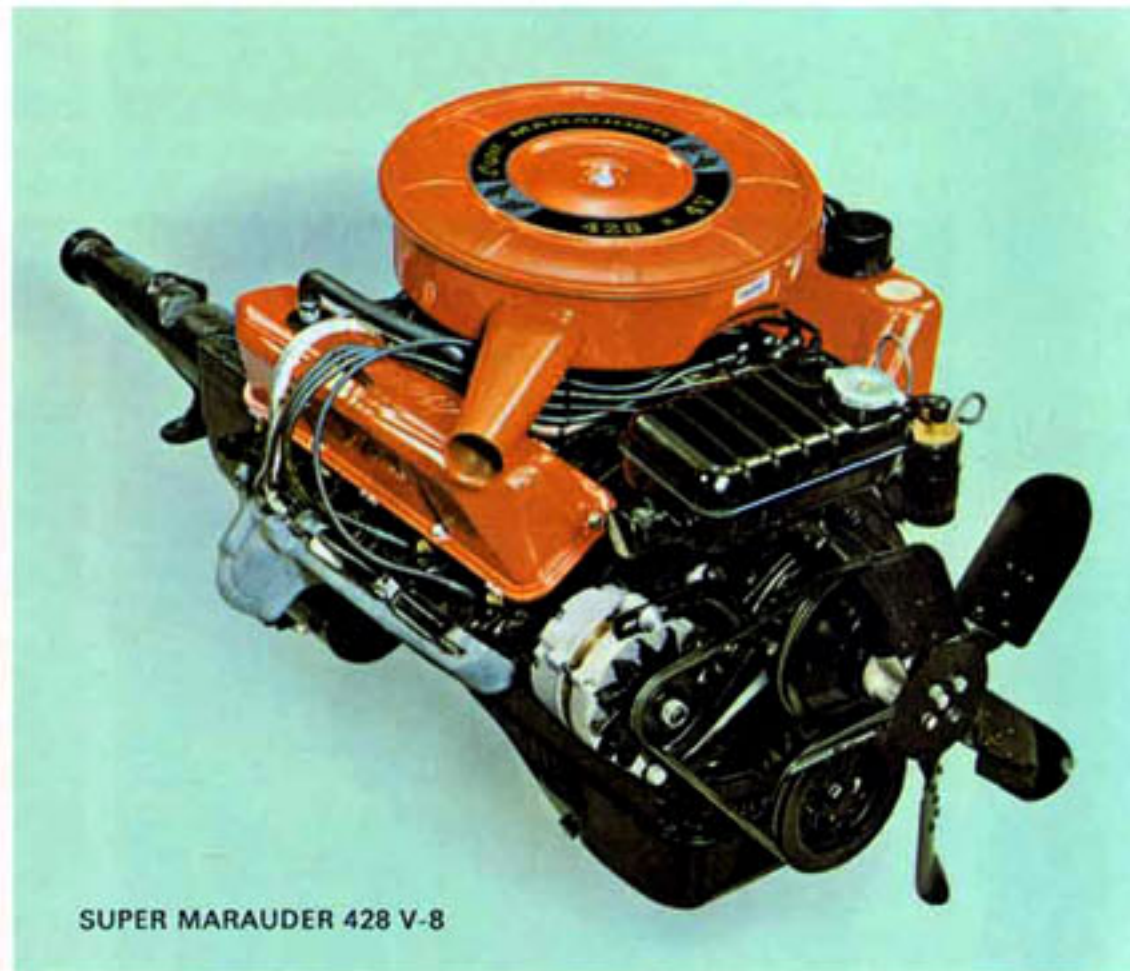
engines. Carburetors are more efficient with improved airflow through the cleaner. Intake manifolds are designed for minimum restriction and new camshafts provide increased valve lift and overlap for better breathing. Transmissions are carefully matched to engines for maximum performance. And there is a new Multi-Drive Merc-O-Matic especially designed to be teamed with the Marauder 410 V-8 or Super Marauder 428 V-8. In all, seven new Mercury engine-transmission teams. Availabilities are shown on the chart below.



MARAUDER 390 V-8



MARAUDER 410 V-8



SUPER MARAUDER 428 V-8

1966 Mercury regular production engines

Engines and transmissions other than standard are optional at extra cost.

	Marauder 390 V-8 (a)	Marauder 410 V-8 (b)	Marauder 410 V-8 (c)	Super Marauder 428 V-8 (f)
Displacement	390 cu. in.	390 cu. in.	410 cu. in.	428 cu. in.
Bore and stroke (in.)	4.05 x 3.78	4.05 x 3.78	4.05 x 3.98	4.13 x 3.98
Adv. hp @ rpm	265 @ 4400	275 @ 4400	330 @ 4600	345 @ 4600
Adv. torque lb.-ft. @ rpm	401 @ 2600	405 @ 2600	444 @ 2800	462 @ 2800
Carburetor	2-bbl	2-bbl	4-bbl	4-bbl
Compression ratio	9.5 to 1	9.5 to 1	10.5 to 1	10.5 to 1
Fuel	Regular	Regular	Premium	Premium
Exhaust	Single	Single	Single (d)	Dual (g)
Valve lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Alternator	42-amp	42-amp	42-amp	42-amp

transmission availabilities

3-speed manual transmission	■	■ (e)	■	■
4-speed manual transmission (h) (i)	■	■	■	■
Multi-Drive Merc-O-Matic (i)	■	■	■	■

(a) Standard for all Monterey, Montclair, Commuter and Colony Park models with manual transmission.

(b) Standard for Monterey, Montclair, Commuter and Colony Park with Multi-Drive Merc-O-Matic.

(c) Standard for Park Lane and optional for other models.

(d) Dual exhaust optional at extra cost. Not available for station wagons.

(e) Standard for Park Lane bench-seat models. Not available other models.

(f) Standard for S-55, optional at extra cost for all other models.

(g) Dual exhaust not available for station wagons.

(h) 4-speed manual transmission not available for station wagons.

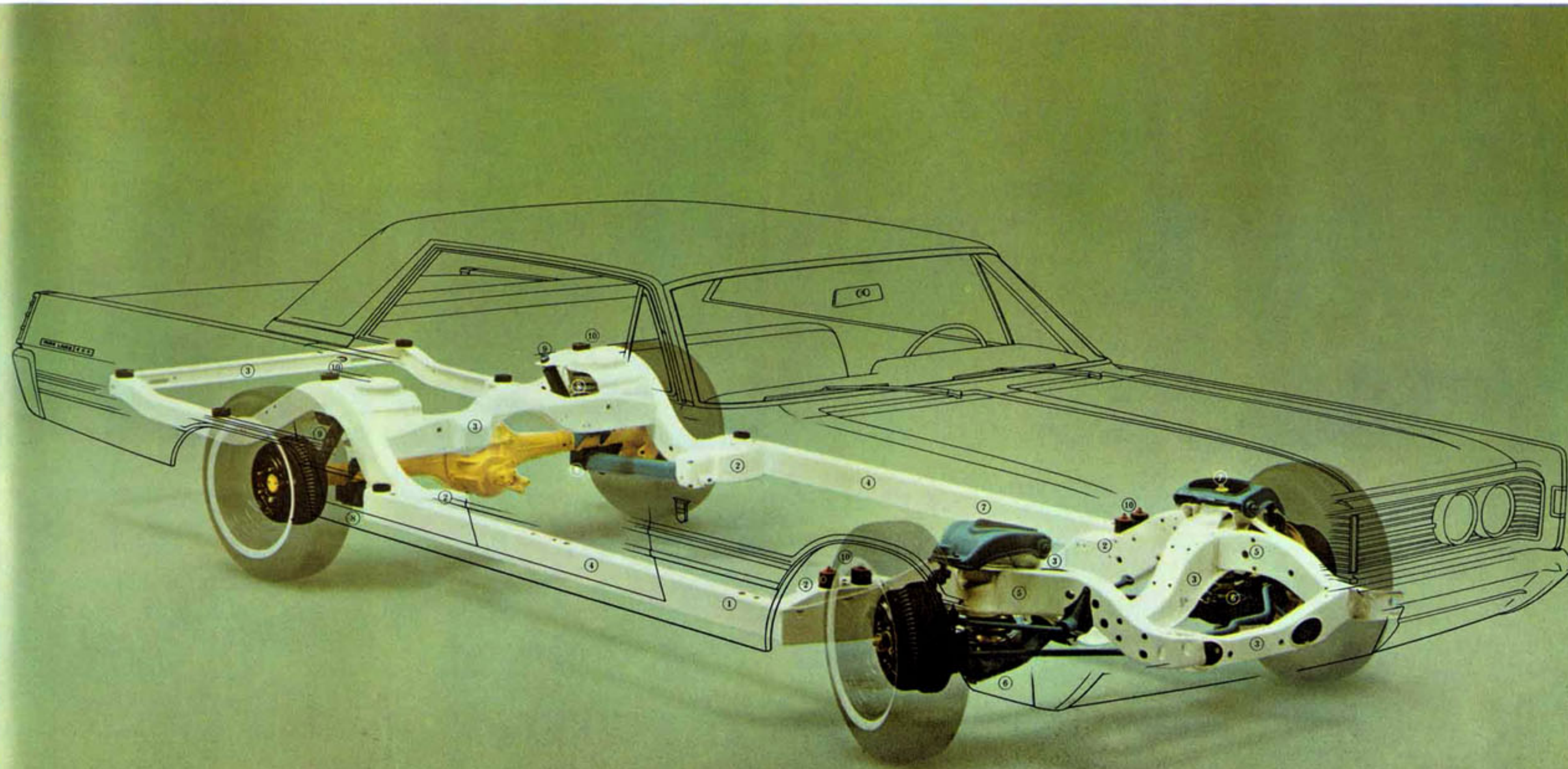
(i) Optional at extra cost. Multi-Drive Merc-O-Matic or 4-speed manual mandatory option for Mercury S-55 and Park Lanes with optional bucket seats.

THE REFINED RIDE OF MERCURY

The exceptionally smooth and restful Mercury ride—the finest this side of the Lincoln Continental—starts deep down with a compliance-tuned chassis. Frame, suspension and tires are all engineered to work as a compliance team and are tailored for optimum performance in all body styles. Chief structural member is the perimeter frame (1) with four torque boxes (2) and five crossmembers (3) . . . a design that permits considerable engineering variations to match individual body

styles. High torsional and bending strength is obtained through the selection of steel for each frame member. Torque boxes connect the straight side rails (1) with the front and rear frame members. They are sufficiently flexible to permit slight twisting to absorb shock. Front suspension (4) is fully rubber-insulated to reduce road harshness. Coil springs (5) are matched to car weight with double-action shock absorbers (7) inside the springs. Coil-link rear suspension (6) includes new

rubber-cushioned insulators to reduce noise. The track bar is lowered to improve feel on curves. Double-action 9 1/2" shock absorbers (8) are angle-mounted behind coil springs. Double-cushion butyl-rubber body mounts (9) take both compression and jounce loads to isolate the body from noise, and harshness. Low profile 8.15 x 15 tires that minimize road irregularities at the source complete the compliance team—a team ready to show you what a refined ride is like.



CUSTOM APPOINT YOUR '66 MERCURY WITH YOUR CHOICE OF OPTIONS AND ACCESSORIES

safety

	Park Lane	Mont-clair	Mon-terey	S-55	Station Com-muter	Wagons Colony Park
Brakes, Power, Disc (front) (a)	■	■	■	■	■	■
Locks, Power, 2-Dr. Models	■	■	■	■	na	na
Locks, Power, 4-Dr. Models	■	■	■	na	■	■
Locks, Speed Actuated Automatic (rear doors only)	■	■	■	na	■	■
Visual Safety Check Panel (b)	■	■	■	■	■	■
Safety Seat Belts, Deluxe (front and rear) w/ Front Retractors and Reminder Light	std	■	■	■	■	■
Windshield Wipers, Interval Selector	std	std	■	■	■	std
Headlight Dimmer, Automatic	■	■	■	■	■	■
Lights, Cornering	■	■	■	■	■	■
Speed Control (c)	■	■	■	■	■	■
Mirror, Non-Glare Rearview	■	■	■	■	■	■
Mirror, Remote-Control Side-View	std	■(d)	■	■	■	■

(a) Power brakes mandatory with disc brakes.
 (b) Requires power door locks and includes: emergency flasher, seat-belt reminder light, door-ajar warning light and low-fuel warning light; not available with accessory air conditioning.
 (c) Available only with automatic transmission.
 (d) Mandatory option.

performance

	Park Lane	Mont-clair	Mon-terey	S-55	Station Com-muter	Wagons Colony Park
Battery, Heavy Duty—70 Amp	■	■	■	■	■	■
Dual Exhausts (a)	■	■	■	std	na	na
Power Transfer Rear Axle	■	■	■	■	■	■
Tires: (b)						
8.15 x 15 2-ply (4-ply rated) Rayon	std	std	std	std	na	na
8.45 x 15 2-ply (4-ply rated) Rayon (c)	■	■	■	■	std	std
Power Brakes	■	■	■	■	■	■
Power Steering	■	■	■	■	■	■
Tachometer	na	na	na	■	na	na

(a) Available only with 410-4V engine.
 (b) White sidewall tire option available for all tire sizes.
 (c) Standard on convertible models with air conditioning and on Park Lane 4-door hardtops with air conditioning and the exhaust emission control.

convenience, comfort, appearance

	Park Lane	Mont-clair	Mon-terey	S-55	Station Com-muter	Wagons Colony Park
Adjustable Dome Reading Lamp (a)	■	■	■	■	■	■
Air Conditioner, Deluxe (integral) (b)	■	■	■	■	■	■
Bucket Seats w/ Console (2-dr. hardtop & convert.)	■	na	na	std	na	na
Courtesy Light Group (c)	std	■	■	■	■	■
Decor Group (d)	std	std	■	std	■	std
Paint, Two-Tone (e)	■	■	■	■	■	na
Power Bench Seat, 6-way (f)	■	■	■	na	■	■
Power Bucket Seat, 6-way (g)	■	na	na	■	na	na
Power Windows, Side (h)	■	■	■	■	■	■
Power Windows, Vent (i)	■	■	■	■	■	■
Power Window, Rear S/W	na	na	na	na	■	std
Seat, 3rd S/W, with seat belts	na	na	na	na	■	■
Tilt Steering Wheel (j)	■	■	■	■	■	■
Tinted Glass, Full	■	■	■	■	■	■
Tinted Windshield	■	■	■	■	■	■
Trim, All-Vinyl (k)	nec	nec	■	na	(l)	nec
Trim, Leather, Bench Seats (m)	■	na	na	na	na	na
Oxford Roof (vinyl-covered) (n)	■	■	■	■	na	na
Deck-Lid Release, Remote Control	■	■	■	■	na	na
Door Edge Guards, All Doors	■	■	■	■	■	■
Electric Clock	std	std	■	■	■	std
Luggage, Carrier, Roof	na	na	na	na	■	■
Mats, Twin Front and Twin Rear (vinyl)	■	■	■	■	■	■
Radio, AM, Push Button w/Antenna	■	■	■	■	■	■
Radio, AM/FM, Push Button with Rear Seat Speaker(s) & Antenna (o)	■	■	■	■	■	■
Rear Seat Speaker(s) (o)	■	■	■	■	■	■
Rear Seat Speaker, Studio-Sonic	■	■	■	■	na	na
Power Antenna	■	■	■	■	na	na
Stereo-Sonic Tape System (p)	■	■	■	■	■	■
Wheel Covers, Deluxe	std	std	■	std	■	std
Wheel Covers, Deluxe with Spinners	■	■	■	■	■	■
Wheel Covers, Wire	■	■	■	■	na	na

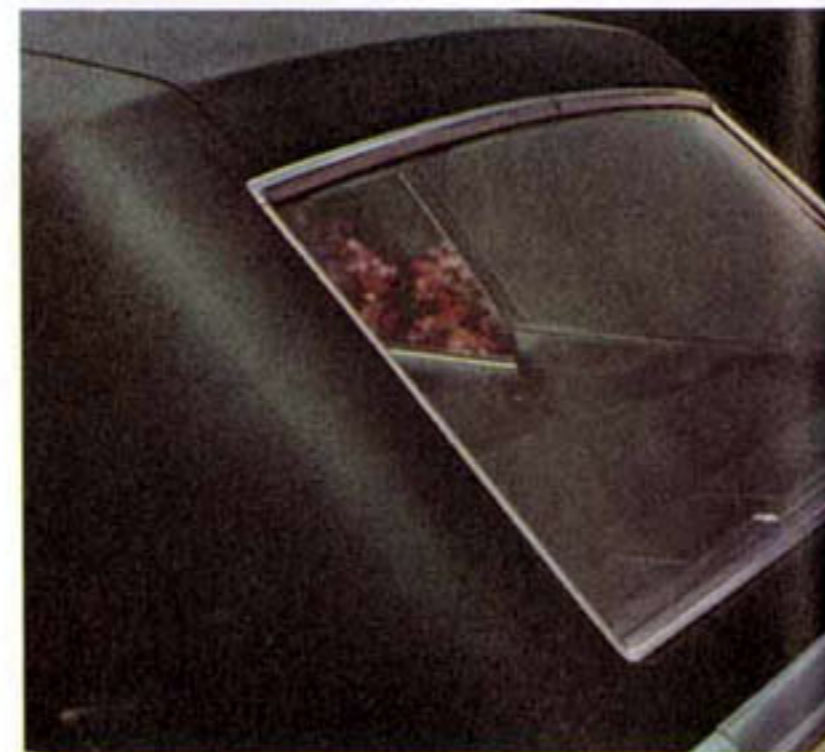
(a) Not available on convertibles.
 (b) Power booster fan, 55-amp. alternator, shroud and HD radiator, std.
 (c) Consists of glove-box light, trunk light (cargo light for 6-pass. S/W; cargo light, std. on 9-pass. S/W), ashtray light, rear door jamb switches, parking brake warning light and map light (map light std. on convert.); all of these items are std. on Park Lane models with manual trans.; with Multi-Drive Merc-O-Matic (on Park Lane only) automatic parking brake release replaces parking brake warning light as std. equipment.
 (d) Bright upper door frames on all sedans, bright drip cap molding on Breezeway sedans, 4-door hardtops and Commuters, painted backlight garnish moldings on conventional roof sedans and deluxe steering wheel on all Monterey and Commuter models.
 (e) Not available on convertibles.
 (f) Not available with 4-speed manual transmission.
 (g) Driver's side only.
 (h) Not available on 2-door sedan.
 (i) Available with power side windows only.
 (j) Not available with manual steering or 3- or 4-speed manual transmission.
 (k) Available on all Monterey models except 2-door sedan; standard on convertibles.
 (l) All-vinyl trim with plain insert standard on Commuter.
 (m) Available in burgundy and only in Park Lane 2- and 4-door hardtop models.
 (n) Available on all 2- and 4-door hardtop models and Breezeway sedans in the following colors: black, white and ivy gold.
 (o) Single rear seat speaker available on convertibles, station wagons, and 2-door hardtop bucket-seat models; dual rear seat speakers on all other models.
 (p) Not available on models equipped with accessory air conditioning, tachometer or 4-speed manual transmission; Stereo-Sonic Tape System option includes: dual front speakers located under the instrument panel and either single or dual rear seat speaker(s) depending on model restrictions; rear seat speaker (reverberator) option not available with Stereo-Sonic Tape System. Rear seat stereo speakers cannot be used in conjunction with radio. On vehicles equipped with both the Stereo-Sonic Tape System and AM/FM radio, the rear seat speaker(s) will be functional only with the Stereo-Sonic Tape System.



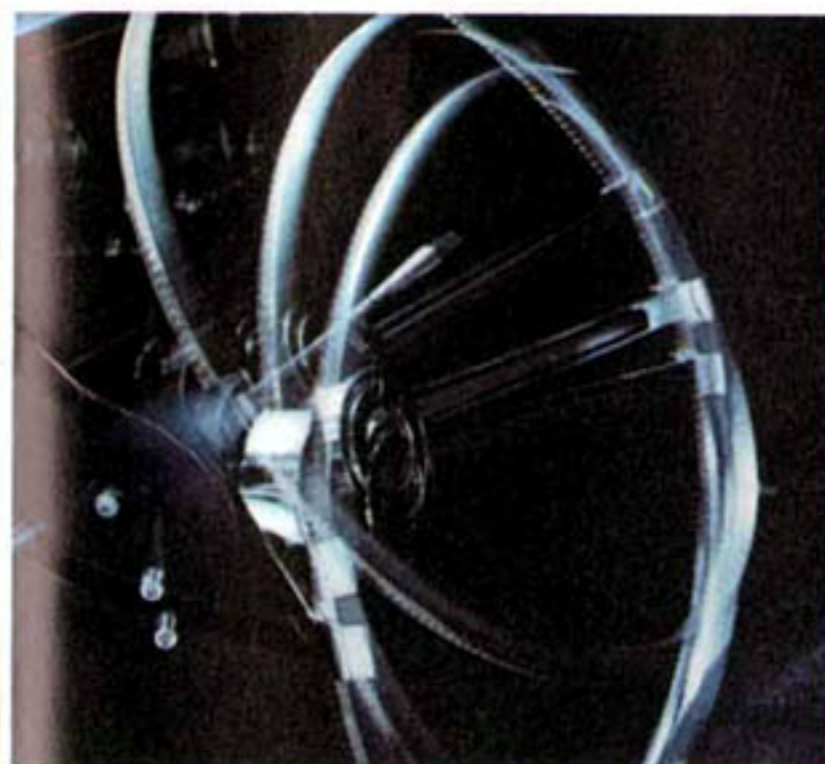
POWER STEERING reduces parking effort to three to five pounds.



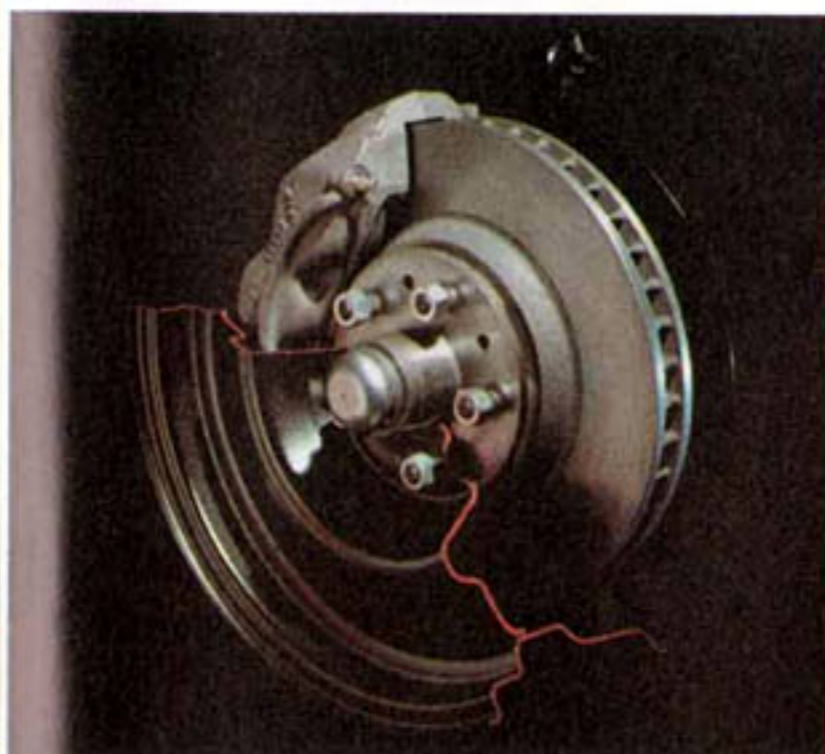
DELUXE AIR CONDITIONING is integral with instrument panel design. Cools for summer comfort. Dehumidifies, filters out dust, pollen.



OXFORD ROOF (vinyl-covered) a handsome custom touch. Available for sedans and hardtops in black, white or ivy gold.



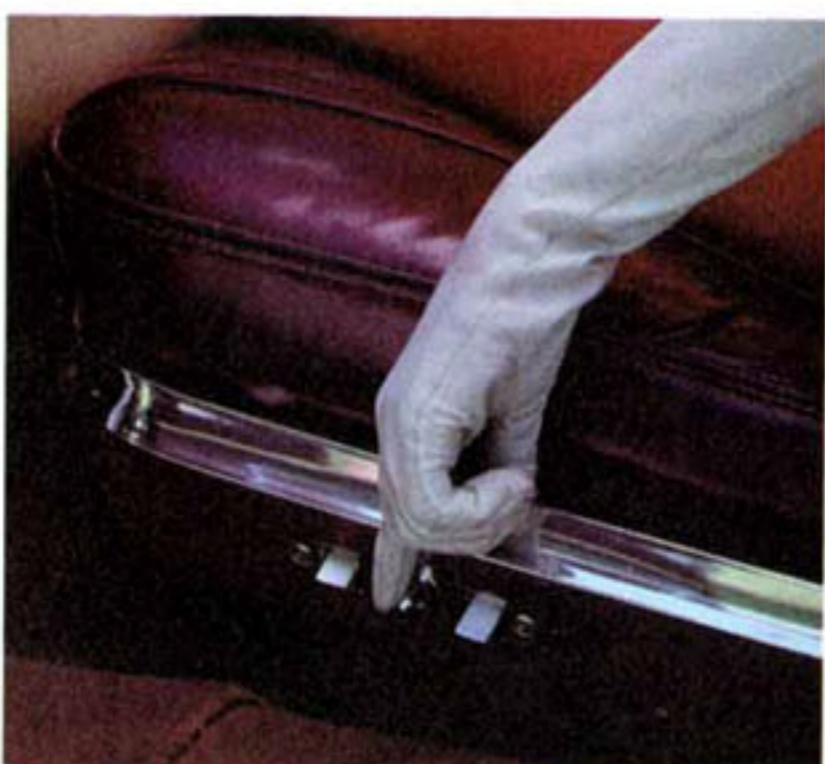
TILT STEERING WHEEL adjusts to seven selective positions. Affords up to 2 3/4" more entrance room.



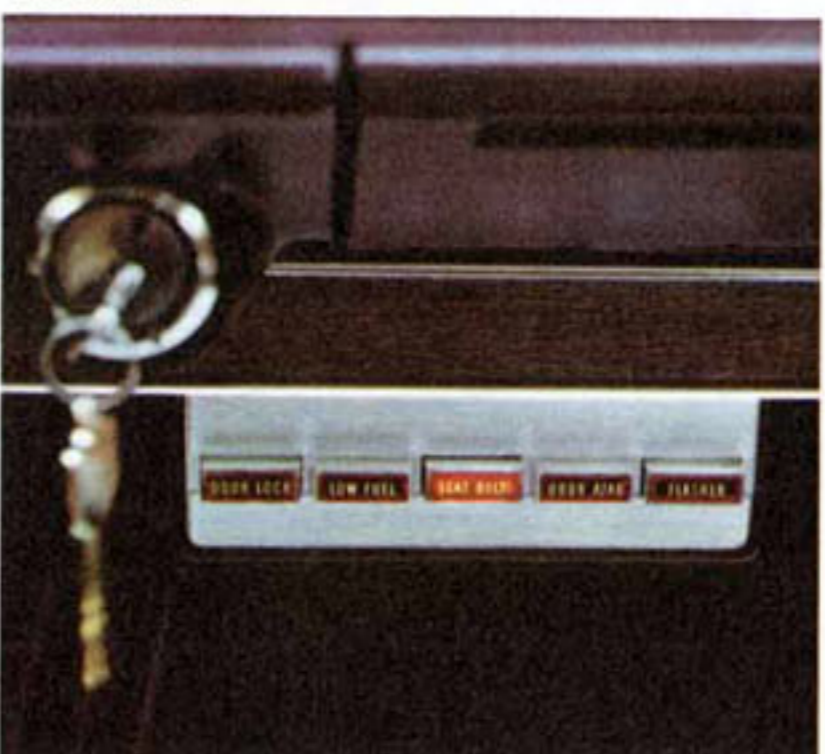
POWER DISC BRAKES (front) provide you with the safety advantage of more fade-resistant stopping power.



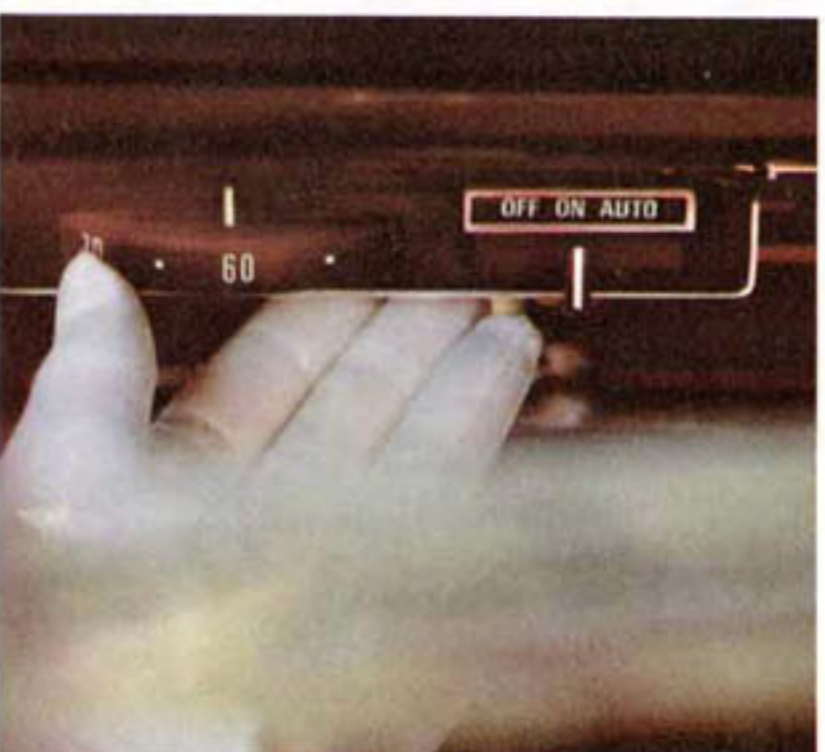
AM/FM RADIO push-button operated with single or double rear seat speaker depending on body style. Transistorized for instant action.



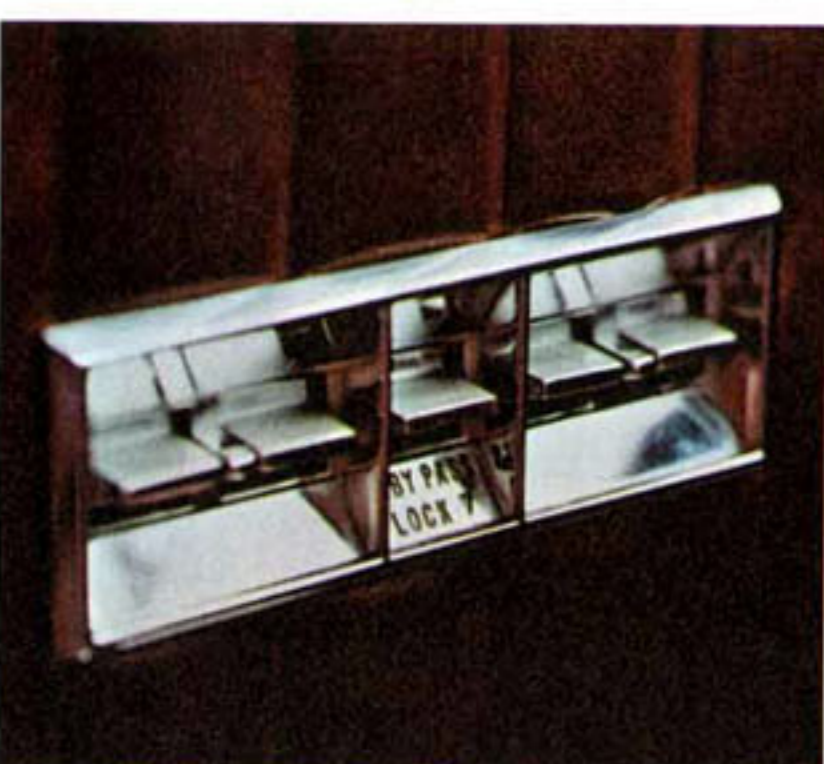
SIX-WAY POWER SEAT available for both bench (front) and bucket (driver's) seat.



VISUAL SAFETY CHECK PANEL includes emergency flasher, seat-belt reminder light, door-ajar and low-fuel warning lights.



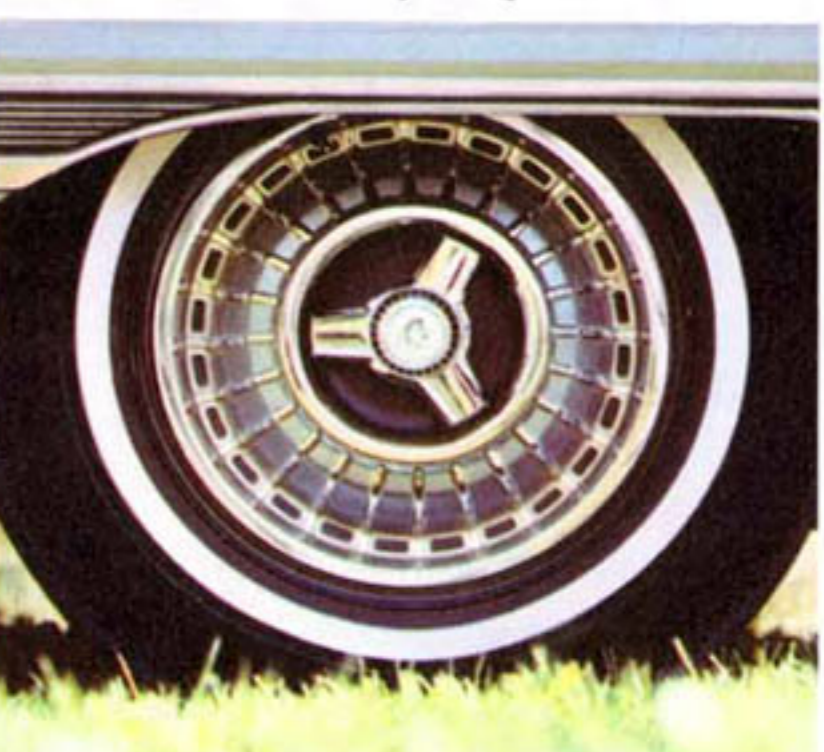
SPEED CONTROL for presetting desired top speed. Ideal for long distance and turnpike driving.



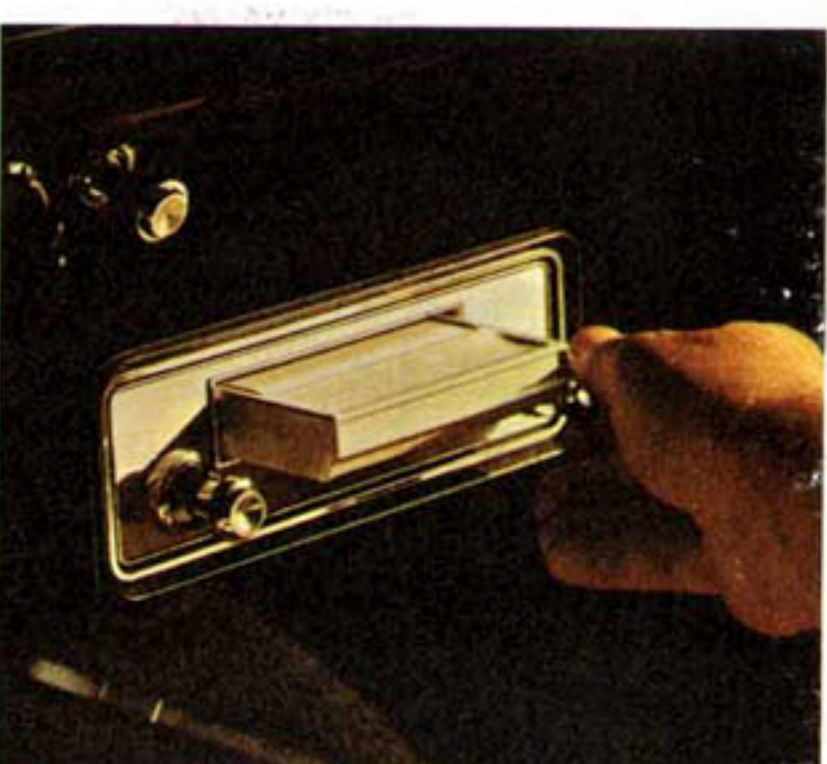
POWER WINDOWS master control for driver with individual controls. New bypass switch for operation without ignition key.



CORNERING LIGHTS throw a floodlight beam through 120° arc from direction of car. Actuated by turn signal.



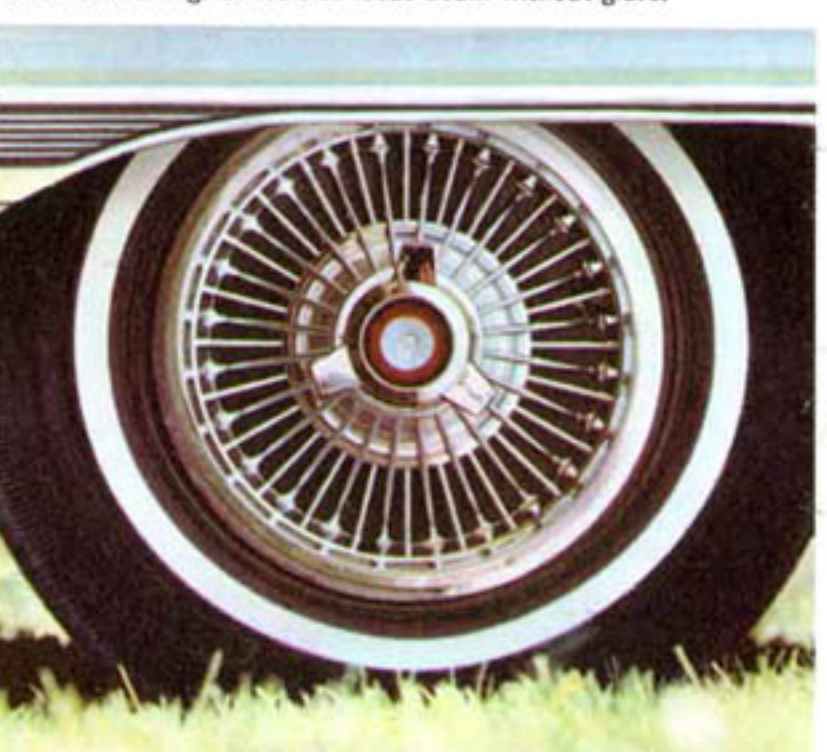
DELUXE WHEEL COVERS with spinners for an added touch of elegance. Non-corrosive, spun stainless steel for lasting beauty.



STEREO-SONIC TAPE SYSTEM lets you choose your music. Full stereo fidelity. Tapes play for 80 minutes. Easy changing.



ADJUSTABLE DOME READING LAMP is a convenience item for map or other reading. Swivels to focus beam without glare.



WIRE WHEEL COVERS for sports-car appeal. Include 48 spokes with three-spoke spinner. Insert center for added interest.

1966 MERCURY SPECIFICATIONS

general dimensions							
	2-Door Sedan	4-Door Sedan	4-Door Breezeway Sedan	2-Door Hardtop	4-Door Hardtop	Convertible	Station Wagons
Wheelbase	123.0"	123.0"	123.0"	123.0"	123.0"	123.0"	119.0"
Tread—front	62.0"	62.0"	62.0"	62.0"	62.0"	62.0"	62.0"
rear	62.0"	62.0"	62.0"	62.0"	62.0"	62.0"	62.0"
Overall length	220.4"	220.4"	220.4"	220.4"	220.4"	220.4"	216.5"
Overall height—design	56.0"	56.0"	56.0"	55.1"	55.1"	55.2"	56.9"
Overall width	79.4"	79.6"	79.6"	79.4"	79.6"	79.4"	79.6"
Usable luggage capacity (cu. ft.)	18.6	18.6	18.6	18.6	18.6	18.7	—

interior dimensions*							
FRONT COMPARTMENT							
	2-Door Sedan	4-Door Sedan	4-Door Breezeway Sedan	2-Door Hardtop	4-Door Hardtop	Convertible	Station Wagons
Headroom (eff.)	38.8"	38.8"	38.8"	37.9"	37.9"	39.0"	39.0"
Legroom (eff.)	41.8"	41.8"	41.8"	41.8"	41.8"	41.8"	41.8"
Hiproom	62.6"	62.6"	62.6"	62.6"	62.6"	62.6"	62.6"
Shoulder room	60.0"	60.0"	60.0"	60.0"	60.0"	60.0"	60.0"
REAR COMPARTMENT							
Headroom (eff.)	37.7"	37.7"	38.0"	37.3"	37.6"	37.3"	40.0"
Legroom (eff.)	37.6"	37.6"	37.6"	33.3"	36.3"	33.3"	36.8"
Hiproom	61.5"	62.7"	62.7"	61.7"	62.8"	49.7"	62.7"
Shoulder room	58.7"	59.9"	59.9"	58.7"	59.9"	49.7"	59.9"

entrance room*							
	2-Door Sedan	4-Door Sedan	4-Door Breezeway Sedan	2-Door Hardtop	4-Door Hardtop	Convertible	Station Wagons
Front entrance height	30.0"	30.0"	30.0"	29.5"	29.5"	29.4"	30.0"
Front foot clearance (a)	14.4"	13.4"	13.4"	14.4"	13.4"	13.4"	14.4"
Rear entrance height	—	29.9"	29.9"	—	29.9"	—	30.3"
Rear foot clearance	10.1"	13.3"	13.3"	10.1"	12.6"	9.4"	14.8"

station wagon dimensions							
	2-Door Sedan	4-Door Sedan	4-Door Breezeway Sedan	2-Door Hardtop	4-Door Hardtop	Convertible	Station Wagons
Cargo volume index (cu. ft.)		91.3					
Floor length behind front seat (tailgate open)		113.6"					
Floor length behind front seat (tailgate closed)		92.7"					
Rear opening width at floor		53.8"					
Rear opening height		29.8"					
Width of floor between wheelhouses (b)		48.4"					

STATION WAGON OPTIONAL 3RD SEAT							
	2-Door Sedan	4-Door Sedan	4-Door Breezeway Sedan	2-Door Hardtop	4-Door Hardtop	Convertible	Station Wagons
Headroom (eff.)							38.4"
Legroom (eff.)							32.3"
Hiproom							43.6"
Shoulder room							48.4"

* Front seat in rearmost position. (a) Front foot clearance is 13.4" for all models with bright front seat side shields and 15.4" with bucket seats. (b) Colony Park—48.2"

rear axle ratio availability

Standard Mercury power teams—engine, transmission and rear axle ratio—have been carefully matched for a balance between performance and economy under all normal driving conditions. The owner who desires greater acceleration can select the optional higher ratio axle. Naturally, the owner desiring maximum economy should retain the standard axle ratios.

axle ratio, engine & transmission availability

(Check page 28 for complete information on Mercury power teams.)

Marauder 390-2V, 265 hp available only with 3-speed manual transmission.
 Marauder 390-2V, 275 hp available only with Multi-Drive Merc-O-Matic transmission.
 Marauder 410-4V, 330 hp available with 3- or 4-speed manual transmission, plus Multi-Drive Merc-O-Matic. (Park Lane bench-seat models only for 3-speed manual transmission.)
 Super Marauder 428-4V, 345 hp available only with Multi-Drive Merc-O-Matic or 4-speed manual transmission.

PASSENGER CARS

	3-Speed Manual	4-Speed Manual	Multi-Drive Merc-O-Matic 390-2V (275 hp)	Multi-Drive Merc-O-Matic 410-4V 428-4V
Standard Axle (Standard Brakes)	3.00:1	3.25:1	3.00:1	2.80:1
Optional Ratio	3.25:1	NA	3.25:1	3.25:1
Power Transfer Rear Axle	3.25:1	3.25:1	3.00:1	2.80:1
Rear Axle (Heavy-Duty Fade-Resistant Brake Option)	3.25:1	3.25:1	3.00:1	2.80:1
Optional Ratio	3.50:1	3.50:1	3.25:1	3.25:1

STATION WAGONS

	3-Speed Manual	4-Speed Manual	Multi-Drive Merc-O-Matic 390-2V (275 hp)	Multi-Drive Merc-O-Matic 410-4V 428-4V
Standard Axle (Standard Brakes) (c)	3.25:1	NA	3.00:1	2.80:1
Optional Ratio	3.50:1	NA	3.25:1	3.25:1
Power transfer Rear Axle	3.25:1	NA	3.00:1	2.80:1

(c) Heavy-Duty Fade-Resistant Brakes, standard on station wagons. NA—Not available

colors & trim

SOLID COLORS

Onyx
 Polar White
 Sheffield Silver
 Coventry Gray
 Tiffany Blue
 Blue Ice
 Caspian Blue
 Turquoise Frost
 Palisade Turquoise
 Sandstone
 Bronze
 Emberglo
 Jamaican Yellow
 Sage Gold
 Olive Mist
 Cardinal Red
 Burgundy

TWO-TONE COMBINATIONS (a)

(lower color first)

Onyx & Polar White
 Cardinal Red & Polar White
 Cardinal Red & Onyx
 Coventry Gray & Polar White
 Sheffield Silver & Polar White
 Sheffield Silver & Onyx
 Caspian Blue & Polar White
 Blue Ice & Polar White
 Blue Ice & Caspian Blue
 Tiffany Blue & Polar White
 Tiffany Blue & Caspian Blue
 Palisade Turquoise & Polar White
 Turquoise Frost & Polar White
 Turquoise Frost & Palisade Turquoise
 Olive Mist & Polar White
 Sage Gold & Polar White
 Sage Gold & Onyx
 Sage Gold & Olive Mist
 Bronze & Polar White
 Sandstone & Polar White
 Sandstone & Onyx
 Jamaican Yellow & Polar White
 Jamaican Yellow & Onyx
 Burgundy & Polar White
 Burgundy & Onyx
 Emberglo & Polar White

CLOTH & VINYL	PARK LANE		ALL VINYL	MONTCLAIR		MONTEREY		S-55	STATION WAGONS	
	bench seats* sedan, hardtops & convertible	bucket seats** 2-door hardtop & convertible		bench seats sedan & hardtops	bench seats sedans & hardtops	bench seats 4-door sedans, hardtops & convertible (c)	bucket seats (f) 2-door hardtop & convertible	Colony Park bench seats	Commuter bench seats	
	ALL VINYL	ALL VINYL	CLOTH & VINYL	ALL VINYL	CLOTH & VINYL	ALL VINYL	ALL VINYL	ALL VINYL	CLOTH & VINYL	ALL VINYL
Black Silver Blue Aqua Parchment Burgundy Ivy Gold	Black (g) Red Blue Aqua Ivy Gold (g) Parchment (g) White-Blue (h) White-Burg. (h) White-Emberglo (h) White-Black (h) White-Aqua (h) White-Ivy Gold (h) White-Palomino (h)	Black Red Blue Emberglo White-Blue (h) White-Burg. (h) White-Emberglo (h) White-Black (h) White-Aqua (h) White-Ivy Gold (h) White-Palomino (h)	Black Silver Blue Aqua Ivy Gold	Black Red Blue Parchment White (e)	Black Red Blue Aqua Palomino (b)	Black Red Blue Parchment White (e)	Black Red Blue White (e)	Red Blue Parchment Ivy Gold Aqua	Palomino (i)	Black Red Blue Parchment

(a) Two-tone paint optional at extra cost. Not available on convertibles and Colony Park station wagon.
 (b) Not available in 2-door sedan.
 (c) Optional on Monterey hardtops and 4-door sedan; standard on convertible.
 (d) Not available on 4-door sedans.
 (e) Interior appointments black.
 ■ Recommended □ Also Available

(f) Standard on S-55.
 (g) Not available on Breezeway 4-door sedan.
 (h) Interior appointments color-coordinated.
 (i) Bolster is parchment vinyl.
 * Genuine leather seat upholstery (burgundy color) is optional at extra cost for Park Lane 2-door and 4-door hardtops.
 ** Optional at extra cost.

PARK LANE

PARK LANE CONVERTIBLE



PARK LANE 4-DOOR HARDTOP



PARK LANE 2-DOOR HARDTOP



PARK LANE 4-DOOR BREEZEWAY SEDAN

MONTCLAIR

MONTCLAIR 4-DOOR HARDTOP



MONTCLAIR 2-DOOR HARDTOP



MONTCLAIR 4-DOOR SEDAN

MONTEREY

MONTEREY CONVERTIBLE



MONTEREY 4-DOOR HARDTOP



MONTEREY 2-DOOR HARDTOP



MONTEREY 4-DOOR SEDAN



MONTEREY 2-DOOR SEDAN



MONTEREY 4-DOOR BREEZEWAY SEDAN

S-55

S-55 CONVERTIBLE



S-55 2-DOOR HARDTOP

STATION WAGONS

COLONY PARK 4-DOOR STATION WAGON



COMMUTER 4-DOOR STATION WAGON

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LINCOLN-MERCURY DIVISION OF

