

BETTER IDEAS MAKE BETTER CARS  
**1971 MERCURY**

MARQUIS  
MONTEREY  
MONTEGO  
CYCLONE  
COUGAR  
COMET



# MERCURY MARQUIS BROUGHAM

Take the most dramatic styling in the medium price class . . . add the best ride ideas and luxury features from the world's most expensive luxury cars . . . and you have a better medium priced car. With its long, 124-inch wheelbase, concealed headlamps, unique new "Halo" vinyl roof and beautifully appointed interiors, the 1971 Marquis Brougham is the most luxurious of all Mercurys and is outstanding in the medium price field. It has many standard features you might expect to pay extra for. These include a 429 cubic-inch V-8 engine, Select-Shift automatic transmission, power windows, power steering and power front disc brakes. Deluxe sound insulation and steel guard rails in the doors are also standard. Models include a 4-door sedan, 2-door hardtop and 4-door hardtop.



Mercury Marquis Brougham 4-door sedan



The luxurious, all new interiors of Marquis Brougham beautifully reflect better ideas in interior design. Shown at right is the Brougham interior with optional Twin Comfort Lounge Seats and reclining front passenger seat in cloth-and-vinyl. The Twin Comfort Lounge Seats are individually adjustable and have separate center armrests. The reclining front passenger seat is an additional option which permits the front passenger to tilt his seat further back for resting on long trips. Available in either cloth-and-vinyl or all-vinyl.



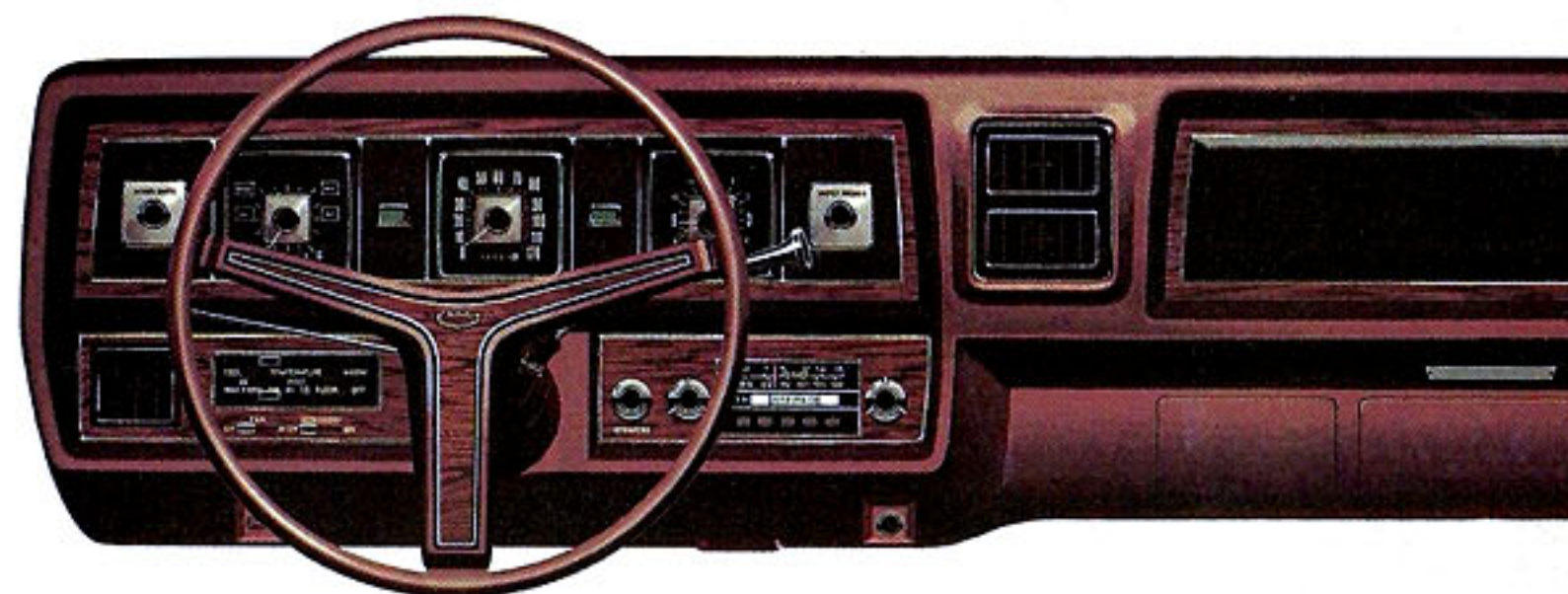
Mercury Marquis Brougham 2-door hardtop



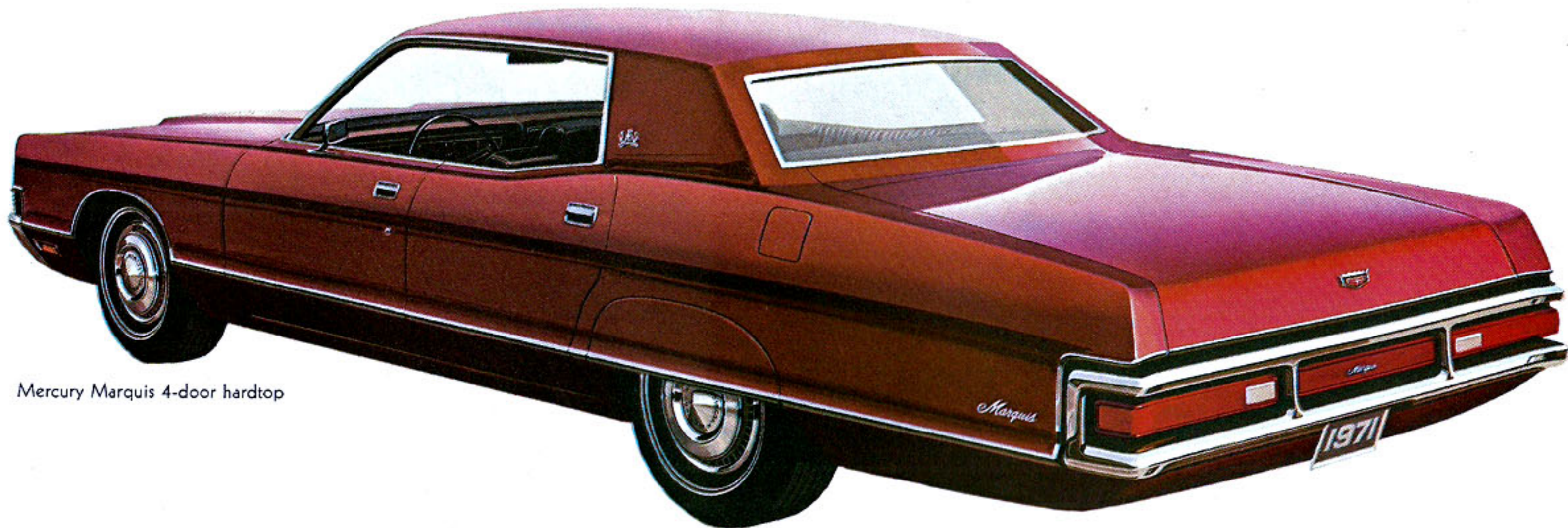
Mercury Marquis Brougham 4-door hardtop



Marquis Brougham interior with optional Twin Comfort Lounge Seats



Marquis Brougham instrument panel



Mercury Marquis 4-door hardtop

## MERCURY MARQUIS

Marquis interior

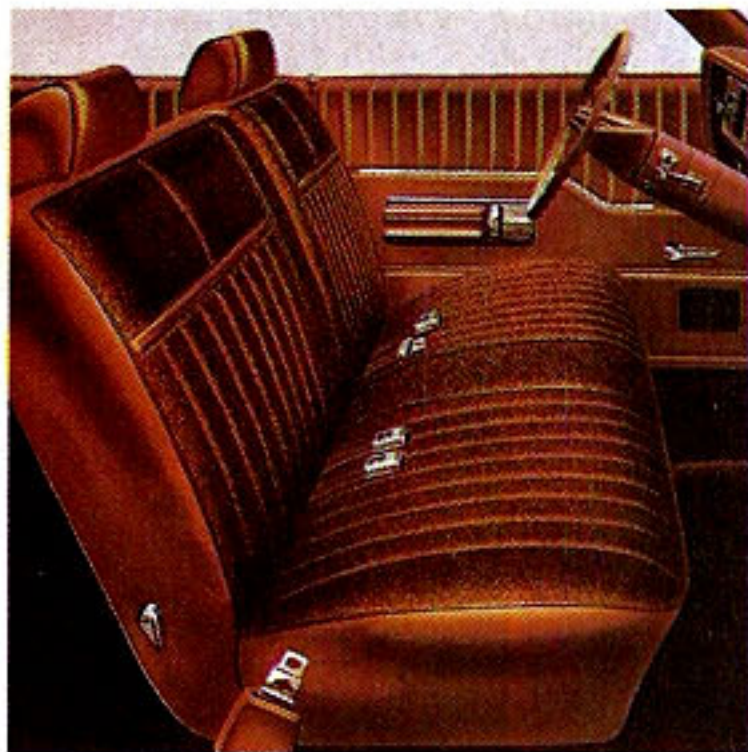


The Marquis features the same dramatic new styling as the Brougham including the long, massive hood, concealed headlamps, fender skirts, and the new roof lines and rear end treatment. It also has the 429-2V engine, Select-Shift automatic transmission, power front disc brakes, power steering and steel guard rails in the doors—

all standard. Several standard Brougham features such as the "Halo" vinyl roof and a number of interior items may be ordered as options. Marquis models include a 4-door hardtop, 4-door sedan and 2-door hardtop. Two beautifully appointed station wagons with many luxurious features are described on page 14.



Mercury Marquis 2-door hardtop



Monterey Custom interior

## MERCURY MONTEREY CUSTOM

Take a great-looking medium priced car and make it even more glamorous . . . add a bigger engine and a number of new features . . . and you're bound to end up with an even better medium priced car. That's Monterey Custom for 1971. It features bold and distinctive new styling, a Power Venti-

lation system, steel guard rails in the doors and a new standard 400-2V engine that puts out 260 horsepower. Interiors have also been completely restyled and are more comfortable and luxurious than ever. A 2-door hardtop, 4-door hardtop and 4-door sedan are offered.



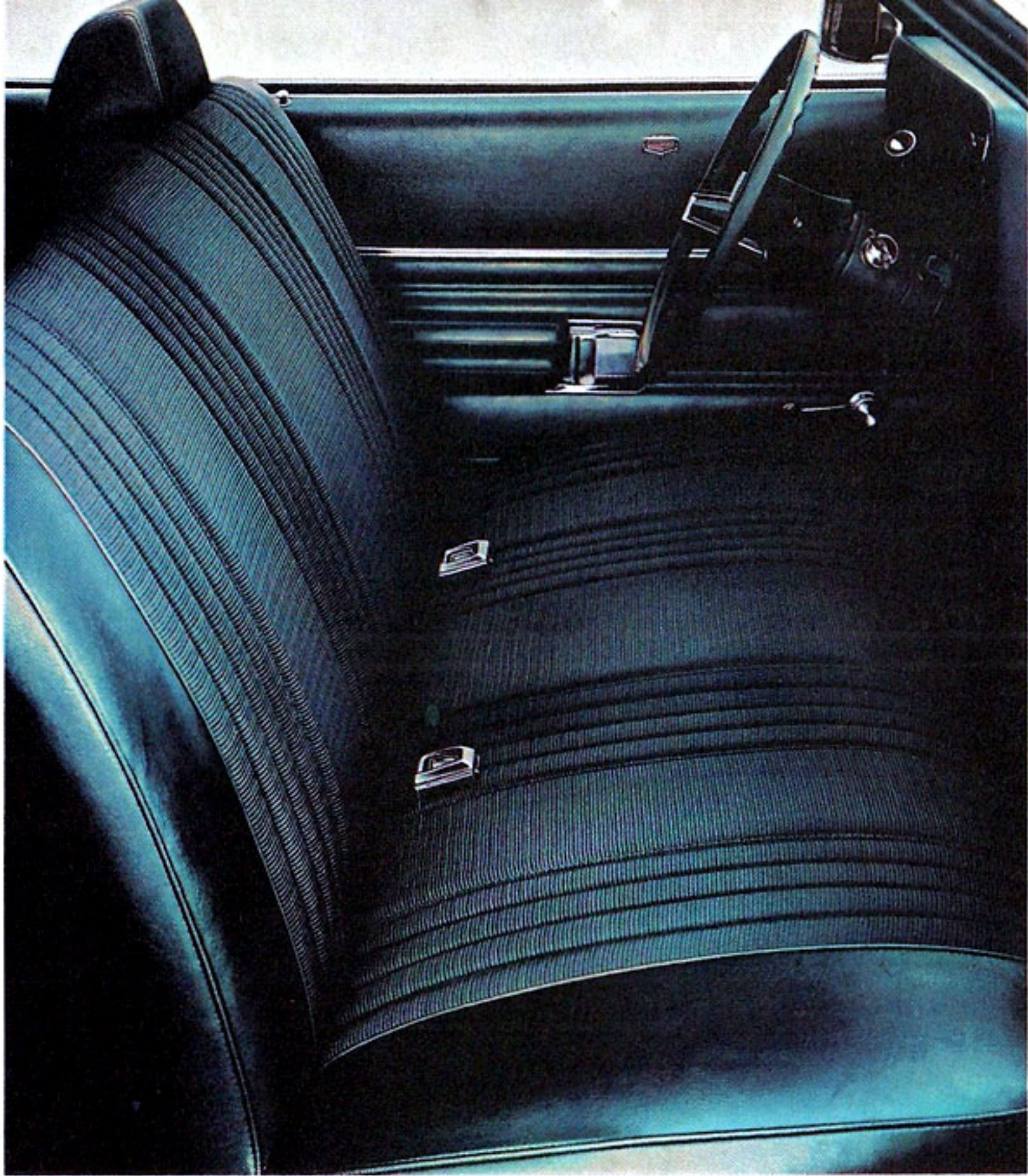
Mercury Monterey Custom 2-door hardtop



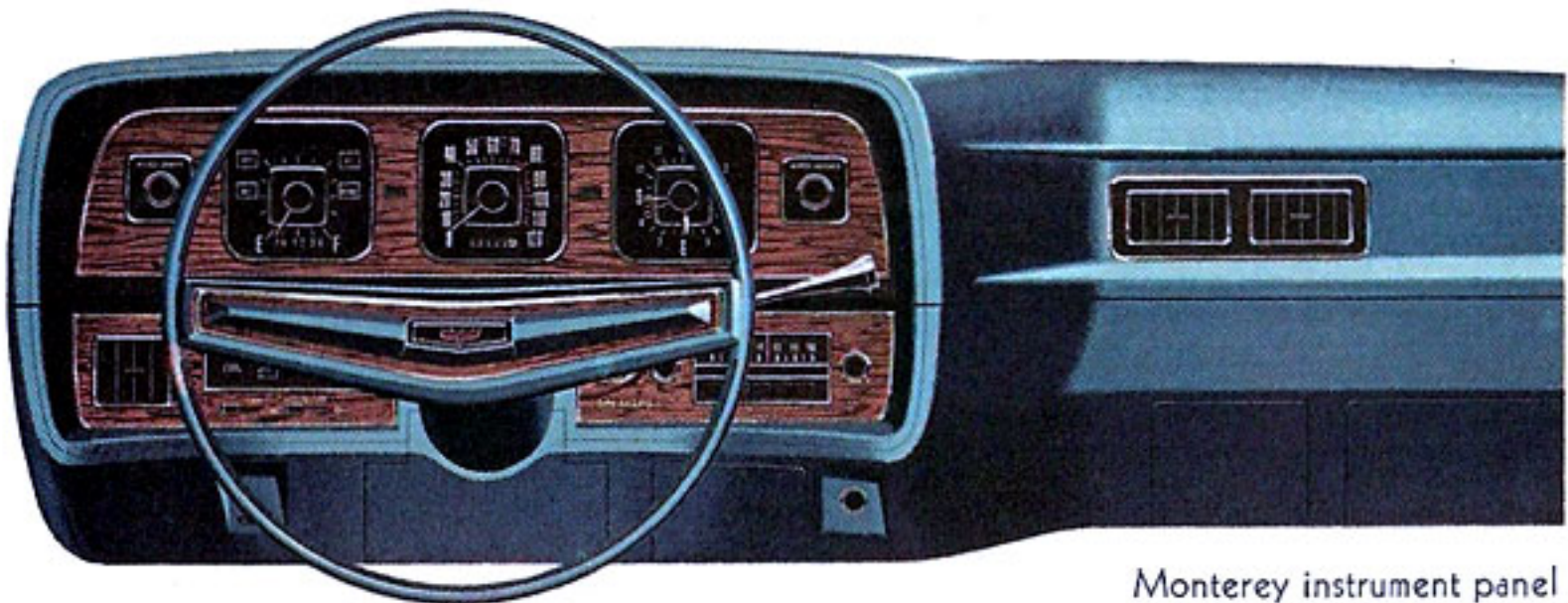
## MERCURY MONTEREY

If you want the extra interior spaciousness, additional luggage room and smooth, quiet ride of a full size luxury car at a lower cost, then the Monterey is Mercury's better idea for you. It's built on the same 124-inch wheelbase as the Marquis and Marquis Brougham. It features impressive new styling and standard 351-2V V-8 engine that can use 91 octane regular gas. Luxury details such as concealed windshield wipers, ventless side windows and new recessed door handles are standard as are steel guard rails in the doors. Four models are offered: a 4-door sedan, 2-door and 4-door hardtops and a station wagon described on page 14.





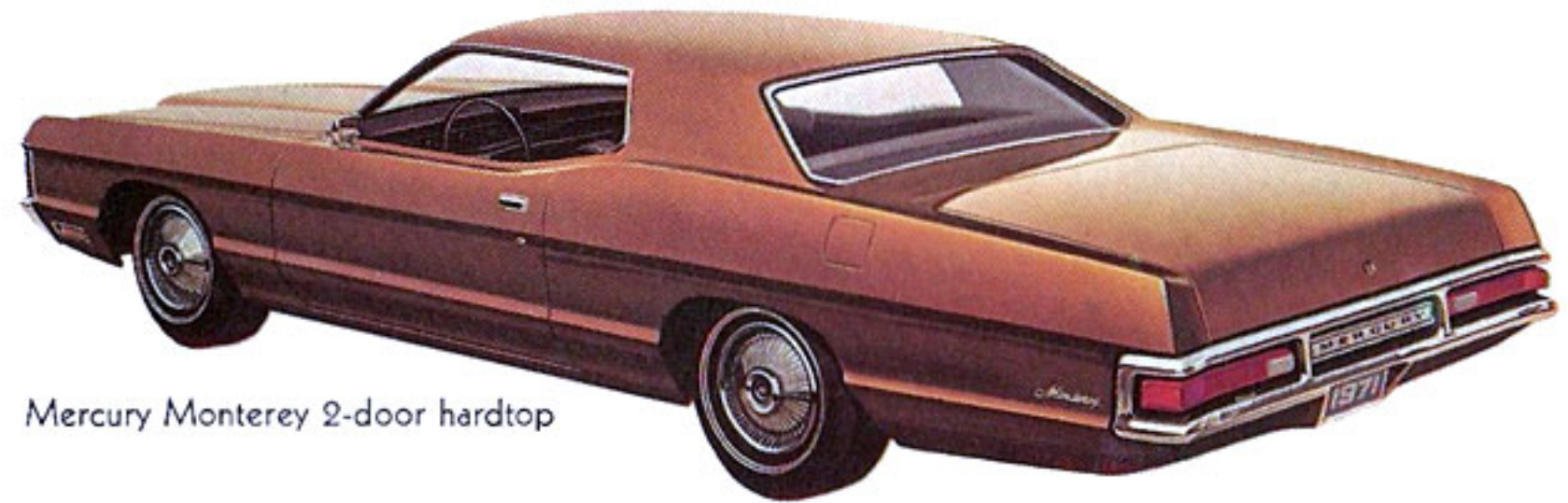
Monterey interior



Monterey instrument panel

Fashionably tailored and beautifully appointed, the Monterey interior reflects a quality and attention to detail you would expect to find only in an expensive car. A variety of colors are offered, and 100% nylon-loop carpeting is standard in all models. To add to your motoring pleasure, a number of options are available.

Shown at left is the standard Monterey interior in cloth-and-vinyl. All-vinyl interiors may be ordered at extra cost.



Mercury Monterey 2-door hardtop



Mercury Monterey 4-door hardtop

## MERCURY MONTEGO MX BROUGHAM

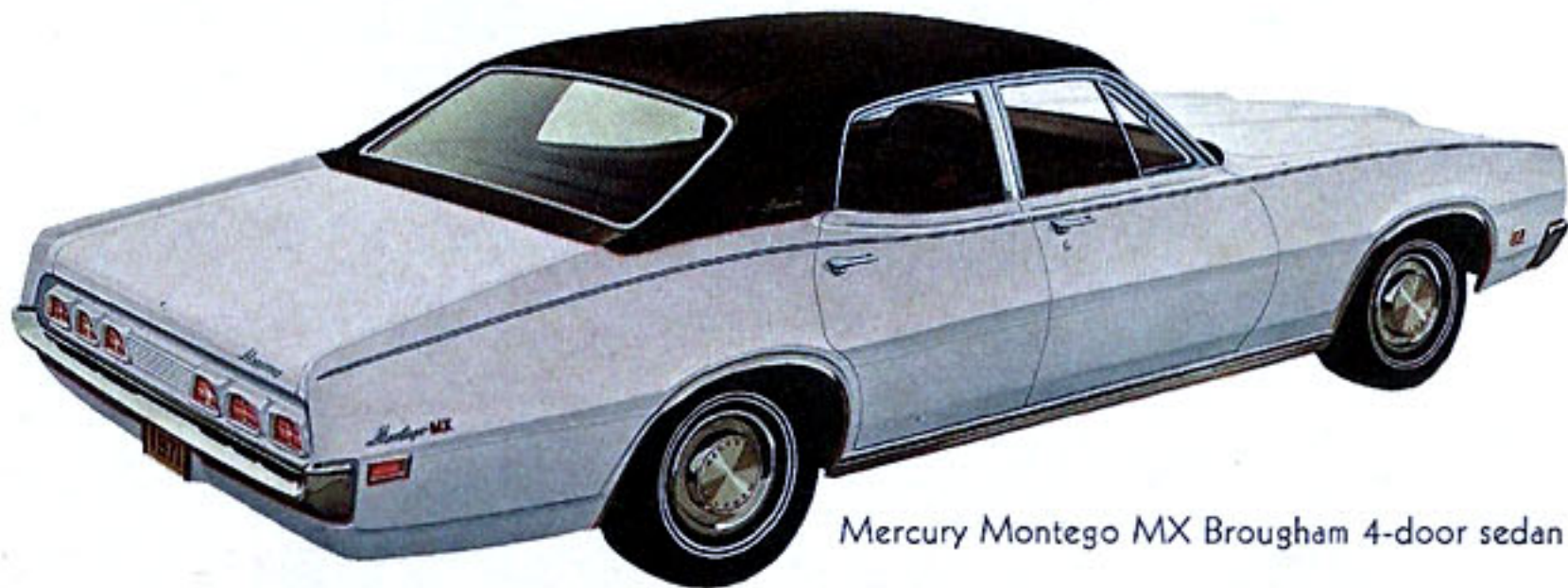
Start with the best ideas in intermediates. Add extra room and luxury. What you'll have is a better luxury intermediate, and the Montego MX Brougham is the best example. Built on a handy-sized 117-inch wheelbase, it is a foot shorter than big cars, but with sleek lines, luxurious highlights and beautifully appointed interiors that give it an air of richness seldom encountered in a car of Montego's size and price range. You can choose whatever performance level you desire as a 250 cubic-inch 6-cylinder engine is standard and three V-8's up to a 351-4V are offered at extra cost. Models include a 2-door hardtop, 4-door hardtop, 4-door sedan and the Villager station wagon.



Mercury Montego MX Brougham 2-door hardtop



When you look at the interiors of the Montego MX Brougham you will know they were inspired by men with better ideas. The overall impression is one of richness and warmth with every consideration for the convenience and comfort of driver and passengers. The elegant interior on the right is that of the Montego MX Brougham. Shown here in cloth-and-vinyl, it may also be ordered in all-vinyl at no extra cost. It features a distinctive door panel design with woodgrain vinyl applique.



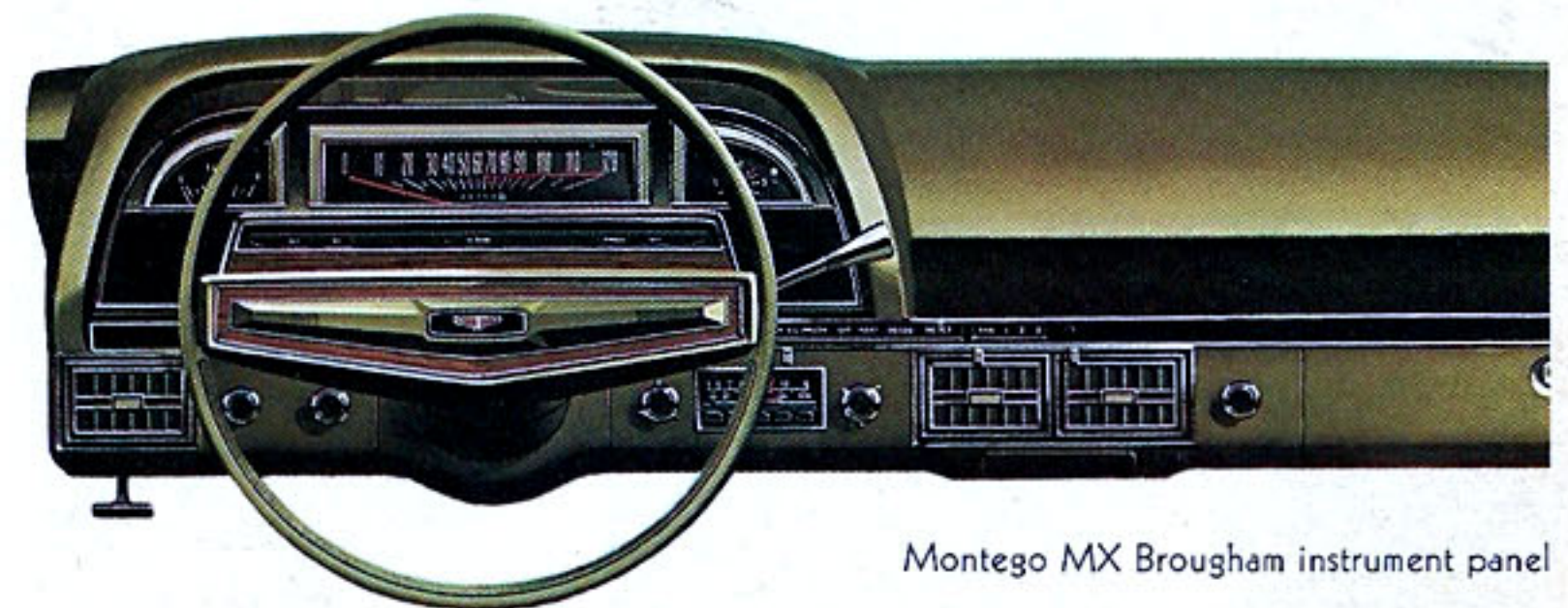
Mercury Montego MX Brougham 4-door sedan



Mercury Montego MX Brougham 4-door hardtop



Montego MX Brougham interior

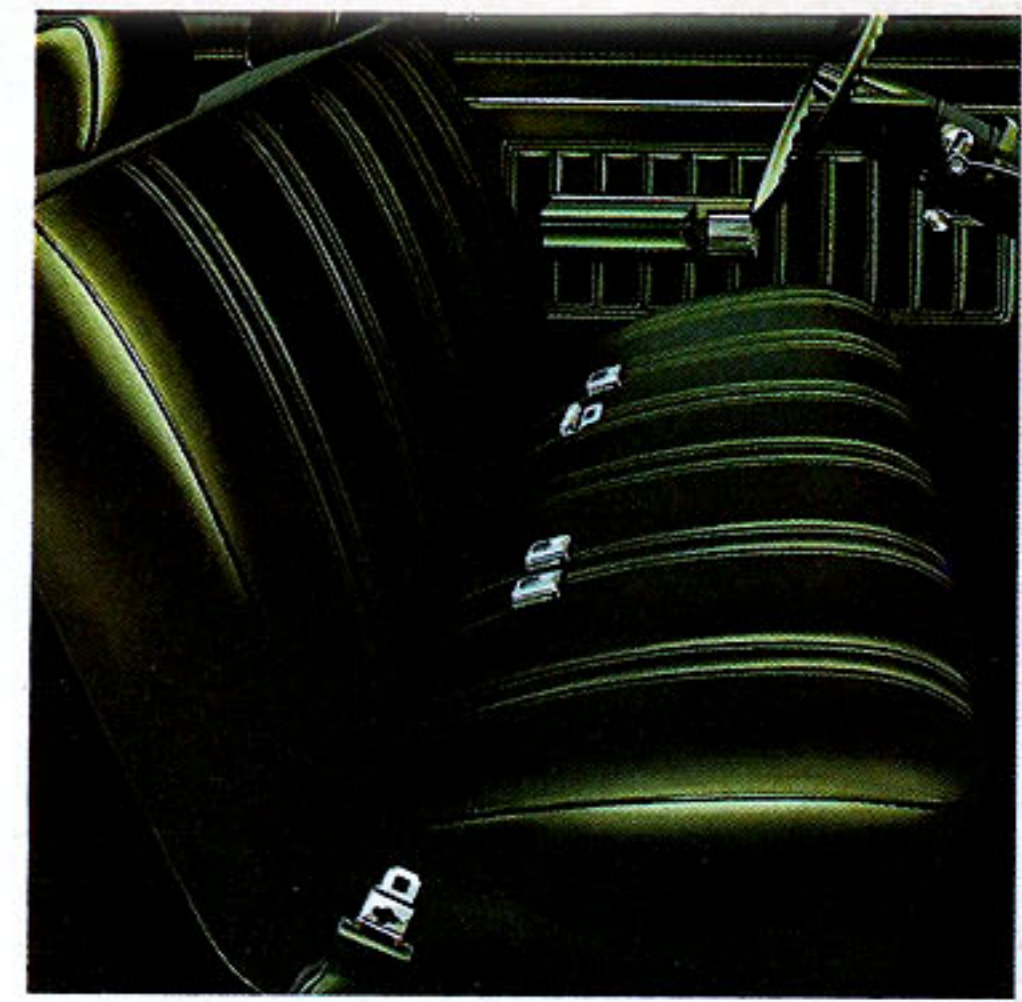


Montego MX Brougham instrument panel

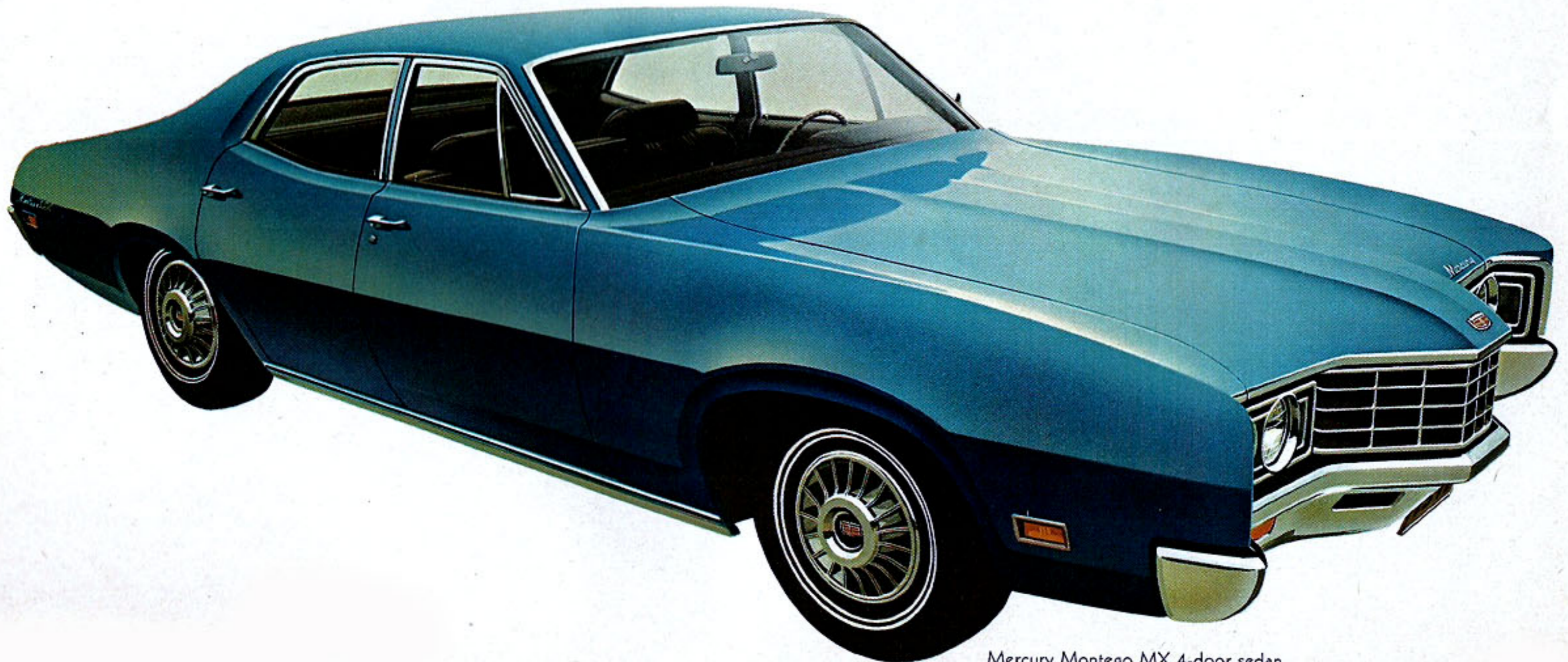
## MERCURY MONTEGO MX

One of Mercury's better idea family cars is the intermediate-sized Montego MX. It's built on a 117-inch wheelbase, is moderately priced and has considerable flair with its sleek overall appearance and beautifully styled, well appointed interiors. There's no skimping on chrome ornamentation either. The exceptionally smooth, quiet

ride is the result of Mercury's better ideas in suspension design, and an impressive list of standard equipment shows you Mercury knows what value conscious buyers are looking for. Models include a 4-door sedan, 2-door hardtop and Montego MX station wagon described more fully on page 15.



Montego MX interior



Mercury Montego MX 4-door sedan



Montego interior

## MERCURY MONTEGO

Available in a 2-door hardtop and 4-door sedan, the Mercury Montego offers budget-minded buyers a popular-price approach to the new style and spirit that characterizes the entire Mercury line for '71. Here is six-passenger roominess and comfort, ample luggage space, the smooth, steady ride of a big 117-inch wheelbase car and lively performance with the big standard six-cylinder engine that can use 91 octane regular gas. Interiors display a level of luxury you wouldn't expect to find in a car in this price range.



Mercury Montego 2-door hardtop

## MERCURY MONTEGO CYCLONE, GT AND SPOILER

Mercury's three high performance cars are loaded with competition-bred "better ideas" for '71: big V-8 power, sports car flair and bright new features. All have bold new center grille sections. Cyclone features a performance hood and dual racing mirrors. There are new tape stripes and identification for the Cyclone Spoiler. Each of these cars has its own personality and purpose, and the lists of standard features below say it all.

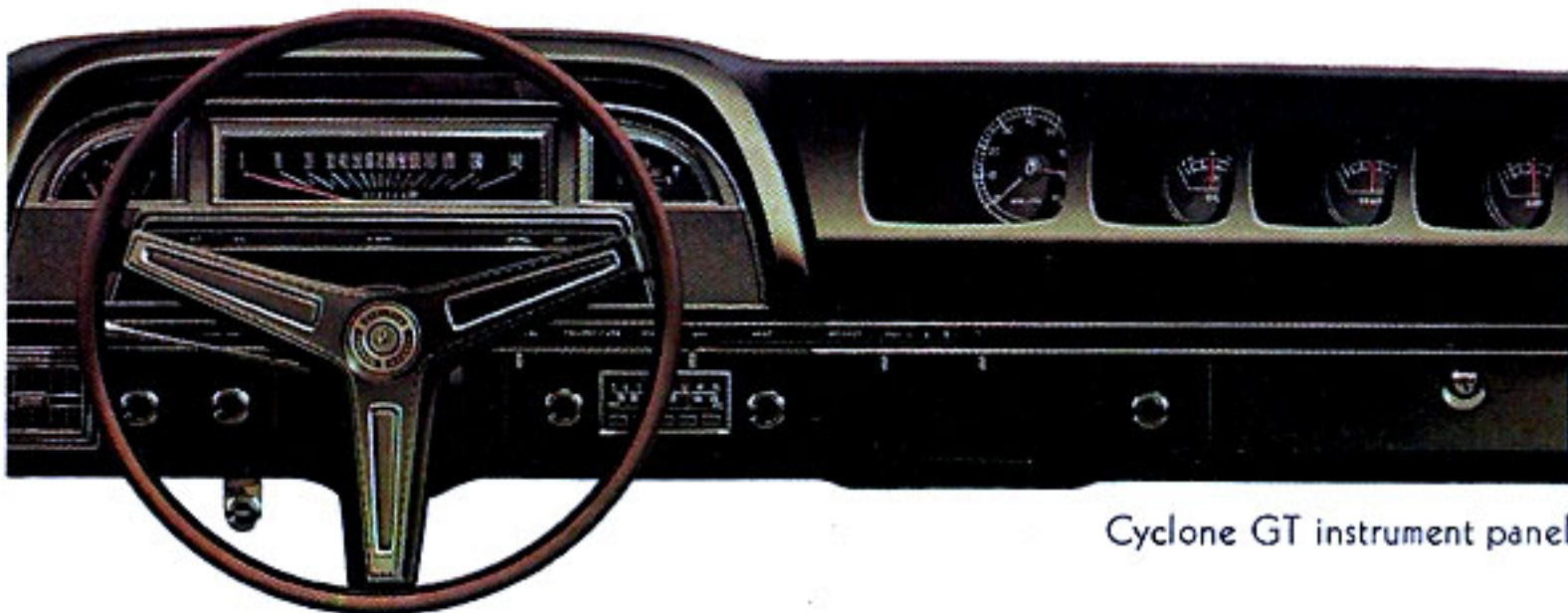
### MONTEGO CYCLONE STANDARD EQUIPMENT INCLUDES:

- 351-4V V-8 engine
- 4-speed manual transmission with Hurst Shifter®
- Cross country ride package
- F70 x 14 traction tires
- Performance hood with integral scoop
- Dual racing mirrors (left-hand mirror remote control)
- Cyclone running lights
- Dual pod taillamps.

Mercury Montego Cyclone GT



Cyclone GT interior



Cyclone GT instrument panel

MONTEGO CYCLONE GT STANDARD EQUIPMENT INCLUDES:  
 351-2V V-8 engine  Select-Shift automatic transmission  Cross country ride package (no cost option)  G78x14 white sidewall tires or F70x14 white sidewalls at no extra cost  Performance hood with integral scoop  Concealed headlamps  Cyclone running lights  Deluxe wheel covers  Dual racing mirrors (left-hand mirror remote control)  Full instrumentation including tachometer, oil gauge, temperature gauge and ammeter  Hi-back bucket seats  Deluxe 3-spoke rim-blow steering wheel

MONTEGO CYCLONE SPOILER STANDARD EQUIPMENT INCLUDES:  
 351-4V V-8 engine  4-speed manual transmission with Hurst Shifter®  Cross country ride package  Traction-Lok differential with 3.25:1 axle  G70x14 belted tires with raised letters  Front spoiler mounted under bumper  Rear deck spoiler  Performance hood with integral scoop  Dual racing mirrors (left-hand mirror remote control)  Cyclone running lights  Hubcaps with bright trim rings  Distinctive new Spoiler tape stripes  Full instrumentation including tachometer, oil gauge, temperature gauge and ammeter  Hi-back bucket seats  Deluxe rim-blow steering wheel



Mercury Montego Cyclone

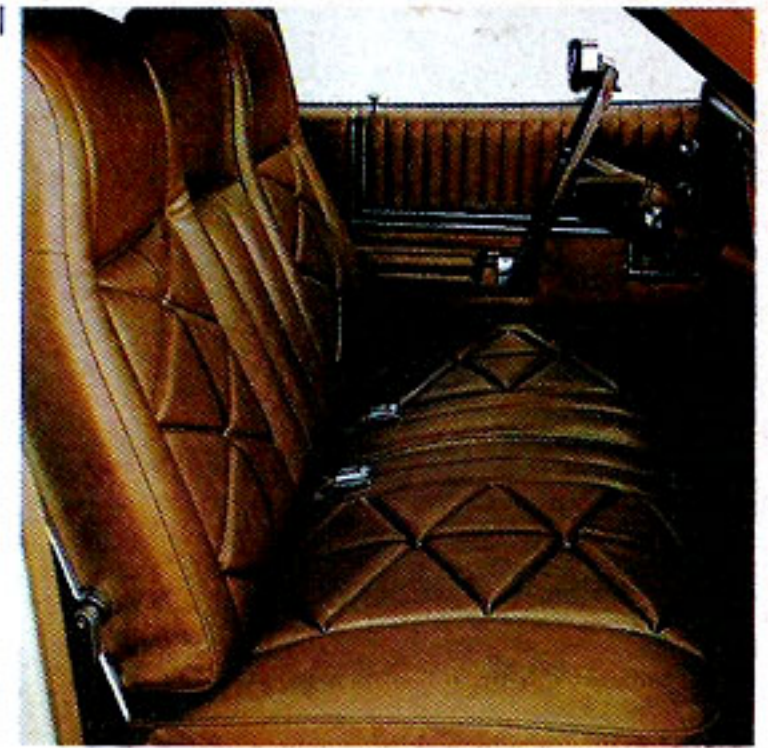


Mercury Montego Cyclone Spoiler



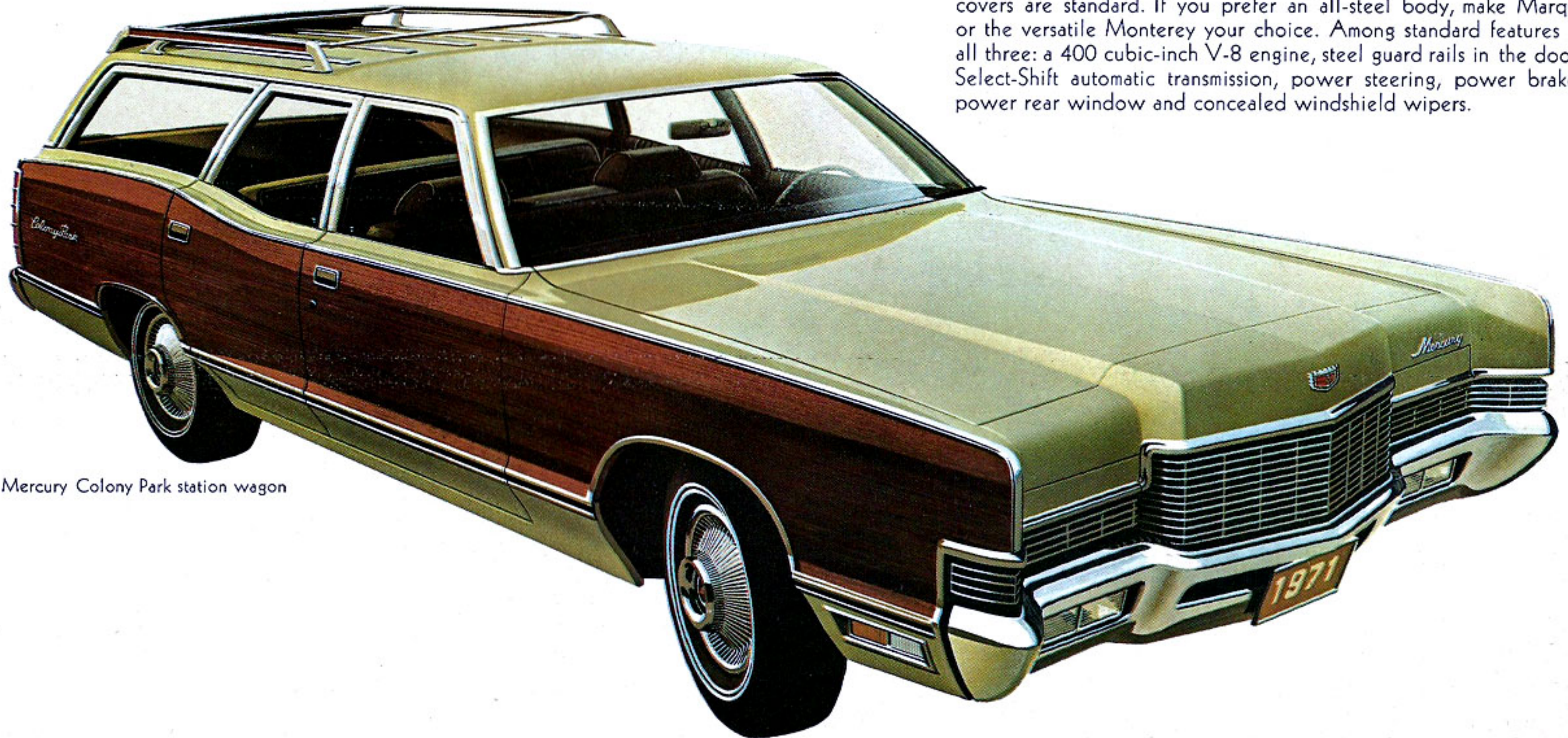
Mercury Monterey station wagon

Colony Park interior with optional  
Twin Comfort Lounge Seats



## MERCURY STATION WAGONS

Take the best wagon ideas, like Dual-Action tailgate. Add a fine-car ride and luxury car looks. Put them together and you've got better station wagons. Beautiful example: the Colony Park—rich, yacht deck paneling on sides and tailgate; and luggage carrier and deluxe wheel covers are standard. If you prefer an all-steel body, make Marquis or the versatile Monterey your choice. Among standard features on all three: a 400 cubic-inch V-8 engine, steel guard rails in the doors, Select-Shift automatic transmission, power steering, power brakes, power rear window and concealed windshield wipers.



Mercury Colony Park station wagon



Mercury Montego MX station wagon



Dual-Action tailgate: swings wide like a door for passengers, down like a tailgate for cargo!



Mercury Montego MX Villager station wagon

Montego wagons combine big-car ride and small-car handling with excellent roominess for passengers and gear. Add a Dual-Action tailgate, 3-speed manual transmission, BSW G78x14 belted tires, all-vinyl interior, 100% nylon carpeting, concealed windshield wipers and you've got a beautiful wagon for the price of an ordinary one. Best of all, if you're luxury minded, Montego MX Villager offers yacht deck side and tailgate paneling, a luggage carrier, deluxe wheel covers and a more luxurious interior as standard. Options? Montego wagons can be whatever you want with the addition of such features as Select-Shift automatic transmission, Whisper-Aire conditioner or rear-facing third seat.

## MERCURY COUGAR XR-7

Take the best luxury car ideas. Add the best sports car ideas. And you'll have a better luxury sports car. That's Cougar XR-7 for 1971. In addition to the 2-door hardtop shown here, an exciting convertible model is offered. The XR-7 is all-new with sleek, sophisticated European flair, new hi-back bucket seats with leather seating surfaces and full instrumentation that includes tachometer, trip odometer plus authentic toggle switches. A unique new vinyl roof distinguishes hardtop models, and all XR-7's have distinctive wheel covers and ornamentation. There's plenty of performance packed in the big 351-2V standard engine, but you can order as much as you can handle up to the 429 CJ with ram air induction.

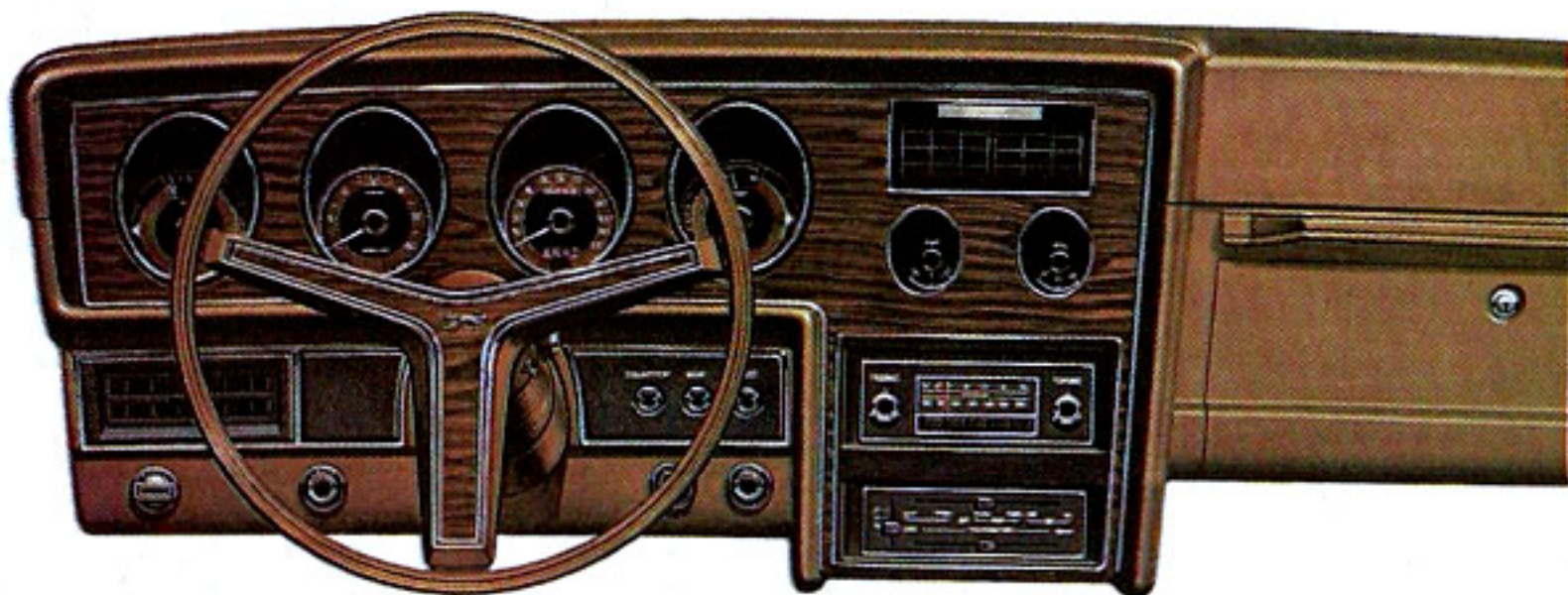


Mercury Cougar XR-7 2-door hardtop





Cougar XR-7 interior with optional full console



Cougar XR-7 instrument panel

Cougar XR-7 interiors are styled in keeping with the European sports touring personality of the cars. Deep, comfortable hi-back bucket seats are standard and leathers and fabrics have been carefully chosen to add to the look of sporty elegance.

The standard XR-7 hi-back bucket seats with optional console that includes a large storage compartment are featured at left. The front bucket seats are genuine glove-soft leather with vinyl bolsters and trim. Shown here in medium ginger, this dramatic interior may also be ordered from your Mercury dealer in black, dark red, medium blue, medium green and white.



Mercury Cougar XR-7 2-door hardtop with optional sun roof

# MERCURY COUGAR

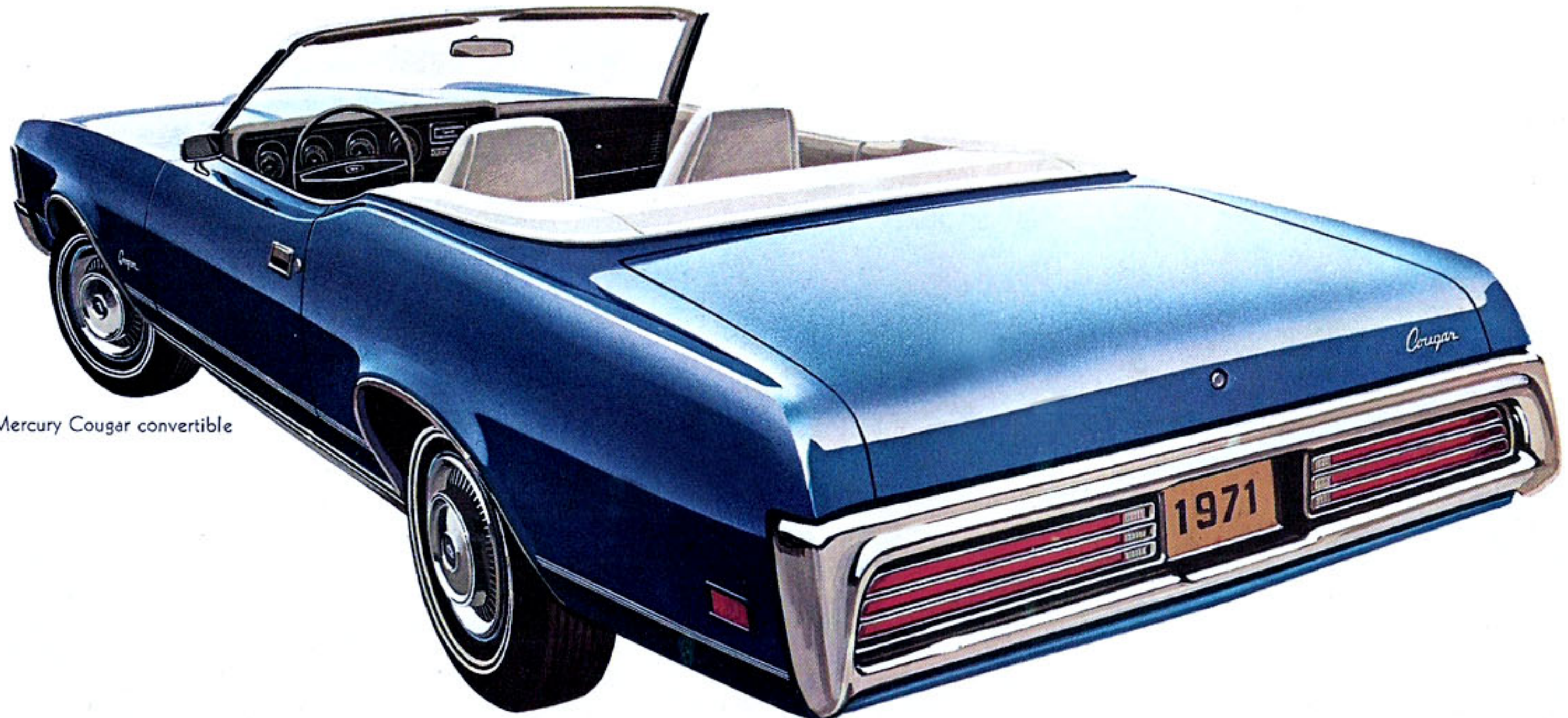
With all the flair of the finest European sports touring machines, Cougar for 1971 is more desirable than ever. It's dramatically new from bumper to bumper—longer, lower, wider with an increased tread for road-gripping stability. A 351-2V V-8 engine that can use 91 octane regular gas is standard. So is a console-mounted 3-speed manual transmission. A decor group which is optional on the hardtop is standard on the convertible. It includes rocker panel moldings, deluxe wheel covers, deluxe steering wheel, door pull strap, Comfortweave vinyl seat trim, unique door and quarter trim panels and bright pedal trim.



Std. interior for Cougar hardtop, Cougar GT



Decor group interior in Comfortweave vinyl



Mercury Cougar convertible

Cougar's got a lot more than style going for it. A big 351-2V engine, 3-speed manual transmission, hi-back bucket seats, sequential turn signals, concealed windshield wipers, recessed door handles and steel guard rails in doors are just some of the standard features that make it hard to beat as an all-around value. In addition to the Cougar 2-door hardtop and convertible, a Cougar GT 2-door hardtop is also available. It includes a color-keyed hood scoop, dual racing mirrors, competition suspension package, white sidewall tires and wheel trim rings, a tachometer and unique instrument panel treatment, higher axle ratio and performance cooling package.



Mercury Cougar 2-door hardtop

## MERCURY COMET

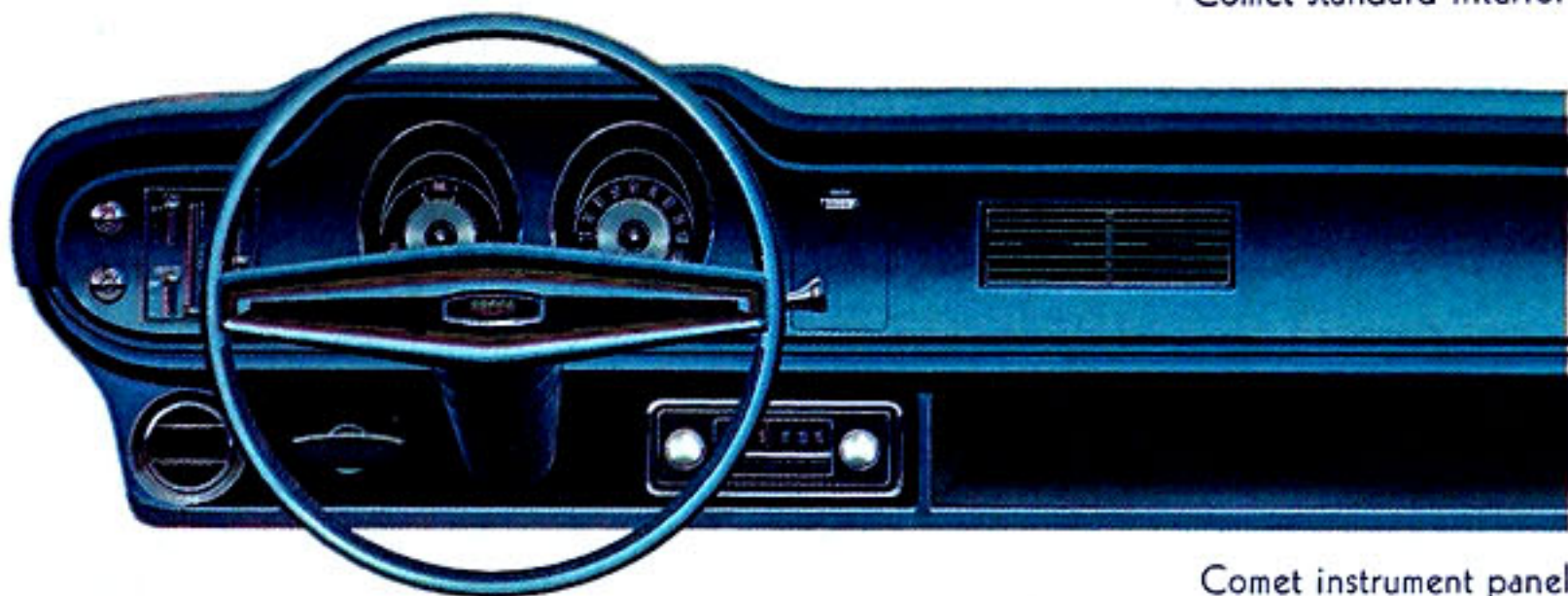
How do you make a better small car? Mercury's got the answer. Take the best small car ideas, like easy handling, simplified maintenance, low price and great gas mileage. Add big car styling without skimping on extras. Make big car performance available with either a standard 170-IV "6" or choice of two optional bigger six-cylinder engines or 302-2V V-8—all of which can use 91 octane regular gas. Result: the all-new Comet for '71, available in three fine models. The Comet 2-door sedan shown here has the exterior decor group option which includes rocker panel, upper bodyside and bright roof moldings, bright window frames, wheel covers and deluxe gas cap.



Mercury Comet 2-door sedan with decor group



Comet standard interior



Comet instrument panel

The new Comets are full of surprises. The style and quality of the interiors are much more than you would expect in an economy-class car. Beautifully appointed in the Mercury tradition, they include many thoughtful extras as standard equipment such as front and rear armrests, cigar lighter, ashtrays in the rear compartment, color-keyed carpeting, color-keyed vinyl headlining and a large stowage tray in the instrument panel.

Shown at left is the standard Comet bench seat in light gray gold check cloth-and-vinyl. This material has a very rich appearance. It may also be ordered in black or medium blue.



Mercury Comet 4-door sedan

Comet GT interior



## MERCURY COMET GT

Here's proof that an economy car doesn't have to look like an economy car. The Comet GT has all the sporty flair you could ask for, and it's a great way to combine style and sensibility. Standard features include color-keyed hood scoop, dual racing mirrors, wheel trim rings, bright window frames, blackout grille treatment, dual body tape stripes, hi-back bucket seats, deluxe door trim panels and black instrument panel. With these and the wide range of options available, you can make your Comet GT or any other Comet all the car you want it to be.



Mercury Comet GT

## MERCURY COMET

Mercury's better idea for a small car comes in two sizes. The 2-door sedan is built on a 103-inch wheelbase and seats four adults comfortably. The 4-door sedan with a 109.9 inch wheelbase is slightly larger and will seat five without difficulty. There's reasonable luggage space, too. In fact, there are a lot of

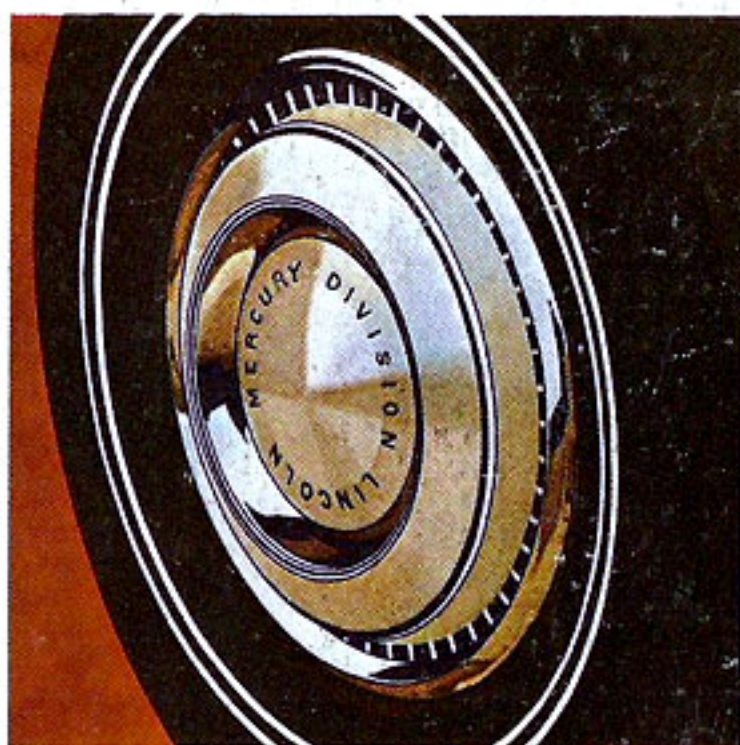
things you get with the Mercury Comet you don't get with other small cars. Distinction is one of them. The Comet has its own bold front grille and power-dome hood design. The rear end treatment is unique and features Montego-style taillamps. A handy repair manual is available for do-it-yourselfers.



Mercury Comet 2-door sedan

# OPTIONS AND ACCESSORIES

A wide range of options and accessories for Mercury models allows you to personalize your car and add to your driving enjoyment. Your Mercury dealer will be happy to assist you in selecting those that best meet your particular motoring requirements.



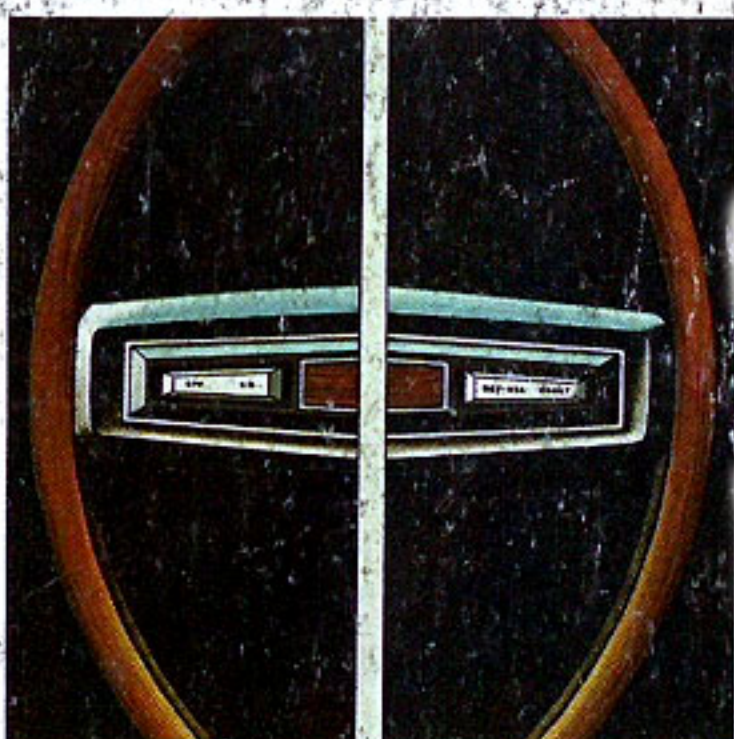
Deluxe wheel covers (Styles available for all car lines)



Tilt steering wheel (Marquis, Monterey, Cougar only)



Automatic temperature control (Marquis, Monterey only)



Speed control (Marquis, Monterey only)

## MAJOR SPECIFICATIONS

Model (2-door models)	Wheel-base	Overall Length	Standard Engine	Horse-power @ RPM	Fuel	Standard Transmission	Luggage Capacity
Marquis Brougham Marquis	124.0"	224.7"	429-2V V-8	320 @ 4400	Premium	Select-Shift automatic	20.4 cu. ft.
Monterey Custom Monterey	124.0"	224.7"	400-2V V-8 351-2V V-8	260 @ 4400 240 @ 4600	Regular*	Select-Shift 3-speed manual	20.4 cu. ft.
Montego MX Brougham Montego MX Montego	117"	209.9"	250-1V Six	145 @ 4000	Regular*	3-speed manual	16.2 cu. ft.
Montego Cyclone Montego Cyclone Spoiler	117"	209.9"	351-4V V-8	285 @ 5400	Premium	4-speed manual w. Hurst Shifter®	16.2 cu. ft.
Montego Cyclone GT	117"	209.9"	351-2V V-8	240 @ 4600	Regular*	Select-Shift automatic	16.2 cu. ft.
Cougar Cougar GT Cougar XR-7	112.1"	196.9"	351-2V V-8	240 @ 4600	Regular*	3-speed manual	10.4 cu. ft.
Comet Comet GT	103"	181.7"	170-1V Six	100 @ 4200	Regular*	3-speed manual	10.0 cu. ft.
Station Wagons	Wheel-base	Overall Length	Standard Engine	Horse-power @ RPM	Fuel	Standard Transmission	Total Cargo Volume
Marquis Colony Park Marquis Monterey	121"	220.5"	400-2V V-8	260 @ 4400	Regular*	Select-Shift automatic	105.3 cu. ft.
Montego MX Villager Montego MX	114"	211.8"	250-1V Six	145 @ 4000	Regular*	3-speed manual	92.8 cu. ft.

\*91 octane regular gasoline can be used.

# MERCURY

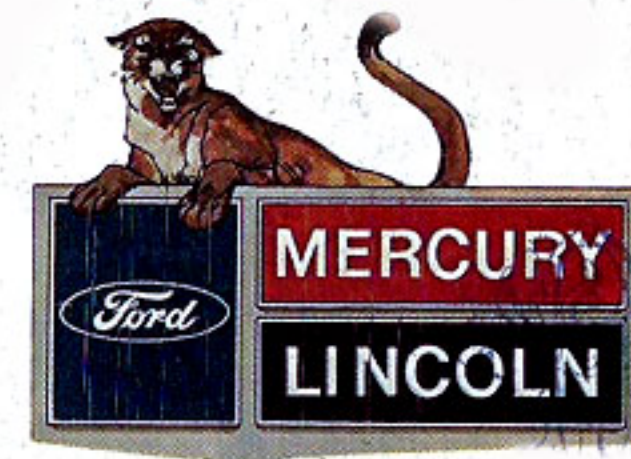
LINCOLN-MERCURY DIV.



Form No. M71-103

## A better idea for safety: Buckle up.

While the information herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. Some illustrations show cars with white sidewall tires, deluxe wheel covers and other styling, convenience or performance items that are optional at reasonable extra cost. Many are described herein; a full listing of options and accessories is available at your local authorized dealer.



Litho in U.S.A.