

BETTER IDEAS MAKE BETTER CARS
1972 MERCURY

MARQUIS · MONTEREY · MONTEGO · COUGAR · COMET



Mercury for 1972: One ride reveals a world of better ideas.

Welcome to Mercury's world of better ideas for '72.

Thirty-two excitingly new cars in four distinct classes. Everything from Comet, the roomier small car, to Marquis Brougham, uniquely luxurious for a medium-price car. Everything from the totally new personal-size Mercury Montego, including a zesty GT fastback, to the stately Colony Park station wagon with rich, yacht-deck paneling. Everything from a thrifty 170 cubic-inch "Six" to an authoritative 429 cubic-inch, four-barrel V-8, all using regular grade fuel. Everything from the sophisticated daring of a Cougar to the quiet dignity of a Monterey.

Mercury's world of better ideas. One of our better ideas is that medium-price cars should ride just as serenely, every bit as quietly as the most expensive luxury cars. We devoted a lot of engineering and design talent to the idea. And for '72 we're ready to match Mercury's ride against the world's most expensive cars. For steadiness and quiet, for surefooted smoothness—we think you'll agree that Mercury passes the test.

Now, for 1972, another better idea. We gave our new personal-size Mercury Montego a ride in the image of our most costly car. We gave it a wider track and a new suspension — a big-car ride in a personal-size car. Any Mercury you choose for 1972 will be a revelation in its nerve-soothing, road-smoothing ride.

Better ideas make better cars. It's as simple as that. We think you'll find all Mercurys for 1972 are better in meaningful measure. The way they ride and look. The way they are so carefully built to protect your investment. The way they are engineered to safeguard you and your passengers. Take one out for a test drive as soon as you can. We promise it will open your eyes to a whole new world of better ideas. Mercury for 1972.

Mercury Marquis Brougham Pillared Hardtop

In all the world of medium-price cars Mercury Marquis Brougham stands alone for its blend of dramatically elegant styling and a ride that unhesitatingly challenges the most expensive luxury cars by every criterion. A ride so silky, so steady, you'll think you're riding in a limousine costing much more. And remember, for all its elegance, Marquis Brougham is a medium-price car.

Mercury Marquis Brougham standard equipment includes:
 429-4V V-8 engine · Select-Shift automatic transmission
 · Power front disc brakes · Power steering · Power windows*

· Halo vinyl roof* · Color-keyed wheel covers* · Concealed headlamps · Fender skirts · Deluxe sound insulation
 · Concealed windshield wipers · Power ventilation · H78 x 15 belted bsw tires · Cut-pile 100% nylon carpeting* · Electric clock · Luggage compartment light · Vinyl robe cord*
 · Carpet-lined luggage compartment* · Ashtray and lighter in rear seat armrests* · Interior pillar light* · Front door courtesy lights* · Vanity mirror on right-hand sunvisor* · Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.
 *Brougham exclusive features over Marquis.



Mercury Marquis Brougham 4-Door Pillared Hardtop



Mercury Marquis Brougham Hardtops

Every drive in the Marquis Brougham is a *formal* occasion, topped off by the elegant halo vinyl roof. You arrive relaxed and refreshed, thanks to the uncommonly smooth, quiet ride, and to standard power ventilation that circulates and refreshes the air in the passenger compartment, even when the car is barely moving.

Mercury Marquis Brougham standard equipment includes: 429-4V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Power steering • Power windows* • Halo vinyl roof* • Color-keyed wheel covers* • Concealed

headlamps • Fender skirts • Deluxe sound insulation • Concealed windshield wipers • Power ventilation • H78 x 15 bsw belted tires • Cut-pile 100% nylon carpeting* • Electric clock • Luggage compartment light • Vinyl robe cord* • Carpet-lined luggage compartment* • Ashtray and lighter in rear seat armrests* • Interior pillar light* • Front door courtesy lights* • Vanity mirror on right-hand sunvisor* • Twin instrument panel ashtrays (driver's side lighted) • Full complement of Ford Motor Company Lifeguard Design Safety Features.
Note: Other equipment shown optional.
*Brougham exclusive features over Marquis.



Mercury Marquis Brougham
4-Door Hardtop



Mercury Marquis Brougham 2-Door Hardtop



Mercury Marquis 4-Door Hardtop

The power-operated Sun Roof, shown right, is available for all full-size Mercurys when equipped with vinyl roof.



Mercury Marquis Hardtop

The Marquis ride is a beautifully moving experience—no matter how rough the road below. Mercury engineers took their cues from the world's costliest cars and gave this medium-priced car the same kind of smoothness and steadiness of motion you'd expect in cars costing much more. We call it cushion-link suspension, because of the beautiful way it keeps road shocks a secret between you and the front wheels. We think it's an experience you should try.

Mercury Marquis standard equipment includes: 429-4V V-8 engine • Select-Shift automatic transmission • Power front disc

brakes • Power steering • Deluxe sound insulation • Concealed headlamps • Concealed windshield wipers • Power ventilation • 100% nylon loop carpeting • Deluxe wheel covers • Full-width woodgrain instrument panel applique • Electric clock • Map light • H78 x 15 belted bsw tires • Luggage compartment light • Courtesy lights under instrument panel • Bright pedal trim • Twin ashtrays in instrument panel (driver's side lighted) • Full complement of Ford Motor Company Lifeguard Design Safety Features.

Note: Other equipment shown optional.



Mercury Marquis 4-Door Pillared Hardtop



Mercury Marquis 2-Door Hardtop



Mercury Marquis Hardtop and Pillared Hardtop

Better ideas make better cars and we think you'll agree Marquis meets the description in every respect. Not only is its ride a revelation—library-quiet with a boulevard smoothness—but the impressive list of standard features below is equally as eye-opening in a medium-price car. Put Marquis to the ultimate test—out on the road where it shines.

Mercury Marquis standard equipment includes: 429-4V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Power steering • Deluxe sound insulation • Concealed

headlamps • Concealed windshield wipers • Power ventilation • H78 x 15 belted bsw tires • 100% nylon loop carpeting • Deluxe wheel covers • Full-width woodgrain instrument panel applique • Electric clock • Map light • Fender skirts • Luggage compartment light • Courtesy lights under instrument panel • Bright pedal trim • Twin ashtrays in instrument panel (driver's side lighted) • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.





Marquis Brougham interior



Marquis interior

Simulated cherrywood appliques add a note of richness and contemporary decor to the handsomely appointed Marquis and Marquis Brougham instrument panel (shown with optional radio, air conditioner and luxury steering wheel).

Mercury Marquis Interiors

A most comforting experience awaits you inside Marquis for 1972, a level of luxury far exceeding what ordinarily is expected in a medium-price car.

1) On the page at right is shown the Marquis Brougham interior featuring optional Hi-back Twin Comfort Lounge Seats in a choice of cloth-and-vinyl or all-vinyl fabrics. Each seat is individually adjustable and has its own armrest. An optional passenger seat reclining feature is available. The Twin Comfort Lounge Seat option may be ordered for any Marquis or Marquis Brougham model and can be yours in black, medium blue, dark red, medium ginger (all-vinyl only), medium green, as shown, light gray gold or dark tobacco.

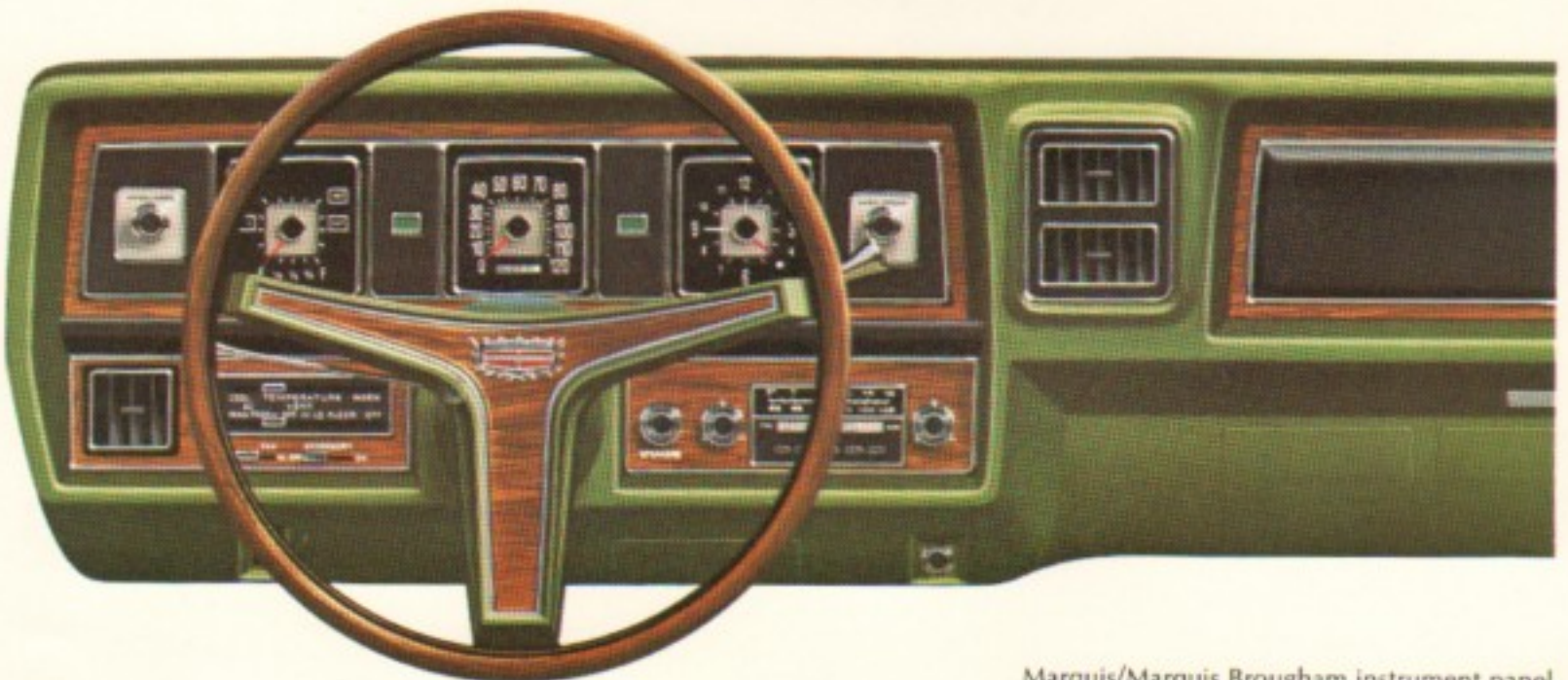
2) The top view on this page shows the Marquis Brougham standard interior in cloth-and-vinyl. This richly designed interior with full-width bench seat has folding center armrests front and rear. The Marquis Brougham interiors are available in black, medium blue, dark red, medium green, as shown, light gray gold, and dark tobacco.

3) The lower view shows the standard Marquis interior, available in cloth-and-vinyl or all-vinyl. The full-width bench-type front seat is standard in this smart interior. Colors for the all-vinyl interior include black, medium blue (as shown), dark red, medium ginger, medium green, white (2-door hardtop only), and light gray gold. In the cloth-and-vinyl interior, medium ginger and white are not available; all other colors and dark tobacco can be selected.

MARQUIS MAJOR SPECIFICATIONS

Engine:	Displacement	Carburetor	Fuel*	Exhaust
429-4V (Standard)	429 cu. in.	4-barrel	Reg.	Single
Wheelbase.....	124.0"	Tread: Front/Rear.....	63.3"/64.3"	
Overall Length.....	224.8"	Luggage Capacity (cu. ft.).....	20.4	
Overall Width.....	79.3"	Fuel Tank Capacity(gals.).....	22.0	

*All 1972 engines are designed to operate on regular gasolines with an octane rating of at least 91 when engine is adjusted to factory recommended specs.



Marquis/Marquis Brougham instrument panel

Marquis Brougham interior with optional Twin Comfort Lounge Seats & luxury steering wheel



Mercury Monterey Custom Hardtop

There's a world of new driving pleasure waiting for you behind Monterey's new full-width grille design. And no small part of the pleasure is in the ride that's as smooth as the lines of the car itself. The same limousine-like ride that distinguished the Marquis in one test after another as equal to the world's most expensive cars for smoothness and quiet. And to match Monterey's luxurious ride there's a powerful 400 cubic-inch V-8 engine that performs on regular gasoline.

Mercury Monterey Custom standard equipment includes:
 400-2V V-8 engine • Select-Shift automatic transmission
 • Power steering • Power front disc brakes • Deluxe wheel covers • G78 x 15 belted bsw tires • 100% nylon loop carpeting
 • Concealed windshield wipers • Power ventilation
 • Simulated cherrywood instrument cluster • Bright pedal trim • Deluxe two-spoke steering wheel • Full complement of Ford Motor Company Lifeguard Design Safety Features.
 Note: Other equipment shown optional.



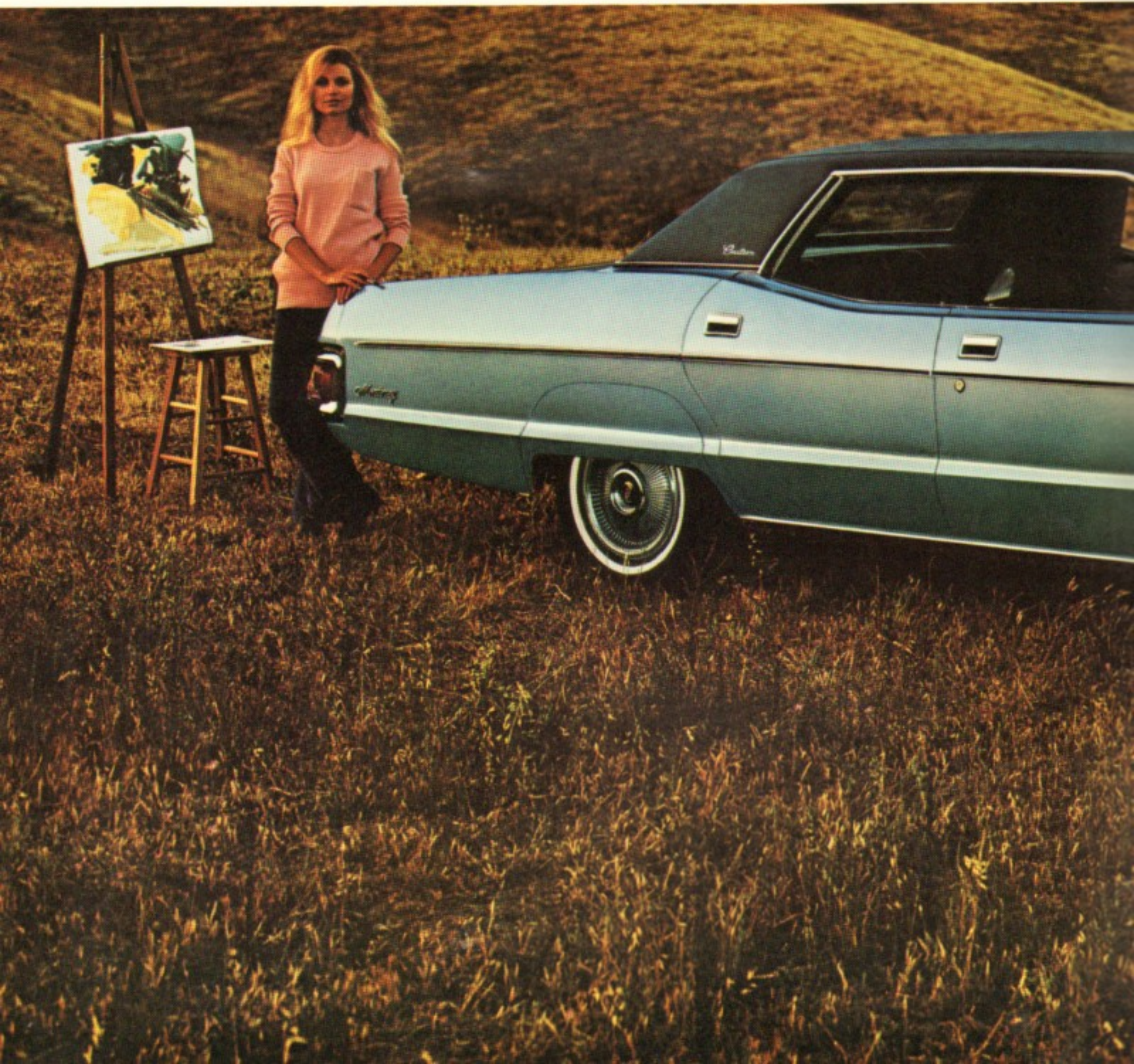
Mercury Monterey Custom 2-Door Hardtop



Mercury Monterey Custom Hardtop and Pillared Hardtop

Each of these beautiful Monterey Custom models includes power steering and power brakes as standard equipment. It is just one of the many better ideas you'll find in every Monterey, designed to make them better cars and to make driving a better experience. Mercury's power steering design at low turning speeds gives you special help when parking or maneuvering in and out of tight spots. It also gives you a better feel of control at cruising or passing speeds on the highway. All further proof that better ideas make better cars. Mercury Monterey Custom for '72.

Mercury Monterey Custom standard equipment includes:
 400-2V V-8 engine • Select-Shift automatic transmission
 • Power steering • Power front disc brakes • Deluxe wheel covers • G78 x 15 belted bsw tires • 100% nylon loop carpeting
 • Concealed windshield wipers • Power ventilation
 • Simulated cherrywood instrument cluster • Bright pedal trim
 • Deluxe two-spoke steering wheel • Twin ashtrays in instrument panel (driver's side lighted) • Full complement of Ford Motor Company Lifeguard Design Safety Features.
 Note: Other equipment shown optional.



Mercury Monterey Custom
4-Door Pillared Hardtop



Mercury Monterey Custom 4-Door Hardtop



Mercury Monterey Pillared Hardtop

All 1972 Montereys feature a 124-inch wheelbase and a wide stance. Combine this with Mercury's tuned cushion-link suspension system—and you have the reason the Monterey rides so smoothly you could actually get shaved in the back seat. (We demonstrated this ride on television.) And the ride isn't *all* that the 1972 Monterey shares with Marquis. Note the same fine look of quality and strong family resemblance in the clean, uncluttered lines.

Mercury Monterey standard equipment includes: 351-2V V-8 engine • Select-Shift automatic transmission • Power steering • Power front disc brakes • Concealed windshield wipers • Power ventilation • G78 x 15 belted bsw tires • 100% nylon loop carpeting • Simulated cherrywood instrument cluster • Color-keyed steering wheel • Twin ashtrays in instrument panel • Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.



Mercury Monterey 4-Door Pillared Hardtop



Mercury Monterey 4-Door Hardtop



Mercury Monterey 2-Door Hardtop



Mercury Monterey Hardtops

Monterey's proud new front end is a signal of great new things to come. Overall styling that will earn you admiring looks everywhere you drive. Exciting new interior colors and new interior tailoring, new standard features like automatic transmission and power steering—and a ride that far surpasses anything you'd expect from a car so modestly priced. Better ideas that make a better car. Experience Monterey's value for yourself with a test drive today.

Mercury Monterey standard equipment includes: 351-2V V-8 engine · Select-Shift automatic transmission · Power steering · Power front disc brakes · Concealed windshield wipers · Power ventilation · G78 x 15 belted bsw tires · 100% nylon loop carpeting · Simulated cherrywood instrument cluster · Color-keyed two-spoke steering wheel · Twin ashtrays in instrument panel · Full complement of Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown optional.

