

LINCOLN-MERCURY 1973 BUILT BETTER TO RIDE BETTER

LINCOLN CONTINENTAL · MARK IV · MERCURY · MONTEGO · COUGAR · COMET · CAPRI







Continental Mark IV

The 1973 Continental Mark IV. Quite simply, the most beautiful automobile in America. Perhaps because it is the only one that successfully blends both classic and contemporary styling.

From the bold grille through the graceful sweep of the roofline, to the traditional rear deck spare tire design, there is no mistaking a Continental Mark IV. This is the unique personal luxury car.

Every Mark IV comes with Automatic Temperature Control . . . to hold the interior temperature within a selected comfort range, and to reduce dust, pollen and humidity in the air.

Individualized seating comfort comes with six-way powered movement of Twin Comfort Lounge Seats. The power controls for driver and passenger are switches conveniently mounted in the door armrest.

On the road, Mark IV is predictably smooth, steady, and quiet. Riding comfort is extraordinary. The Sure-Track Brake System is standard for safe, even stops.

Other standard features include Cavalry twill vinyl roof, opera window with an imbedded handground Continental star, steel-belted radial ply tires, and cornering lights.

Mark IV option choices range, appropriately, from the adventure of a power sunroof to the practical convenience of a tilt steering wheel and electric rear window defroster.

Continental Mark IV Interiors

The interior of the Continental Mark IV is every bit as beautiful as the exterior.

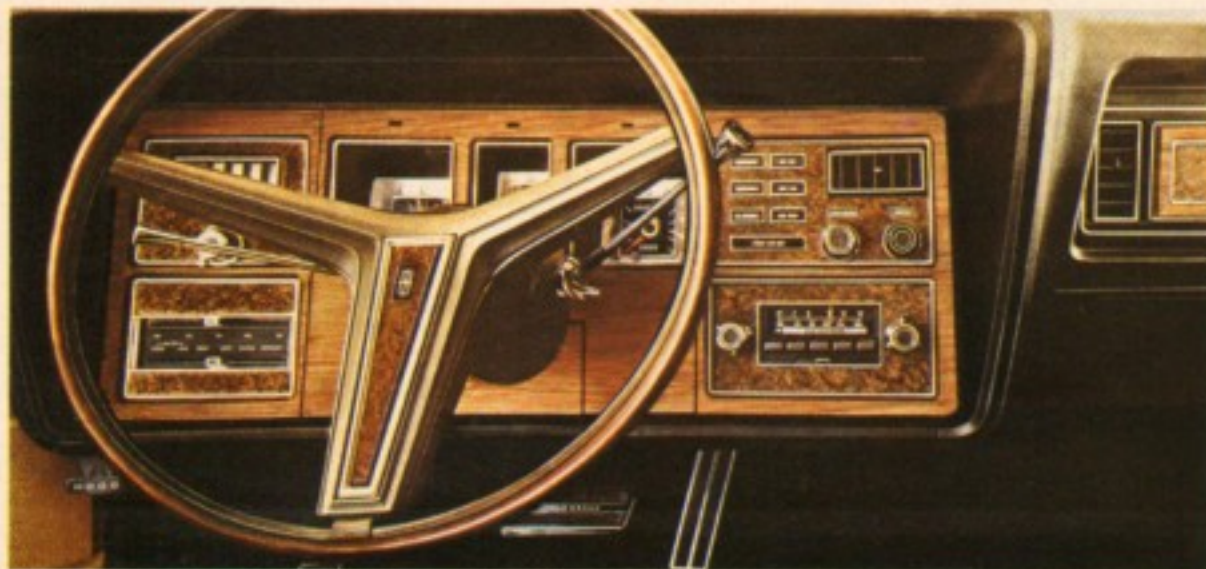
Twin Comfort Lounge Seats, covered in Westminster cloth, a soft-textured tricote, are standard equipment. The glove-soft leather seating surfaces shown here (above) are available at extra cost. The cranberry Victoria velour decor (below) is available as part of the Mark IV Silver Luxury Group Option.

Continental Mark IV standard features include:

Interior · Automatic temperature control · Power ventilation system · Power windows with lock feature · Tinted glass · AM Radio with power antenna · New anti-theft spare tire lock · Twin Comfort Lounge Seats with 6-way/6-way power and cloth-and-vinyl upholstery · Deep cut-pile carpeting · Automatic parking brake release · Instrument panel warning lights · Interior lighting: ashtray light, courtesy lights, glove box light, luggage compartment light, engine compartment light, combination dome/map light, rear "C" pillar mounted reading lights, courtesy lights beneath instrument panel · Fully carpeted luggage compartment · Carpeted spare tire cover · Electric Cartier Timepiece · Front and rear center armrests · Instrument panel gauges: fuel, speedometer, trip odometer · New inside hood latch release · Seat belt warning buzzer. Other equipment shown is optional.

Exterior · 460 CID 4V V-8 engine · Select-Shift transmission · Sure-Track Brake System · 230R15 WSW steel-belted radial ply tires · Power steering · Luxury wheel covers · Concealed dual headlamps · Custom pin stripe · Vinyl roof · Opera window · Cornering lamps · Customer monograms · Front bumper guards · Remote control left-hand sideview mirror.





The instrument panel is Kashmir walnut woodgrain matina and burl walnut woodgrain applique. All the most important gauges are located directly within the driver's line of sight. Warning lights tell you if the door is ajar, remind you to fasten seat belts, and monitor the alternator, engine temperature, oil pressure, fuel level, and brake system.

The Cartier timepiece, signed by the famous Fifth Avenue jeweler, is standard equipment, as is an AM radio with power antenna. The AM/FM multiplex stereo radio illustrated is optional.

The silver Mark IV, newly minted with optional silver vinyl roof, cranberry interior and silver moondust metallic exterior.





Lincoln Continental

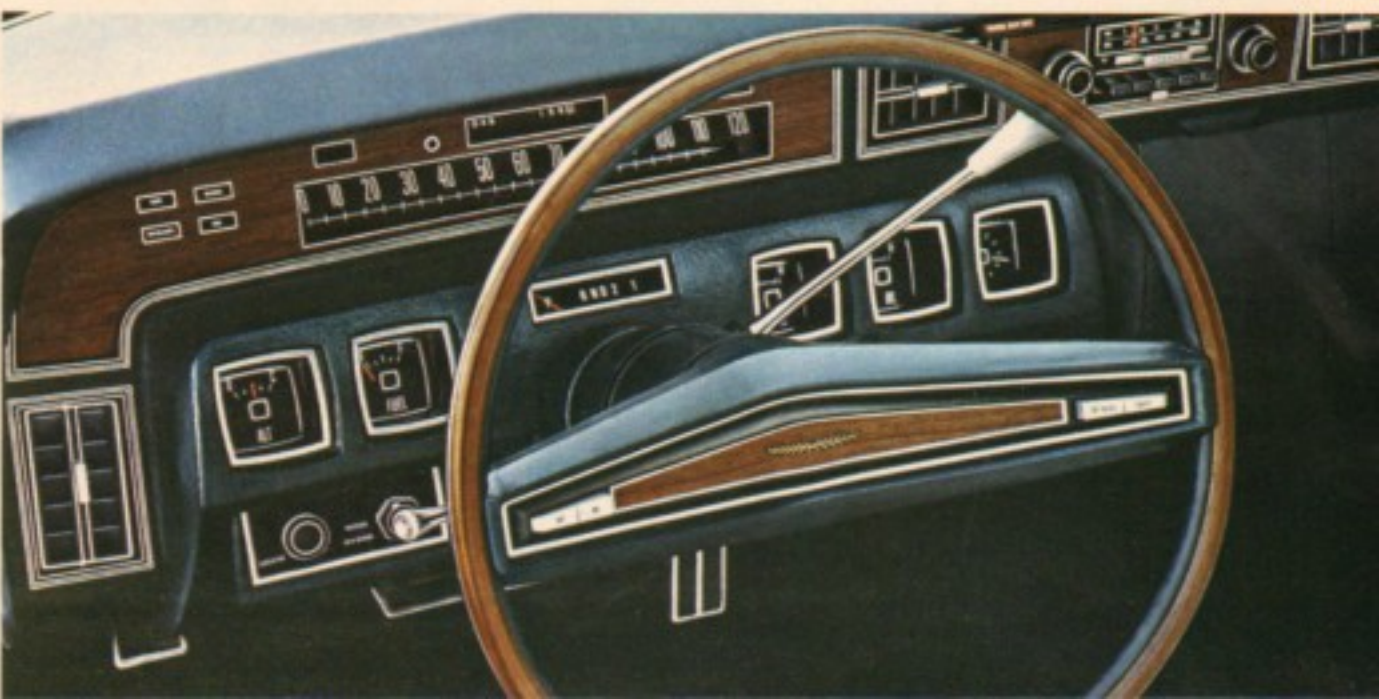
We always believed ours the finest cars built in America. Until last year you had only our word for it. Then, in a ride and handling test of '72s, our Continentals won out over the other luxury car. We now believe our 1973 Continentals are even better, superb in luxury and handling, in the quiet of their ride. Our luxurious Lincoln Continental 4-Door Sedan and Coupé, and even more luxurious Town Car and Town Coupé.

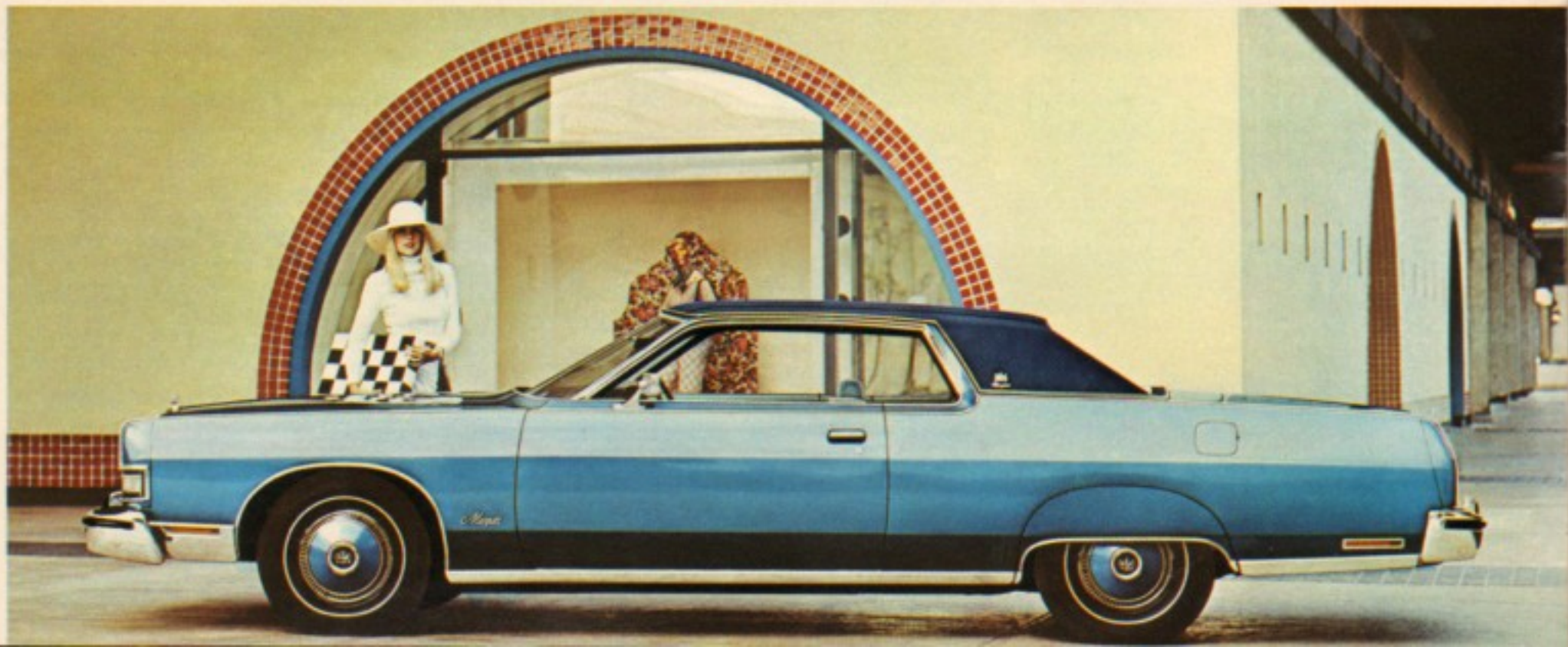
Lincoln Continental standard features include:

460 CID 4V V-8 engine · Select-Shift automatic transmission · Steel-belted radial ply white sidewall tires · Power steering · Power front disc brakes · Deluxe wheel covers · Concealed dual headlamps · Cornering lights · Dual custom stripes · Front bumper guards · Concealed windshield wipers · Power ventilation system · Power windows with lock feature · 2-way power seat with cloth-and-vinyl upholstery · Automatic temperature control · AM Radio with power antenna · Cut-pile carpeting · Interior lighting: ashtray lights, courtesy lights, glove box light, luggage compartment light, map light, rear seat reading lights · Seat belt warning buzzer · Electric clock · Rim-Blow steering wheel · Folding center armrests in front and rear · Carpeted luggage compartment · Tinted glass · Visor-mounted vanity mirror · Remote control left-hand sideview mirror · Automatic parking brake release · Spare tire lock · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.

In addition, the Town Car and Town Coupé offer these exclusive features:

Cavalry twill vinyl roof · Seat back robe cords and carpeted inserts · Power vent windows (4-door only) · Personalized owner's initials · Distinctive Town Car insignia · Glove box vanity mirror · Flocked headlining and sun visors.





Mercury Marquis Brougham

So smoothly and steadily does this car ride that you might pay several times its price and still not surpass it for its elegance and quietness of movement. Yet Marquis, despite its look of luxury and richness, is still a medium-price car.

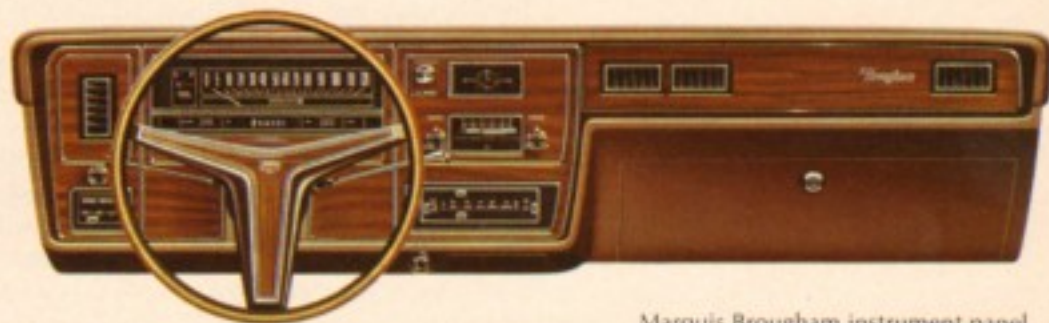
Mercury Marquis Brougham features as standard equipment: 429-4V engine · Select-Shift automatic transmission · Power front disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · Power windows* · Power ventilation · Automatic parking brake release · Energy absorbing bumper · Front bumper guards · Halo vinyl roof* · Concealed headlamps · Fender skirts · Deluxe wheel covers with inserts* · Deluxe sound insulation package · Electric clock · Left-hand remote control mirror · Shag cut-pile carpeting* · Vanity mirror on right-hand sun visor* · Special lighting for luggage compartment, under instrument panel*, front* and rear doors, and rear pillars* · Door pull straps · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.

**Brougham extra features over Marquis*

Shown right is the Marquis Brougham interior with optional Twin Comfort Lounge Seats in cloth-and-vinyl. Seats, each with its own armrest, can be adjusted individually. You can also choose this interior in all-vinyl. Marquis Brougham interiors are available in black, medium and light blue, medium green or dark tobacco. Note: The standard Marquis Brougham interior is shown on the following page.



Marquis Brougham optional interior



Marquis Brougham instrument panel



Mercury Marquis 2-Door Hardtop

Mercury Marquis

In a blindfold test last year, Mercury's ride rated better than a limousine costing several times as much. For '73 it was hard to improve on. But we've done it. New radial ply tires, for example, give more precise steering and directional control.

The Marquis interior is available in cloth-and-vinyl or all-vinyl. Bench seat is standard, Twin Comfort Lounge Seats optional. Colors include black, medium blue, medium green, light beige and dark tobacco. Note: Shown at right is the Marquis Brougham standard interior.

Mercury Marquis features as standard equipment:

429-4V engine · Select-Shift automatic transmission
· Power front disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · Automatic parking brake release · Energy absorbing bumper · Front bumper guards
· Concealed headlamps · Fender skirts · Deluxe wheel covers · Deluxe sound insulation package · Electric clock
· Inside hood latch release · Dome light · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



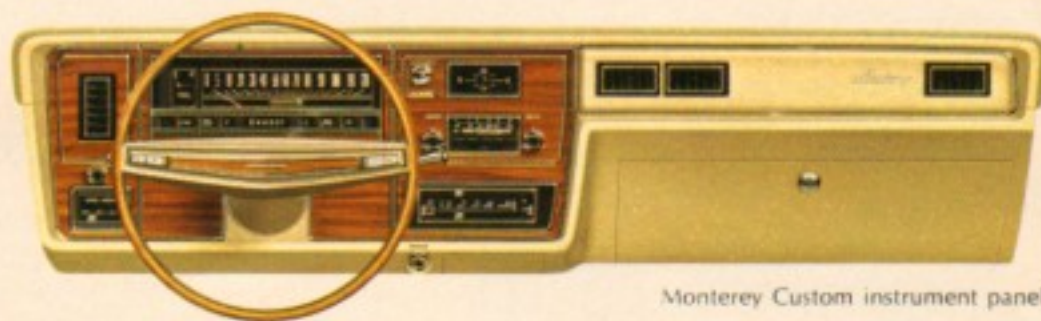
Marquis Brougham standard interior



Mercury Monterey Custom 4-Door Pillared Hardtop



Monterey Custom standard interior



Monterey Custom instrument panel.

Mercury Monterey Custom

Steel-belted radial ply tires, standard on every full-size Mercury for '73, help dramatically improve the ride, make most roads seem newly paved.

Mercury Monterey Custom features as standard equipment:

400-2V V-8 engine · Select-Shift automatic transmission · Power front disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · Automatic parking brake release · Energy absorbing bumper · Front bumper guards · Deluxe wheel covers · Inside hood latch release · Dome light · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Mercury Monterey 2-Door Hardtop



Monterey standard interior

Mercury Monterey

Incomparable comfort as you drive—and you arrive relaxed and refreshed. The secret is in Mercury's steel-belted radial ply tires and highly refined suspension system, in the way it tunes out most harshness and vibration and helps to free you from fatigue on even the longest trips! Yours in Mercury's lowest priced, high value full-size car!

The Monterey standard bench seat interior is available in cloth-and-vinyl or, at slight additional cost, in all-vinyl. Colors are black, medium blue, medium green and light beige.



Mercury Monterey 4-Door Pillared Hardtop

Mercury Monterey features as standard equipment:

351-2V V-8 engine · Select-Shift automatic transmission
· Power front disc brakes · HR78-15 steel-belted radial ply
BSW tires · Power steering · 100% nylon loop carpeting
· Automatic parking brake release · Energy absorbing
bumper · Front bumper guards · Inside hood latch release
· Power ventilation · Bright body side molding · Ford Motor
Company Lifeguard Design Safety Features. Note: Other
equipment shown is optional.



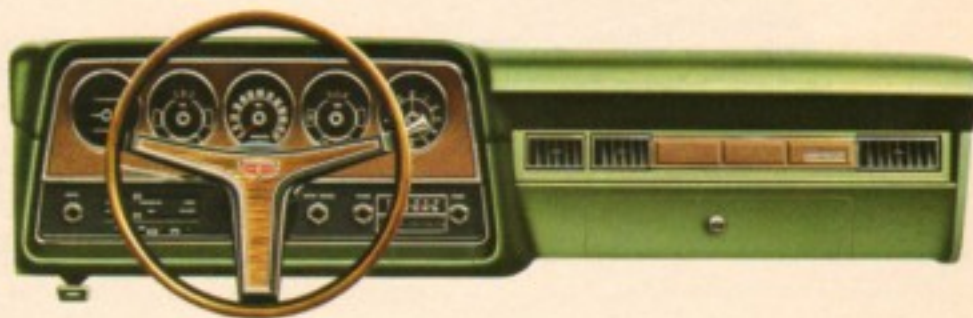
Mercury Montego MX Brougham

Montego is trimmer by as much as a foot overall compared to some "full-size" cars. It helps make this luxurious personal-size car a breeze to handle. It is tailored in two wheelbase lengths and gives you smoothness and steadiness of ride on almost any type of road. Actually Montego boasts the same type of finely honed suspension design as our most expensive luxury cars. And that's pretty fine!

The Montego MX Brougham interior, illustrated at right, features newly designed Flight Bench seats with a fold-down center armrest. It is standard in either cloth-and-vinyl as shown, or in super-soft all-vinyl. Interior color schemes available are black, medium blue, medium ginger, medium green, dark tobacco and light beige.

Mercury Montego MX Brougham features as standard equipment:
· 250-IV 6-cylinder engine · 3-speed manual transmission
· Front disc brakes · E78-14 BSW tires · Dual headlamps
· Energy absorbing bumper · Deluxe sound insulation
· Concealed windshield wipers · Deluxe wheel covers
· Deluxe 2-spoke steering wheel with woodgrain insert · Inside hood release · Color-keyed deep loop carpeting · Locking steering column · Dual note horn · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.

Montego MX Brougham interior





Mercury Montego MX

A drive in the 1973 Montego is uniquely pleasing—the ride smooth and stable. You'll never be concerned again about what kind of roads you travel. You've no idea how Montego's wider tread and high-stability suspension can add to your driving pleasure—until you try this better idea personal-size car with the big-car ride!

Shown here is the Montego MX standard bench seat interior in cloth-and-vinyl. This interior, may also be selected in all-vinyl. An all-vinyl interior featuring front bucket seats is optional in the Montego MX 2-Door Hardtop model. Colors available are black, medium blue, medium green and light beige. Dark tobacco is also available in cloth-and-vinyl only, and medium ginger in all-vinyl only.

Mercury Montego MX features as standard equipment:

250-IV 6-cylinder engine · 3-speed manual transmission
· Front disc brakes · E78-14 BSW tires · Dual headlamps
· Energy absorbing bumper · Deluxe sound insulation
· Concealed windshield wipers · Inside hood release · Color-keyed deep loop carpeting · Locking steering column · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.

Montego MX interior



Montego MX instrument panel



Mercury Montego 4-Door Pillared Hardtop



Mercury Montego 2-Door Hardtop

Mercury Montego

Montego's road-smoothing front suspension design and special butyl rubber bushings help isolate your car's frame, reducing road noise and harsh vibrations. The wheels take the punishment—not you!

Mercury Montego features as standard equipment: 250-IV 6-cylinder engine · 3-speed manual transmission · Front disc brakes · Concealed wipers · E78-14 BSW tires · Dual headlamps · Energy absorbing bumpers · Locking steering column · Inside hood release · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Montego interior in cloth-and-vinyl; also available in all-vinyl.



Mercury Montego GT 2-Door Fastback



Montego GT interior

Mercury Montego GT

This fastback dares to be different—and does it beautifully! A special performance flair, from hood scoops to dual racing mirrors. Start with the 302-2V V-8 and go from there. Full instrumentation including tachometer. GT—for the go generation!

The Montego GT interior is available either with Flight Bench seat in super-soft vinyl or with bucket seats in all-vinyl. Choose from black, medium blue, medium ginger, medium green and light beige.

Mercury Montego GT features as standard equipment: 302-2V V-8 engine · 3-speed manual transmission · Front disc brakes · F78-14 WSW tires · Deluxe sound insulation · Performance hood with dual scoops (non-functional) · Dual racing mirrors · Energy absorbing bumpers · Dual headlamps · Concealed wipers · Deluxe wheel covers · Full complement of performance instruments including tachometer · Sports-type 3-spoke steering wheel · Color-keyed deep loop carpeting · Locking steering column · Inside hood release · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Mercury Marquis Colony Park Station Wagon

Mercury Station Wagons

The most magnificent car of its type in America, Colony Park brings limousine luxury to the wagon set and, with radial ply tires standard for 1973, an unsurpassed ride to match. The elegant Colony Park interior shown at right features the luxury trim option in super-soft all-vinyl. Not shown are the Mercury Marquis and Monterey station wagons. Both are fine, full-size wagons and each offers a wagon-load of better ideas for station wagon living in 1973.

Mercury Colony Park features as standard equipment: 400-2V V-8 engine · 3-way tail-

gate · Select-Shift automatic transmission · Power front disc brakes · JR78-15 steel-belted radial ply BSW tires · Power steering · Power rear window · Automatic parking brake release · Energy absorbing bumpers · Front bumper guards · Concealed headlamps · Cherry woodgrain yacht deck exterior paneling with planking · Deluxe sound insulation · Electric clock · Deluxe two-spoke steering wheel · Cargo area light · Dome light · Inside hood latch release · Deluxe wheel covers · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Optional Colony Park Luxury trim interior