

LINCOLN-MERCURY 1974

Lincoln Continental • Mark IV • Mercury • Montego • Cougar • Comet • Capri

Test your car's ride against our ride. At the sign of the cat.





The 1974 Continental Mark IV

The Continental Mark IV—the car that has become a legend in its own time.

The Continental Mark IV is one of the most desirable and most wanted personal American luxury cars of this decade. A car whose classically beautiful simplicity will challenge the years.

An important endorsement of its desirability is that it has enjoyed an exceedingly high resale value since its introduction.

Undoubtedly, among many cardinal reasons for the success of the Continental Mark IV are its riding comfort and ease of driving which distinguish all Continentals for 1974.

For 1974, the Mark IV has new, sophisticated insulation against outside sound, thick 25-ounce shag cut-pile carpeting enhancing the luxurious interior, further hushing the ride.

The luxury continues with a precisely designed instrument panel including a timepiece, signed by Cartier and AM/FM/MPX stereo radio; six-way power Twin Comfort Lounge Seats and power windows with controls located on the armrests.

Options include a tilting steering wheel which allows easy entrance and exit, illuminated visor vanity mirrors, power-operated sunroof or glass Moonroof and a dual exhaust system.

The Continental Mark IV is among the great cars of the world.

Mark IV shown with optional right-hand remote control mirror



Continental Mark IV Interiors

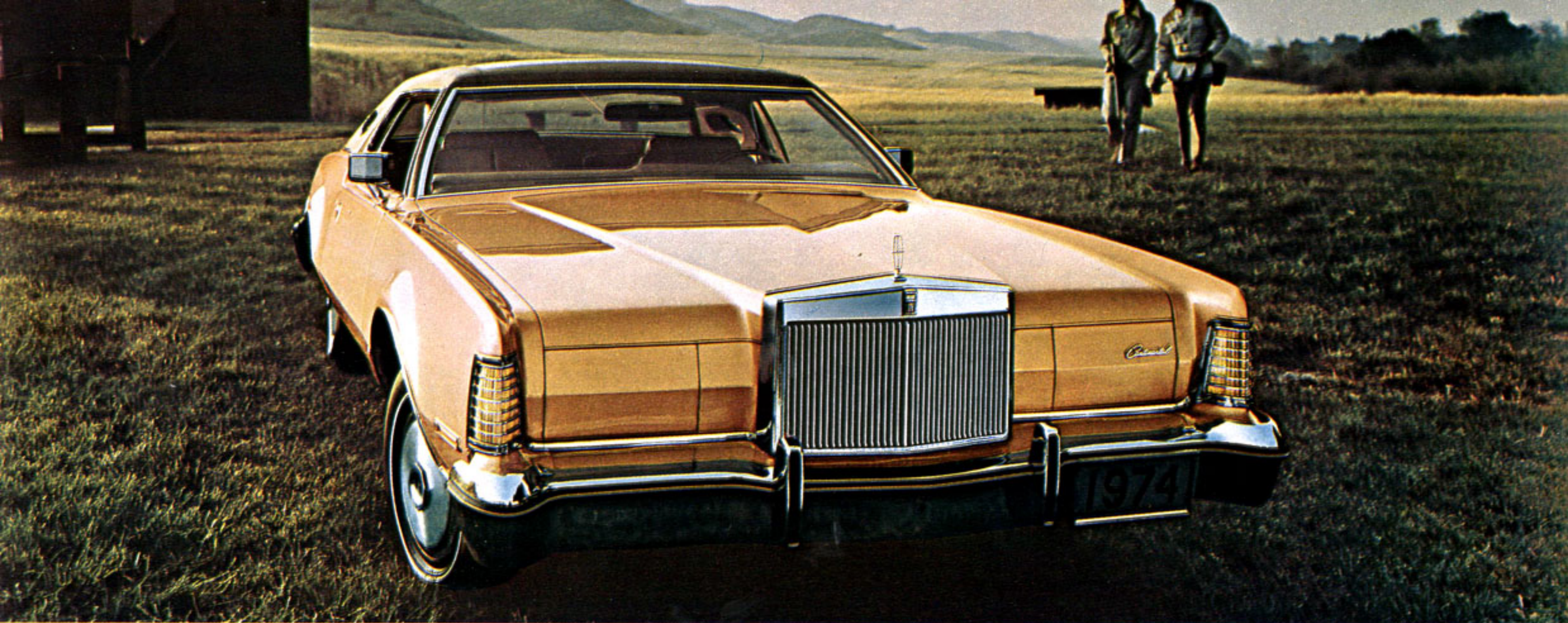
Twin Comfort Lounge Seats in knit cloth with vinyl are standard. Vinyl with leather seating surfaces (bottom illustration) and velour cloth with vinyl are extra cost. The tan vinyl with leather seating surfaces (top illustration) is part of the Mark IV Gold Luxury Group Option. Both illustrations shown with optional speed control.

Continental Mark IV

standard features include:

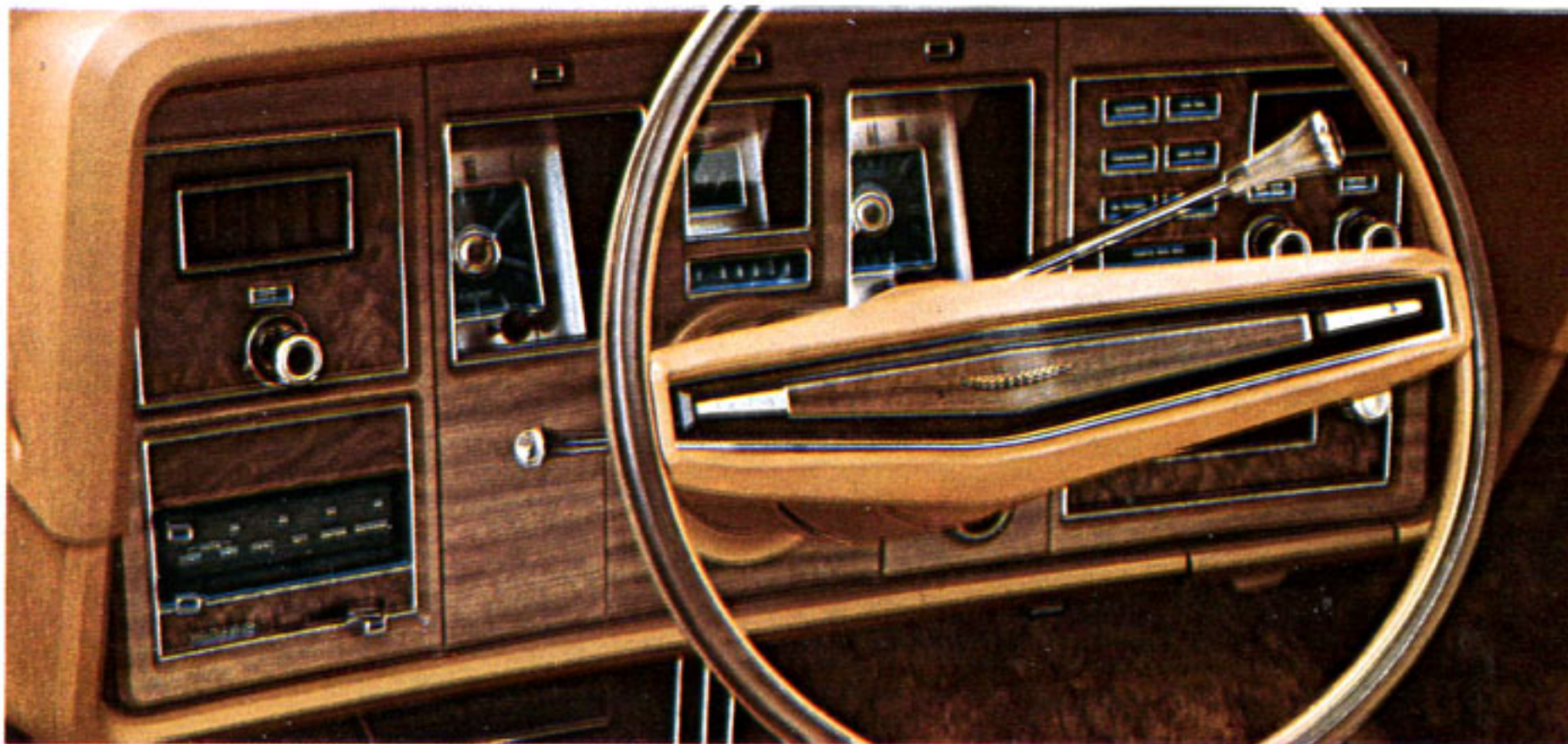
Interior • Automatic temperature control • Power ventilation system • Power windows with lock feature • Tinted glass • AM/FM multiplex stereo radio with power antenna • Anti-theft spare tire lock • Simulated cashmere walnut matina wood applique with baby burl walnut inserts on instrument panel • Simulated baby burl walnut on door trim panels and switch panels • Oval steering wheel with simulated cashmere walnut matina wood applique • Twin Comfort Lounge Seats with 6-way/6-way power and cloth with vinyl upholstery • Deep cut-pile carpeting • Instrument panel warning lights: alternator, engine temperature, oil pressure, low fuel, "fasten seat belts" reminder light, door ajar, high beam, brakes • 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 • Timepiece, signed by Cartier • Mirrors: visor-mounted vanity, day/night rearview • Center armrests in seats • Remote control left-hand sideview mirror • Wiper-mounted windshield washers.

Exterior • 460 CID 4V V-8 engine • Select-Shift automatic transmission • Sure-Track brake system • 230-15 WSW steel-belted radial ply tires • Power steering • Reversible key and keyless locking system • Luxury wheel covers • Wheel opening and curb moldings • Concealed dual headlamps • Custom pin stripe • Vinyl roof • Standup hood ornament • Opera windows • Cornering lamps • Customer monograms • Front and rear bumper guards with rubber inserts • Solid State ignition • Front and rear license plate frames.



The Continental Mark IV with Gold Luxury Group Option, which includes Gold Flare vinyl roof and Unique Gold Diamond Fire exterior. The ultimate gesture in luxury.

Note: 1974 Continentals are currently available with only black bumper rub strip inserts



The Mark IV instrument panel is simulated cashmere walnut woodgrain matina and burl walnut woodgrain applique. Directly within line of sight are placed the most important driving gauges—lights to alert you of a door ajar; to remind you that seat restraints must be fastened; to monitor alternator, engine temperature, oil pressure, fuel level and brake systems. Shown with optional speed control.

The renowned Fifth Avenue jewelers, Cartier, have signed the distinguished timepiece, standard equipment, as is the AM/FM multiplex stereo radio with power antenna.



Lincoln Continental

In recent years, we have asked owners of the other leading luxury make of car to judge their make of car against a Continental! In one such recent test, 50 couples, owners of the other luxury make were asked to evaluate riding comfort and driving ease between a 1974 model of the other luxury make and a 1974 Lincoln Continental, on round trips between La Jolla and Del Mar in California. The test results were impressive, with 72 out of 100 stating Lincoln Continental had a more comfortable ride, and 66 out of 100 judging the Continental as easier to drive.

Lincoln Continental

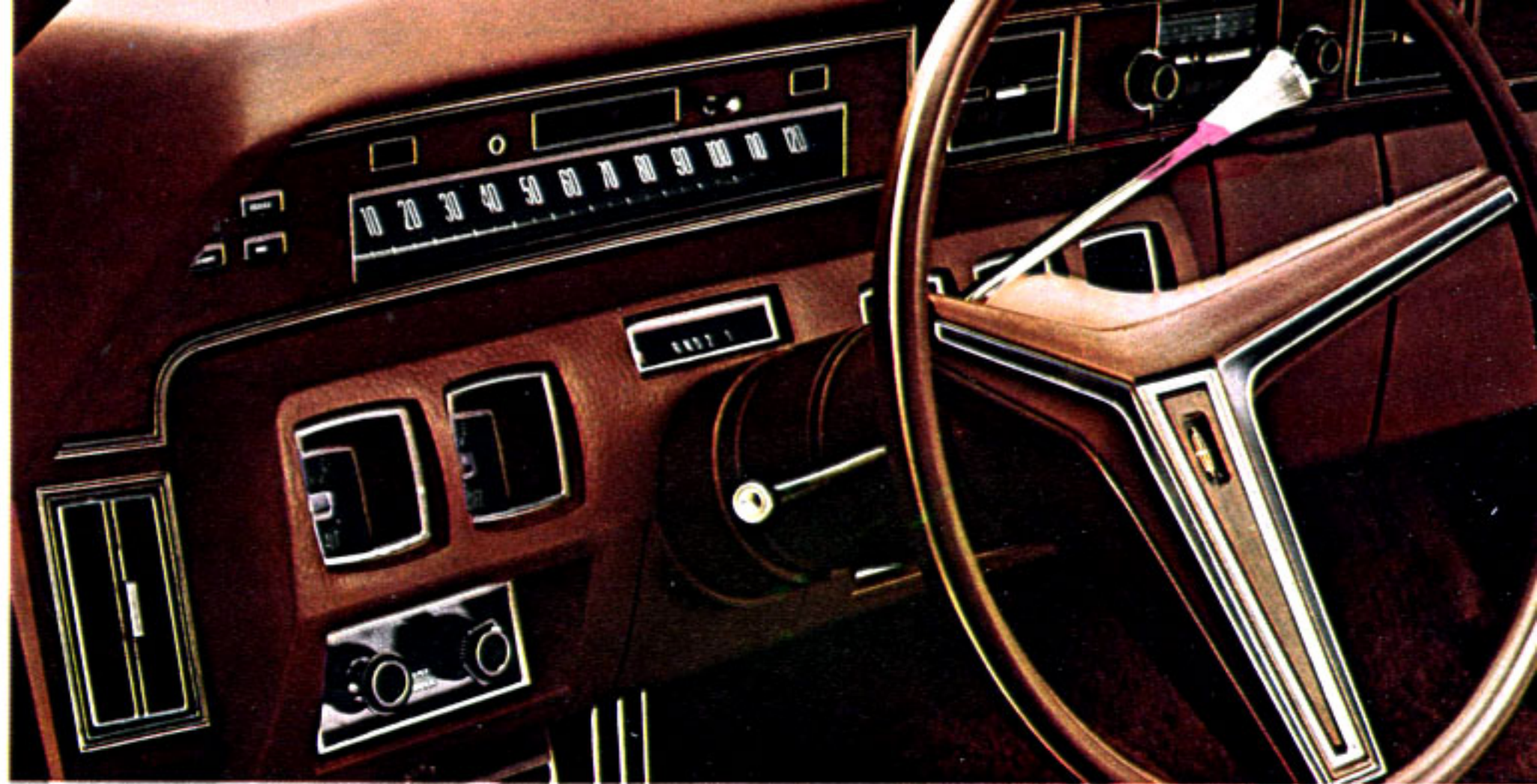
standard features include:

Interior • Power ventilation system • Power windows • 6-way power seat with knit-cloth-and-vinyl upholstery • Automatic temperature control • AM radio with power antenna • Cartier timepiece, signed by its famous jeweler • Visor-mounted vanity mirrors • Carpeted luggage compartment • Tinted glass • Remote control left-hand sideview mirror • Automatic parking brake release • Automatic seat back release (Coupé).

Exterior • 460 CID 4V V-8 engine • Select-Shift automatic transmission • WSW 235R15 steel-belted radial ply tires • Power steering • Power front disc brakes • Deluxe wheel covers • Concealed dual headlamps • Cornering lights • Dual custom stripes • Standup hood ornament • Front and rear bumper guards • Concealed windshield wipers • Solid State ignition.

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

Cavalry twill vinyl roof • 6-way power bench seat covered in leather seating surfaces or beautifully tailored velour Twin Comfort Lounge Seats • Full-width head restraints • Front seat back robe cords • Carpeted front seat backs • Glove box vanity mirror • Distinctive Town Car insignia • Personalized initials • Power vent windows (Town Car only).





Mercury Marquis Brougham 4-Door Pillared Hardtop



Mercury Marquis Brougham interior with standard flight bench seat

Mercury Marquis Brougham

Beautifully restyled for '74, our most elegant Mercury was built to be more than beautiful. Built to give you a smooth, steady, quiet ride with a feeling of solid security as you drive. A ride that will let you arrive relaxed and refreshed.

Shown right is the elegant Marquis Brougham optional Grand Marquis interior with Twin Comfort Lounge Seats in tan vinyl with leather and velour seating surfaces. Each seat has its individual armrest and can be adjusted for maximum comfort. The optional Grand Marquis interior can also be selected in tan vinyl with all-leather seating surfaces.

The illustration at left shows the standard Marquis Brougham flight bench seat interior with fold-down center armrests. You can choose this cloth-and-vinyl interior in black, medium blue, medium green, beige, gold or saddle.

Standard features on Mercury Marquis Brougham: 460-4V V-8 engine • Select-Shift automatic transmission • Solid State Ignition • Power front disc brakes • Steel-belted radials • Power steering • Power windows* • Impact resistant bumpers • Front bumper guards • "Halo" vinyl roof* • Deluxe sound insulation

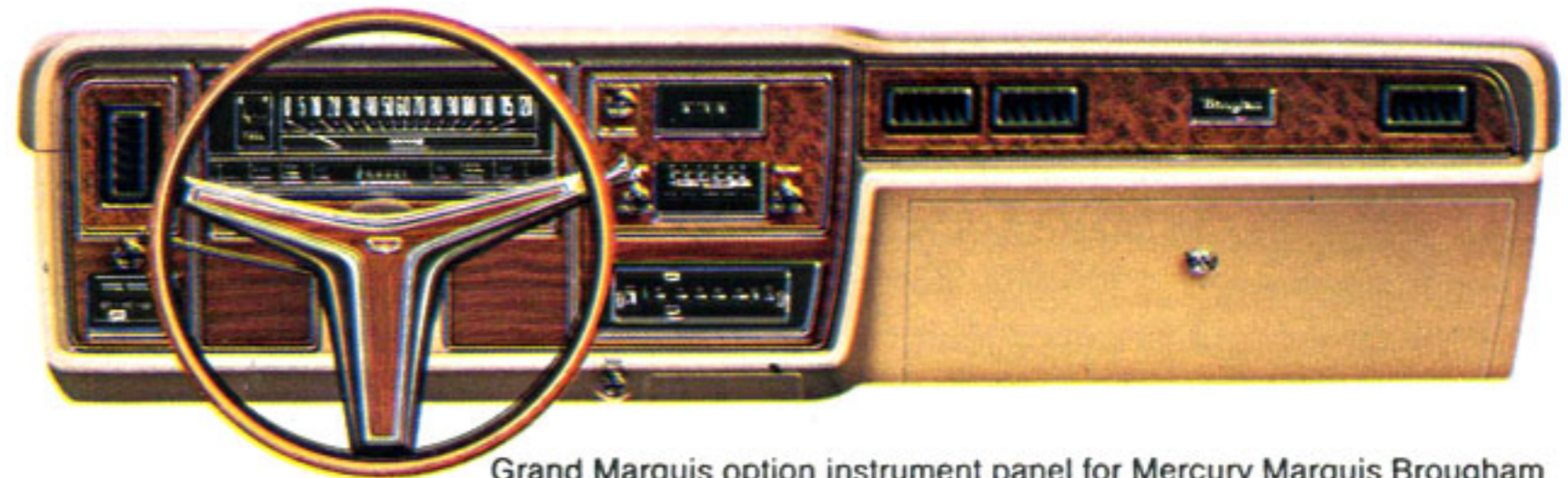
Mercury Marquis Brougham with optional Grand Marquis interior



Standard features continued

- Concealed headlamps • Concealed windshield wipers
- Power ventilation • Automatic parking brake release
- Fender skirts • Deluxe wheel covers with inserts* • Left-hand remote control mirror* • Electric clock • Visor-mounted vanity mirror, passenger side* • 25-oz. shag cut-pile carpeting • Door pull straps* • Front door courtesy lights, pillar lights and lights under instrument panel* • Lighting in luggage compartment and glove box
- Ford Motor Company Lifeguard Design Safety Features
- Note: Other equipment shown is optional.

*Brougham exclusive standard features over Marquis



Grand Marquis option instrument panel for Mercury Marquis Brougham



Mercury Marquis Brougham 4-Door Hardtop

Mercury Marquis Brougham

One of the foundations of the full-size Mercury's fabulously smooth and steady ride is its advanced suspension design. It is specifically tuned for the steel-belted radial tires that are standard on this luxurious car. They contribute a positive sense of stability on the road. A world of thoughtful elegance surrounds you as you ride comfortably in your '74 Marquis.

Last year 44 out of 50 airline pilots rated a 1973 Marquis Brougham more comfortable to drive than a \$31,000 European town car. The majority rated the Mercury smoother, steadier, quieter, easier to handle.

The illustration to the right is the Marquis Brougham interior with optional Twin Comfort Lounge Seats in cloth-and-vinyl. Available colors are the same as those for the standard flight bench seat interior. In super-soft all-vinyl upholstery, this interior is also available in white with black, medium blue, medium green, gold or saddle components.



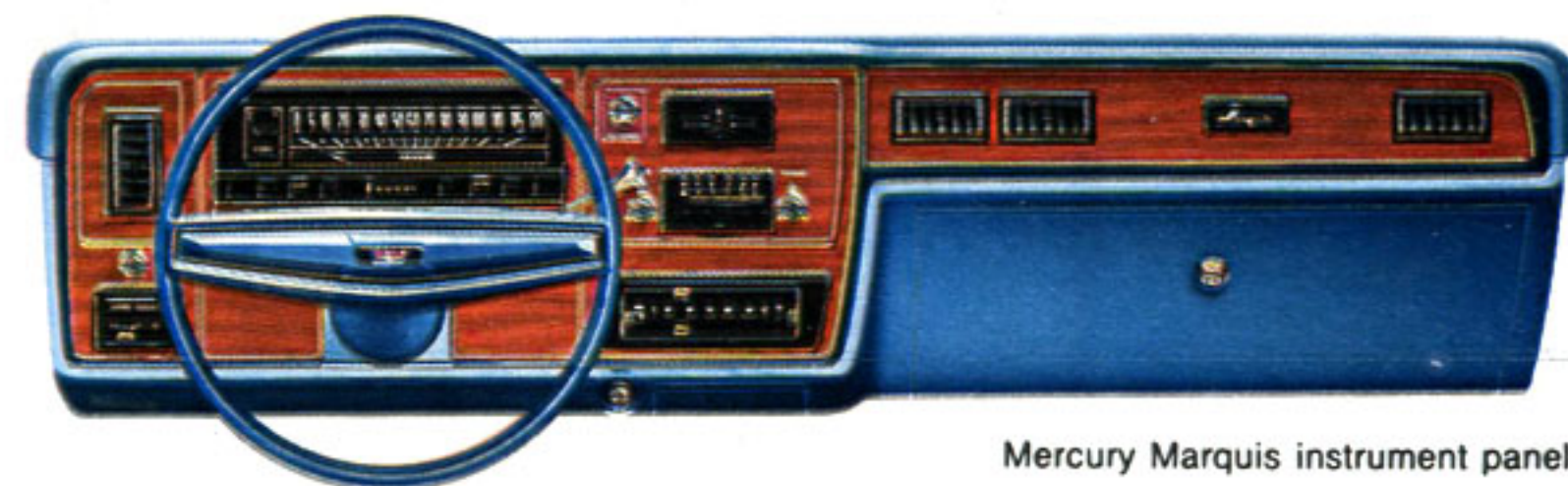
Mercury Marquis Brougham interior with optional Twin Comfort Lounge Seats



Mercury Marquis 2-Door Hardtop



Mercury Marquis standard interior



Mercury Marquis instrument panel

Mercury Marquis

The Marquis standard interior shown is available in cloth-and-vinyl or all-vinyl in black, medium blue, medium green, beige, gold or saddle.

Standard features on Mercury Marquis: 460-4V V-8 engine • Select-Shift automatic transmission • Solid State Ignition • Power front disc brakes • Steel-belted radial tires • Power steering • Impact resistant bumpers • Front bumper guards • Deluxe sound insulation • Concealed headlamps • Concealed windshield wipers • Power ventilation • Automatic parking brake release • Fender skirts • Electric clock • Loop-pile carpeting • Courtesy lights • Lighting in luggage compartment, glove box and instrument panel ashtray • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Monterey Custom 4-Door Pillared Hardtop

Mercury Monterey Custom

In your 1974 Monterey Custom the luxury is built in, solidly, to last and to give you years of quality and satisfaction. We've demonstrated the excellent ride of a 1973 Monterey Custom in a dramatic test: A vial of nitric acid was safely suspended over a \$50,000 natural Russian sable coat on loan from Maximilian of New York, while traveling over rough and irregular road surfaces.

Shown is the smartly tailored Monterey Custom standard interior in all-vinyl upholstery. You may also choose this interior in cloth-and-vinyl. Either choice is available in black, medium blue, medium green, beige, gold or saddle.

Standard features on Mercury Monterey Custom: 400-2V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Steel-belted radials • Power steering • Impact resistant bumpers • Front bumper guards • Concealed windshield wipers • Power ventilation • Automatic parking brake release • Deluxe wheel covers • Custom series script • Wheel lip moldings • Deluxe steering wheel • 100% nylon carpeting • Dome light, glove box light, instrument panel ashtray light • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



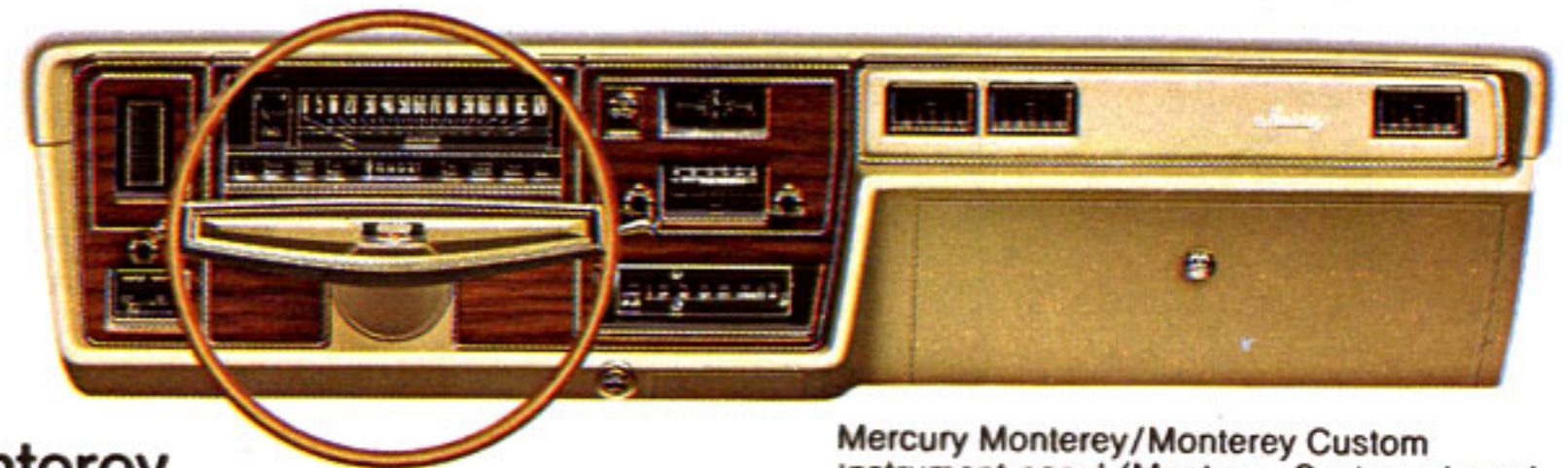
Mercury Monterey Custom standard interior



Mercury Monterey 2-Door Hardtop



Mercury Monterey standard interior



Mercury Monterey/Monterey Custom instrument panel (Monterey Custom shown)

Mercury Monterey

A car noted for its comfortable ride doesn't "just happen." It begins with sound engineering, a concern for the smallest details of design. And it follows through with demanding quality standards at every stage of assembly. The standard Monterey interior in cloth-and-vinyl (left) is also available in optional all-vinyl. Select from black, medium blue, medium green or saddle.

Standard features on Mercury Monterey: 400-2V V-8 engine • Select-Shift automatic transmission • Solid State Ignition • Power front disc brakes • Steel-belted radial tires • Power steering • Impact resistant bumpers • Front bumper guards • Concealed windshield wipers • Power ventilation • Automatic parking brake release • 100% nylon carpeting • Dome light, glove box light, instrument panel ashtray light • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Montego MX Brougham 2-Door Hardtop with Custom Trim Option

Mercury Montego MX Brougham with Custom Trim Option

Here is our personal-size car in its most elegant guise. With a luxurious look on the outside and the most luxurious interior ever. Last year a 1973 Montego MX Brougham was rated superior in riding comfort to our three top competitors in the same size and price class. Owners of our competitors' cars did the comparing. Montego MX Brougham—with Custom Trim Option—the personal-size Mercury at its finest!

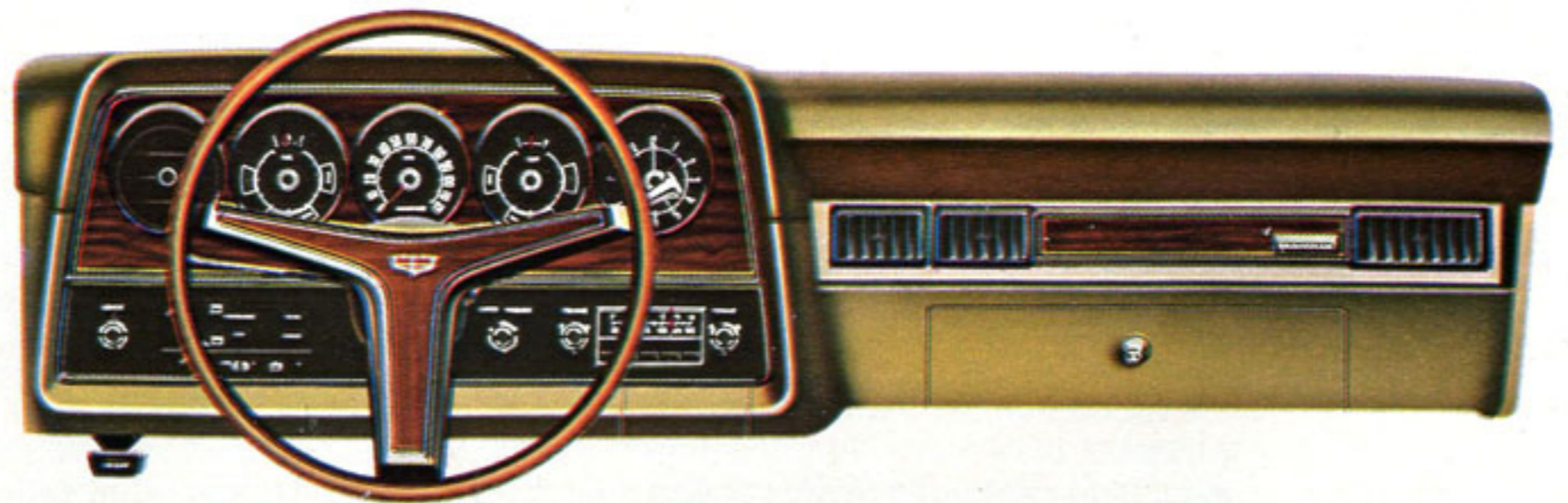
A custom decor look sets the tone of high elegance in the unique Montego MX Brougham with Custom Trim Option interior, shown right. The Twin Comfort Lounge Seats are tailored with seating surfaces of rich striped velour. Seat bolsters are of super-soft vinyl. Underfoot is deeply resilient 25-ounce cut-pile carpeting. Among other niceties distinguishing this interior are the visor vanity mirror, door pull assist straps and distinctive steering wheel and instrument panel. The Custom Trim Option interior can be chosen in medium blue or gold striped cloth-and-vinyl.



Mercury Montego MX Brougham with Custom Trim Option

Standard features on the Montego MX Brougham with Custom Trim Option: 302-2V V-8 engine* • 3-speed manual transmission* • Front disc brakes • G78x14 BSW tires • Impact resistant bumpers • Front bumper guards • Dual headlamps • Deluxe wheel covers with color-keyed inserts • Levant grain vinyl roof • Deluxe sound package • Luxury steering wheel • Visor vanity mirror • Locking steering column • Concealed windshield wipers • Inside hood release • Color-keyed 25-oz. cut-pile carpeting • Door pull assist straps • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

*351-2V V-8 engine and automatic transmission are mandatory options in California



Custom Trim Option instrument panel for Montego MX Brougham



Mercury Montego MX Brougham 4-Door Pillared Hardtop

Mercury Montego MX Brougham

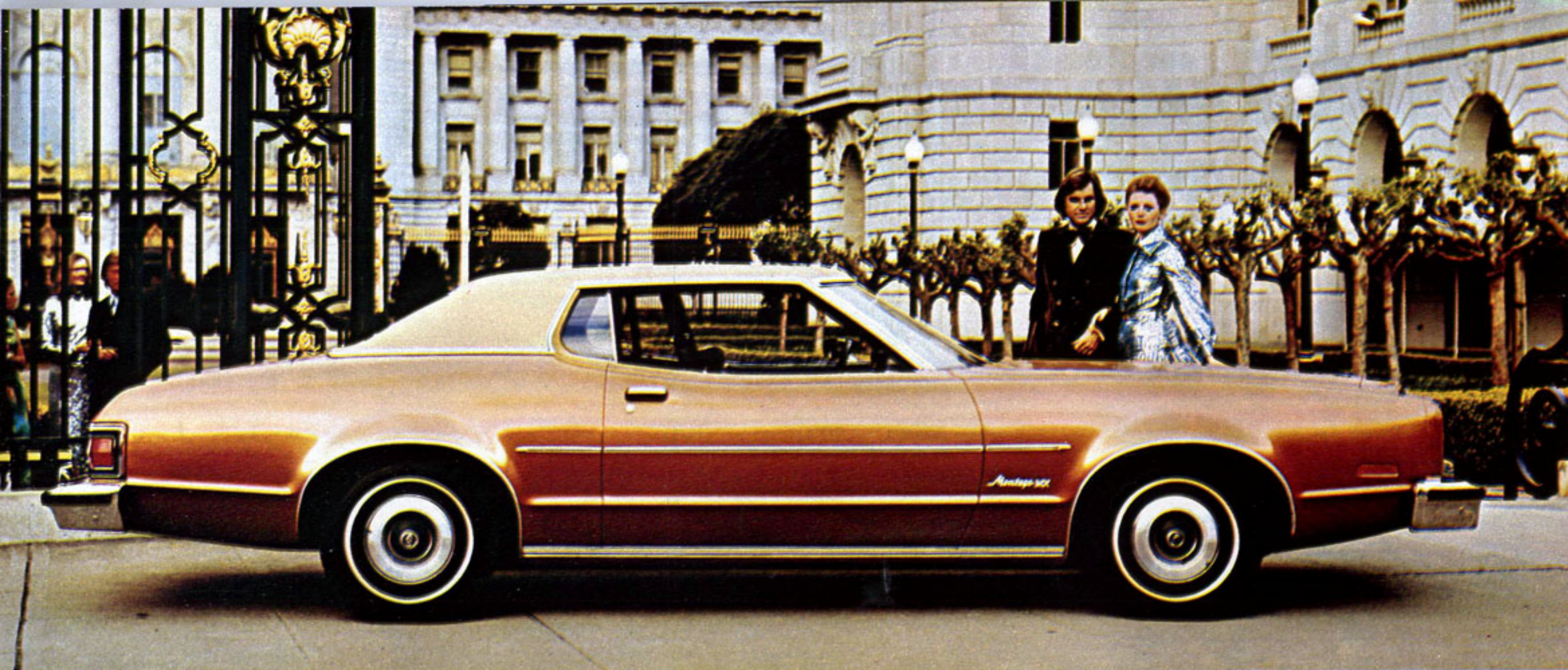
The trim Montego is smaller than most full-size cars, yet boasts the same type suspension system as on our most expensive luxury car. Not long ago, in a blindfold ride test a personal-size 1972 Montego MX Brougham was chosen for superior ride over our competitor's best-selling full-size car by almost two to one!

Standard features on Mercury Montego MX Brougham: 302-2V V-8 engine* • 3-speed manual transmission* • Front disc brakes • G78x14 BSW tires • Impact resistant bumpers • Front bumper guards • Dual headlamps • Super sound insulation package • Wheel covers • Locking steering column • Concealed windshield wipers • Inside hood release • Color-keyed deep loop carpeting • Ford Motor Company Lifeguard Design Safety Features, such as backup and side marker lights • Note: Other equipment shown is optional.

*351-2V V-8 engine and automatic transmission are required options in California



Mercury Montego MX Brougham flight bench interior



Mercury Montego MX 2-Door Hardtop



Mercury Montego MX standard interior



Mercury Montego MX/Montego MX Brougham instrument panel
(Brougham instrument panel shown)

Mercury Montego MX

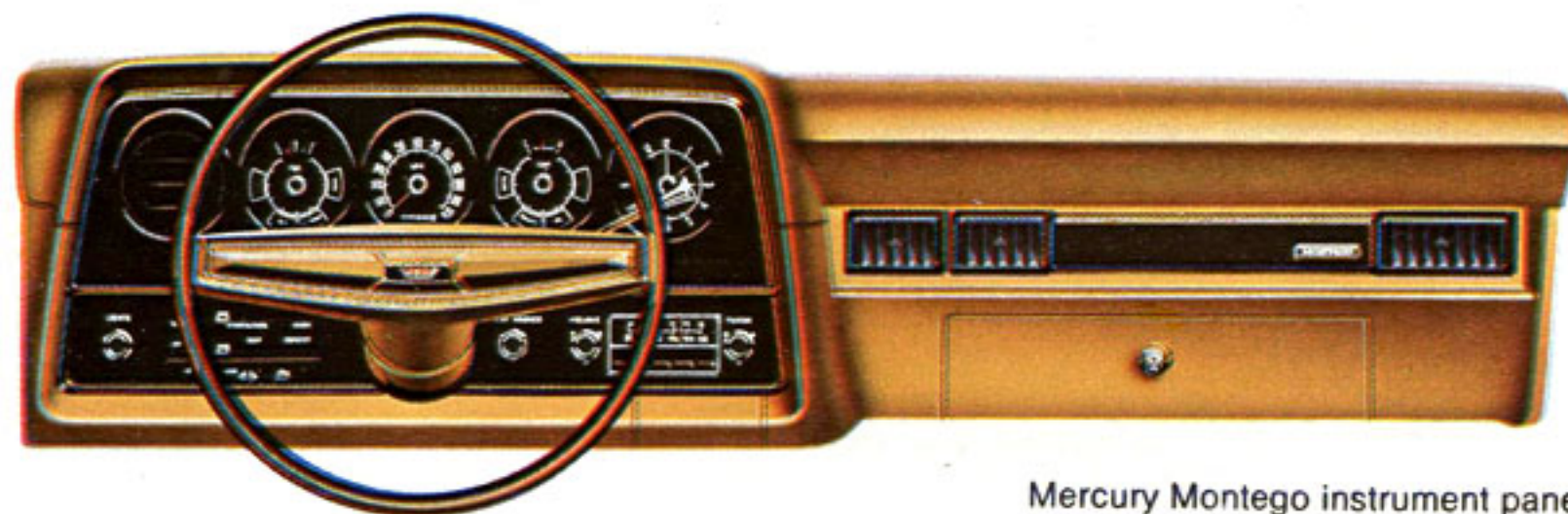
A beautiful choice if you admire a smooth, quiet and luxurious ride, but also enjoy the ease of handling and maneuvering that a more personal-size car can give you. The Montego MX 2-door hardtop puts it all together nicely. In blindfold ride comparison tests last year, a majority of owners of competitor's cars rated a 1973 Montego MX Brougham superior in ride to their car's.

Standard features on the Montego MX: 302-2V V-8 engine* • 3-speed manual transmission* • Front disc brakes • G78x14 BSW tires • Impact resistant bumpers • Front bumper guards • Deluxe sound insulation • Dual headlamps • Rocker panel molding • Locking steering column • Concealed windshield wipers • Inside hood release • Color-keyed deep loop carpeting • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

*351-2V V-8 engine and automatic transmission are required options in California



Mercury Montego 4-Door Pillared Hardtop



Mercury Montego instrument panel

Mercury Montego

A good deal of Montego's ability in traffic and on the open road stems from its stance—one of the widest in its class. The illustration to the right shows the standard Montego interior in cloth-and-vinyl, also available in all-vinyl, both in black, medium blue or tan.

Standard features on the Montego: 302-2V V-8 engine* • 3-speed manual transmission* • Front disc brakes • G78x14 BSW tires • Impact resistant bumpers • Front bumper guards • Dual headlamps • Locking steering column • Concealed windshield wipers • Inside hood release • Color-keyed deep loop carpeting • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Montego standard interior



Mercury Montego 2-Door Hardtop with Sports Appearance Group option

Mercury Montego Sports Appearance Group

If you really want to stand out from the crowd you'll go for the daringly fresh Montego Sports Appearance Group. This package adds an exciting flair of sporty performance—in dual racing mirrors, wide-oval tires, leather-wrapped steering wheel, and more. Under the special sports hood is a 302-2V V-8* that will move your Montego with spirited authority, riding on one of the widest stances of any car in its class!

*351-2V V-8 engine and automatic transmission are required options in California

Montego Sports Appearance Group includes: Performance instrumentation package including tachometer, clock, trip odometer, and fuel, ammeter, oil pressure and engine temperature gauges • Sporty hood • Dual racing mirrors • Black-painted hub caps with bright trim rings • Lower body paint/tape stripe • Wide-oval raised white letter tires • Blackout back panel • Leather-wrapped steering wheel • Bright pedal pads.



Mercury Marquis Colony Park Station Wagon

Mercury Station Wagons

Colony Park is as distinguished in the smoothness, quiet and comfort of its ride (steel-belted radial tires are standard) as in its notable look of luxury.

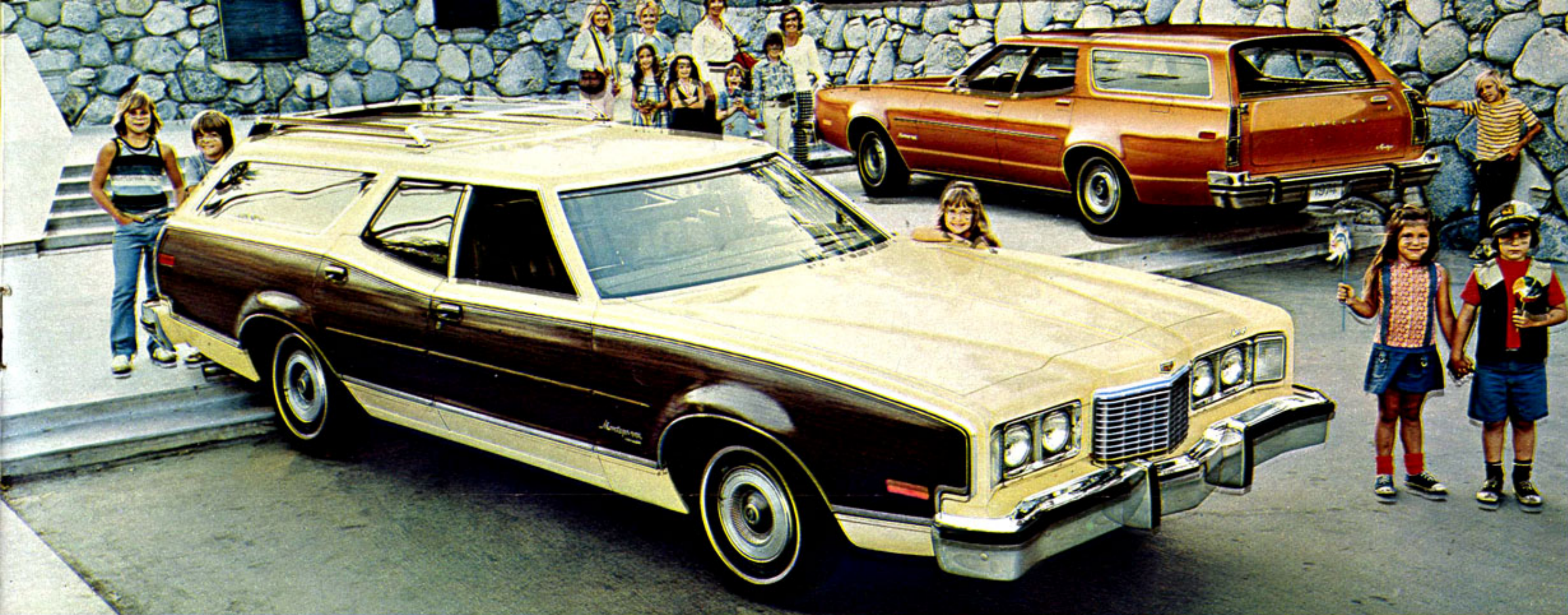
The Colony Park interior with Grand Marquis Luxury Trim Option and Twin Comfort Lounge Seats in vinyl with leather seating surfaces is shown at right.

Also available are the Mercury Marquis and Monterey Station Wagons, full-size wagons loaded with Mercury's traditional fine-car features.

Colony Park standard features include: 400-2V V-8 engine • Select-Shift automatic transmission • 3-way tailgate • Power front disc brakes • LR78x15 BSW steel-belted radial tires • Solid State Ignition • Power steering • Power rear window • Impact resistant bumpers • Front bumper guards • Concealed windshield wipers • Power ventilation • Deluxe sound insulation • Electric clock • Deluxe steering wheel • Deluxe wheel covers • Automatic parking brake release • 100% nylon carpeting • Simulated woodgrain "yacht deck" paneling on body-sides and tailgate • Cargo area light • Dome light, glove box light, instrument panel ashtray light, rear door courtesy light switches • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Colony Park interior with Grand Marquis Luxury Trim Option



Mercury Montego MX Villager, foreground; Montego MX Station Wagon, background.



Montego MX Villager with Custom Trim option

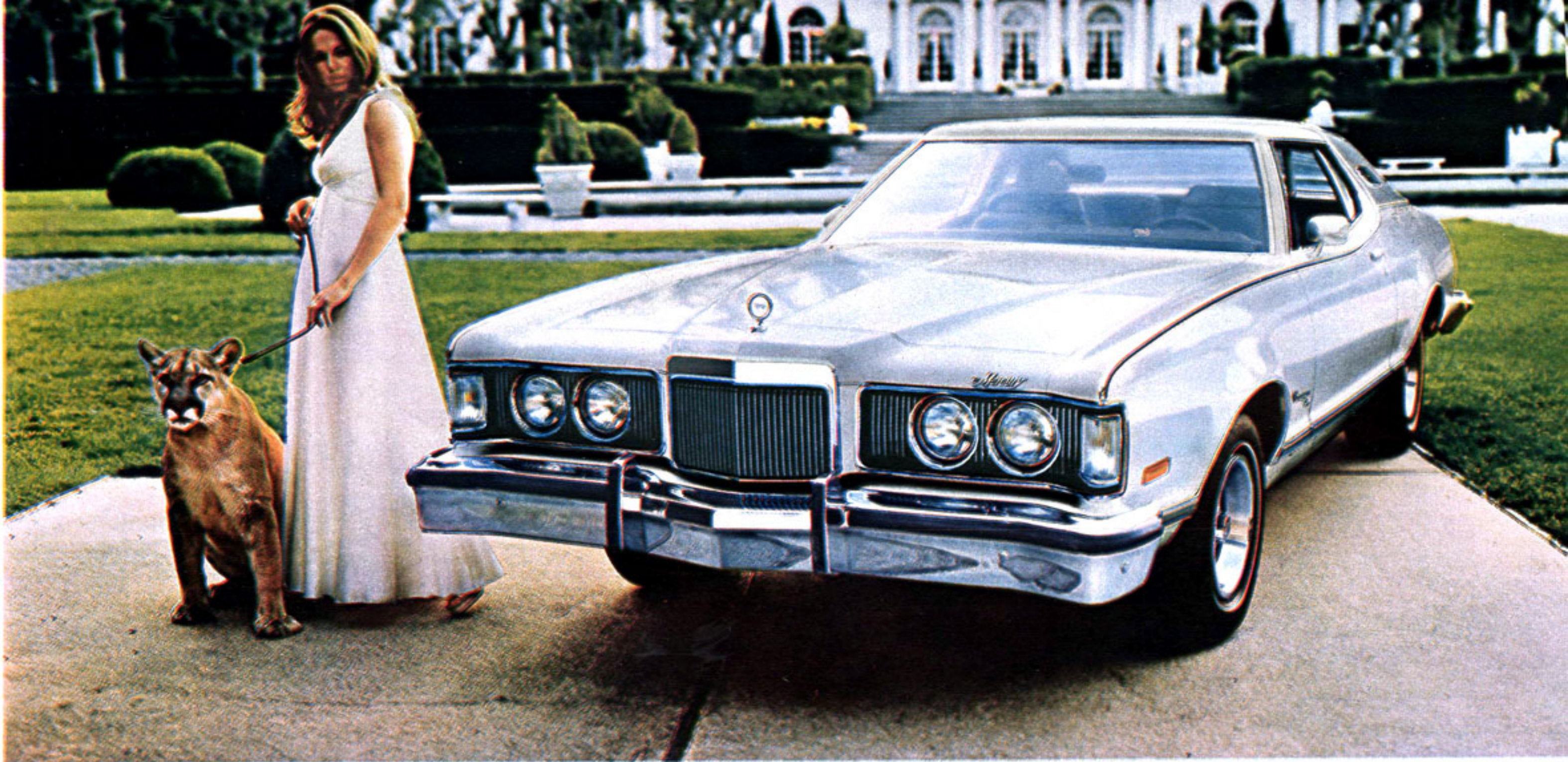
Here are the Montego wagons with exciting new looks, willing to match their ride against any full-size station wagon going. When it comes to smoothness, easy handling and quiet, your Montego carries its own weight beautifully—and a load of cargo, too!

Shown left is the Montego MX Villager interior with Custom Trim Option and fold-down center armrests. You may choose this interior in black, medium blue, medium green or saddle—each in super-soft all-vinyl.

Montego MX Villager and Montego MX Station Wagon features include: 302-2V V-8 engine* • Select-Shift automatic transmission* • 3-way tailgate • Dual headlamps • Impact resistant bumpers • Front bumper guards • Front and rear bumper guards • Power disc brakes • Locking steering column • H78x14 BSW tires (HR78x14 on Montego MX Villager) • Deluxe sound insulation • Color-keyed deep loop carpeting • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

In addition, the Montego MX Villager offers: Simulated woodgrain bodyside and tailgate paneling with bright moldings • Power tailgate window • HR78x14 steel-belted radial tires • Flight bench seat with center armrest • Simulated cherrywood instrument panel cluster face and right-side panel applique.

*351-2V V-8 engine and automatic transmission are required options in California



Mercury Cougar XR-7

Mercury Cougar XR-7

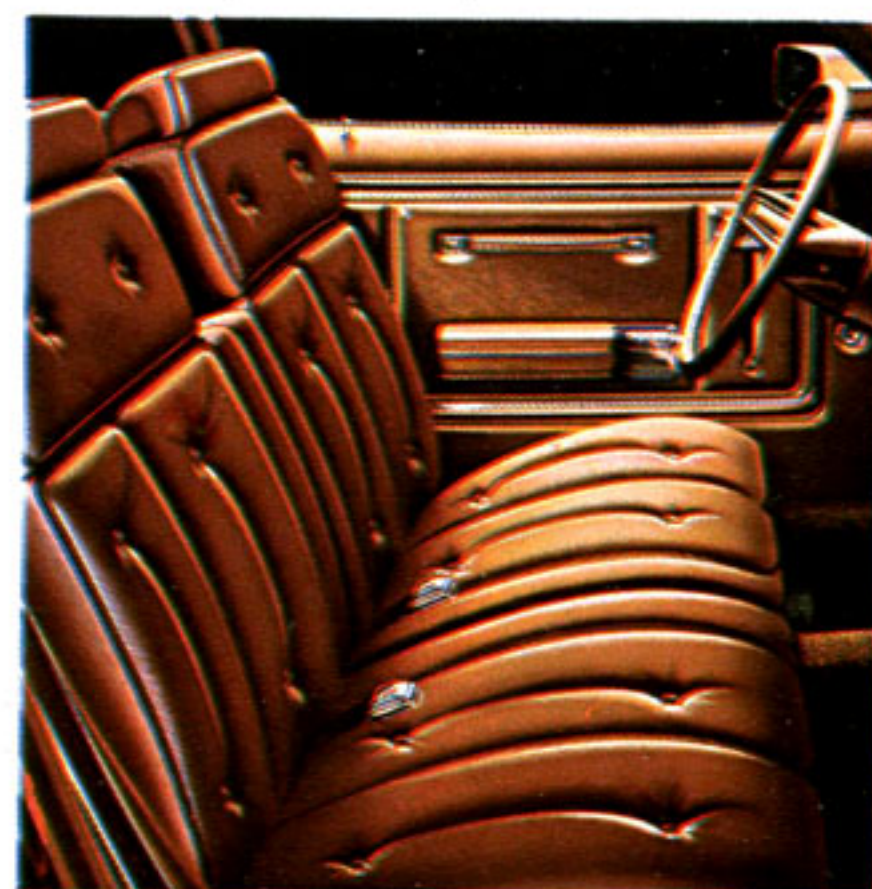
Cougar for '74—totally new and totally unlike any Cougar anybody's ever seen before! Longer in its stride with a new wider stance to help give you a steady ride. Still retaining its European flair with a long sleek body, it's noticeably roomier on the inside and more luxurious than ever. A fabulous leap upward . . . into a whole new class. A Cougar like nobody else's car.

The large illustration shows the Twin Comfort Lounge Seats interior in vinyl with leather seating surfaces available in medium blue/silver blue, and in saddle/tan, both as part of the Sports Accent Trim, and in medium green, tan, black, or white. Twin Comfort Lounge Seats in super-soft all-vinyl are standard, available in black, white, medium green, tan, and as part of the Sports Accent Trim, in medium blue/silver blue and saddle/tan (small illustration). Twin Comfort Lounge Seats are offered in optional velour cloth-and-vinyl, in green and tan and, as part of the Sports Accent Trim, in medium blue/silver blue or saddle/tan.



Mercury Cougar XR-7 interior with Twin Comfort Lounge Seats and Sports Accent Trim

Standard features on Mercury Cougar XR-7: 351-2V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Steel-belted radial tires • Impact resistant bumpers • Front bumper guards • Dual headlamps • Locking steering column • Power steering • Performance instrumentation • Bucket seats and console or Twin Comfort Lounge Seats • Luxury steering wheel • Luxury-weight cut-pile carpeting • Inside hood release • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Cougar XR-7 interior with Twin Comfort Lounge Seats, leather-wrapped steering wheel



Mercury Cougar XR-7 2-Door Hardtop



Mercury Cougar XR-7 interior

Mercury Cougar XR-7

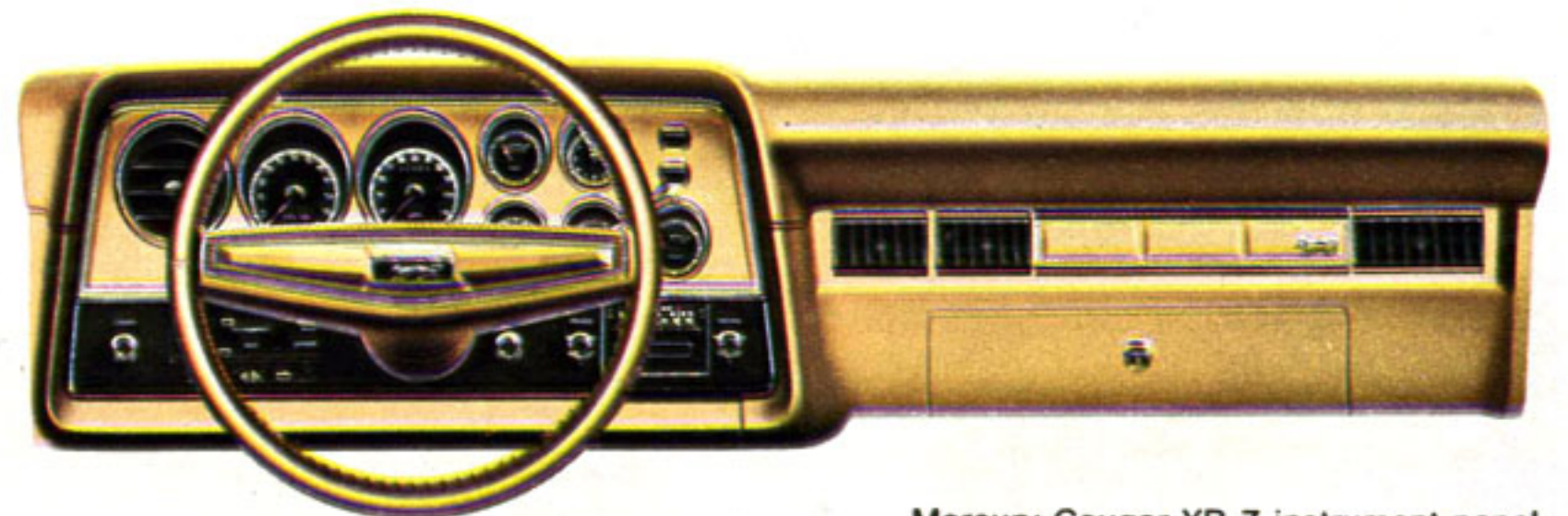
In the mid-size personal luxury field, our totally new Cougar XR-7 for '74 is an exciting new breed! A more roomy Cougar, wild but elegant . . . untamed but sophisticated—with an unusually broad choice of trim combinations, and a prestigious opera window and unique Landau vinyl roof. Definitely on the move and definitely up. Cougar XR-7!

Shown upper right and on the opposite page is the uniquely stylish Cougar XR-7 interior with front bucket seats in standard super-soft vinyl. Available colors are black, white, tan and medium green. As part of the Sports Accent Trim you may also choose two-tone medium blue/silver blue and two-tone saddle/tan. In optional vinyl with leather seating surfaces, you may select from black, white, tan and copper, and Sports Accent Trims of medium blue/silver blue or saddle/tan.



Cougar XR-7 interior

Standard features on Mercury Cougar XR-7: 351-2V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Steel-belted radial tires • Impact resistant bumpers • Front bumper guards • Dual headlamps • Locking steering column • Power steering • Performance instrumentation • Bucket seats and console or Twin Comfort Lounge Seats • Luxury steering wheel • Luxury-weight cut-pile carpeting • Inside hood release • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Cougar XR-7 instrument panel

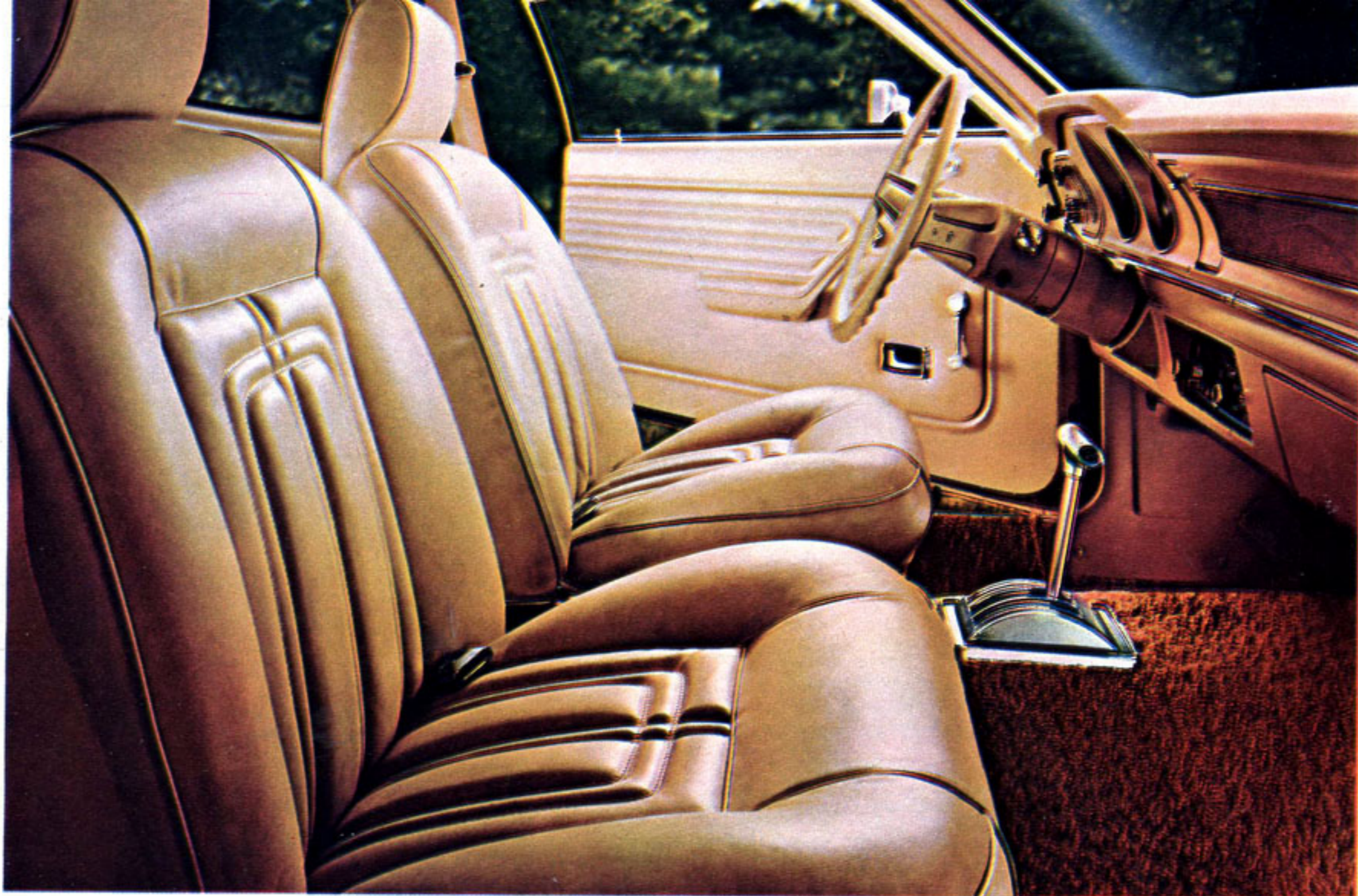


Mercury Comet 2-Door Sedan with Custom Option (Rear fender striping no longer available.)

Mercury Comet with Custom Option

We took a little Cougar luxury and put it into one tough little economy car, Mercury Comet. You can see a touch of the cat in the elegantly textured vinyl roof . . . in steel-belted radials like the big cat . . . in color-keyed wheel covers with the Custom look!

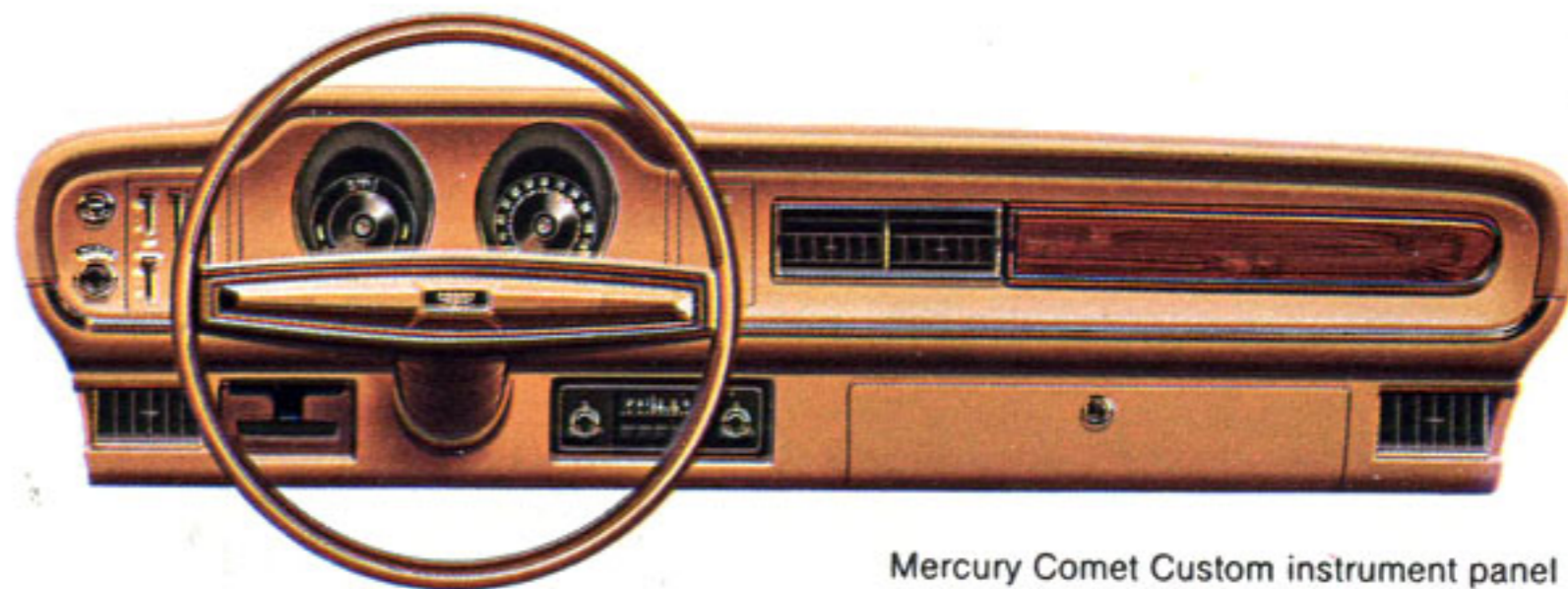
As you can see on the opposite page, there's more than a touch of the cat in the luxurious Comet Custom Option. Leather wrapped steering wheel with front bucket seats that recline. Thick cut-pile carpeting throughout, and overhead rich vinyl sheathes sun visors and headlining. Super-soft, expanded vinyl covers the European-influenced bucket seats and even door panels. There are rich tones of woodgrain vinyl along the dash. Touches of European luxury everywhere. Available colors are tan or silver blue.



Mercury Comet Custom interior

Standard features on the Mercury Comet with Custom Option: 200-1V "Six" engine • Fully synchronized 3-speed manual transmission* • DR78x14 WSW radial ply tires • Dual hydraulic brakes with warning light system • Locking steering column • Blend-Air heater with 3-speed blower • Impact resistant bumpers • Front & rear bumper guards • Leather-wrapped steering wheel • Reclining front bucket seats • Luxury-weight cut-pile carpeting • Odense grain vinyl roof • Remote control left-hand mirror • High-level sound insulation • Day/night rearview mirror • Deluxe color-keyed seat belts • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

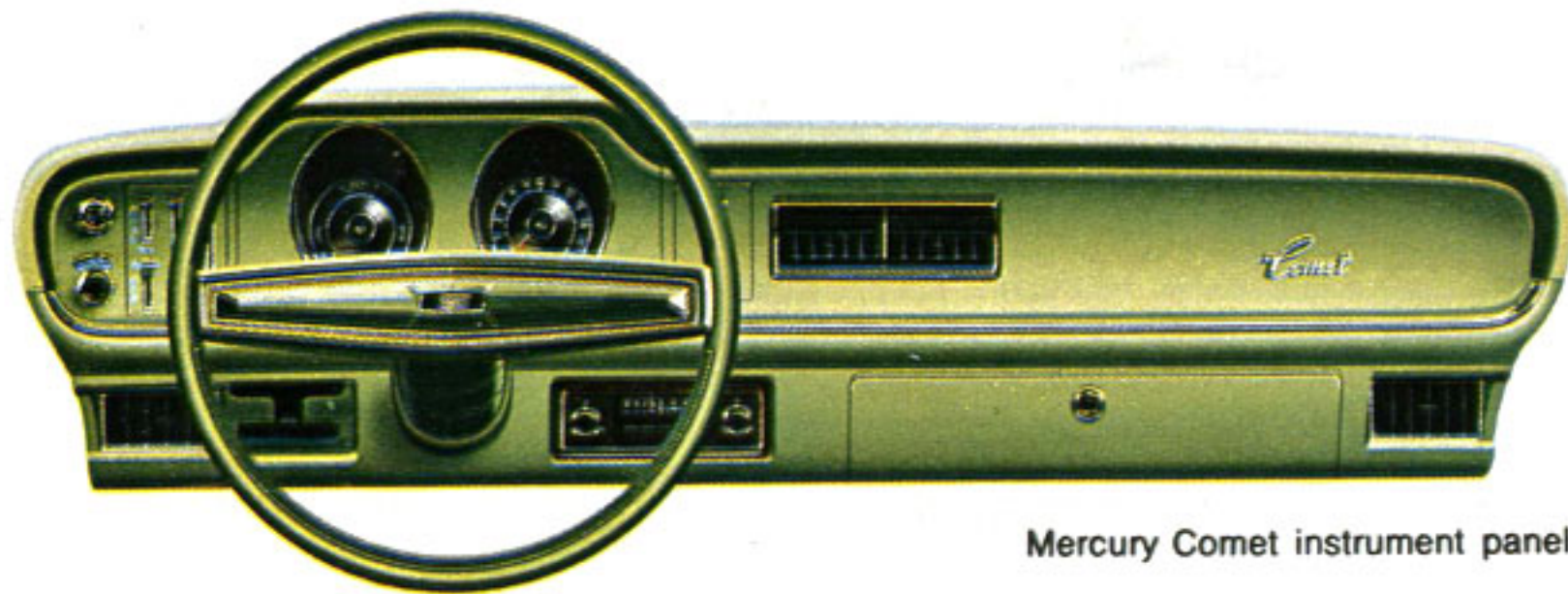
*200-1V "6" requires automatic transmission in California



Mercury Comet Custom instrument panel



Mercury Comet 4-Door Sedan



Mercury Comet instrument panel

Mercury Comet

This is the tough little economy car that built a name for durability. Built of the same quality steel as our biggest Mercurys. Solid unibody; sturdy steel side beams in doors. Big-car ideas, big-car stamina—but priced down with the little imports. The Comet GT model adds sporty touches uniquely its own.



Mercury Comet Deluxe Trim Option interior



Mercury Comet GT 2-Door Sedan



Mercury Comet GT interior with bucket seats

Mercury Comet GT

Shown on the opposite page is the Comet Deluxe Trim Option interior with bench seat in cloth-and-vinyl, also available in super-soft all-vinyl, for either 2-Door or 4-Door Sedan in black, medium blue, avocado and tan. Also available in 2-Door Sedan in orange (vinyl only). Carpeting is cut-pile. Deluxe sound insulation package and burloom luggage compartment mat included. Shown on this page is the optional Comet interior with Hi-Back bucket seats, available in 2-Door Sedan only. You may choose this interior in super-soft all-vinyl, in black, avocado or tan. Includes deluxe sound insulation package and cut-pile carpeting.

Standard features on the Mercury Comet: 200-1V "Six" engine • Fully synchronized 3-speed manual transmission* • Dual hydraulic brakes with warning light system • 6.45x14 BSW tires • Blend-Air heater with 3-speed blower • 2-speed windshield wipers • Windshield washers • Deluxe 2-spoke steering wheel • Energy absorbing steering column and steering wheel • Impact resistant bumpers • Front bumper guards • Cigar Lighter • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

Exclusive added features on Comet GT: Color-keyed simulated hood scoop • Dual racing mirrors • Black hub caps with bright trim rings • Blackout hood front • Blackout lower back panel • Hi-Back bucket seats • Deluxe sound insulation package • Black instrument panel • Leather-wrapped steering wheel • Luxury-weight cut-pile carpeting • Color-keyed seat belts.

*200-1V "6" requires automatic transmission in California



Capri V-6 with Decor Group

Capri

Sexy European cars with great style and superb performance have had, all too often, prices that run into five figures. Until Capri that is . . . a sexy European you can afford. But economy is just one reason why it's outselling every other European car in America except one! Capri's combination of European craftsmanship, road manners, and fuel economy make it one of those rare cars right for its time. Drive one soon! The new Capri 2000, or the exuberant Capri V-6, illustrated here.

The Capri 2000. Its interior has been carefully detailed by European craftsmen, very apparent in its luxuriously upholstered and appointed interior, spacious enough for four adults. Body contoured front bucket seats adapt to driver and passenger preference. Seat backs, for example, can be fixed in any of five positions. It is powered by a very willing, yet surprisingly economical, 2-liter 4-cylinder

OHC engine. With precise rack-and-pinion steering, power-assisted front disc brakes, and 4-speed manual transmission also standard. So are steel-belted radial tires, front and rear torsional stabilizer bars, and more. And now for 1974, features such as an electric rear window defroster, instrumentation group and hi-flex bumpers also become standard. Capri 2000. The sexy European you can afford.

The V-6 is a much more powerful Capri. Engine displacement has been enlarged to 2.8 liters for 1974. Consistent with its larger engine, some components have been increased in size. For example, steel-belted radials are 185/70 HR x 13. The clutch and rear brakes are larger and the rear axle ratio is lower. Visual distinctions from the 2000 are appropriately restrained: blackout back and rocker panels and a discreet V-6 emblem on the front fenders.

Understandably, many Capri owners want their car outfitted with the optional Decor Group illustrated here. And, quite possibly, other highly personal touches, such as the manual sunroof and AM/FM radio. After all, when a car gives you so much standard . . . why not a few extras? Now, depending on the exterior color, the Decor Group interior can be had in black, tan, or saddle. Handsomely trimmed components range from wrapped steering wheel and gearshift knob to the full console with its handy stowage compartment. Firmly comfortable front bucket seats recline fully. And their body-contoured design has influenced the rear seating arrangement. A suspended clock, adjustable map light, and remote control sideview mirror are also included in the Decor Group.

A great convenience on the road is the adjustable map light included in the Decor Group option.

The console-mounted gearshift knob is covered in special soft vinyl.

Also integrated in the console, the clock is uniquely suspended for ease of visibility.

Capri 2000 and V-6 can be ordered with the convenience of optional Select-Shift automatic transmission.



1974 LINCOLN-MERCURY MAJOR SPECIFICATIONS

Model	Wheel-base	Overall Length	Standard Engine	Standard Transmission	Optional Engines	Luggage Capacity
Continental Mark IV	120.4"	228.3"	460-4V V-8	Select-Shift Automatic	N.A.	14.4 cubic feet
Lincoln Continental	127.2"	233.1"	460-4V V-8	Select-Shift Automatic	N.A.	20.9 cubic feet
Marquis Brougham Marquis	124.0"	226.8"	460-4V V-8	Select-Shift Automatic	N.A.	20.5 cubic feet
Monterey Custom Monterey	124.0"	226.8"	400-2V V-8	Select-Shift Automatic	460-4V V-8	20.5 cubic feet
Mercury Station Wagons (2-Seat models)	121.0"	225.6"	400-2V V-8	Select-Shift Automatic	460-4V V-8	103.7 cubic feet♦
Montego MX Brougham Montego MX Montego	114.0"*	215.5"**	302-2V†† V-8	3-Speed Manual††	351-2V V-8 351-CJ V-8‡ 400-2V V-8 460-4V V-8	16.5 cubic feet
Montego Station Wagons (2-Seat models)	118.0"	223.1"	302-2V†† V-8	3-Speed Manual††	351-2V V-8 400-2V V-8	91.0 cubic feet (Villager)■ 93.0 cubic feet (Montego MX)■
Cougar XR-7	114.0"	215.5"	351-2V V-8	Select-Shift Automatic	351-CJ V-8 400-2V V-8 460-4V V-8	16.5 cubic feet
Comet (2-door models) Comet GT	103.0"##	190.0"###	200-1V "Six"	3-Speed Manual	250-1V "Six" 302-2V V-8	11.3 cubic feet†
Capri 2000 Capri V-6	100.8"	177.0"	2000 cc OHC "4" 2800 cc OHV V-6	4-Speed Manual	N.A.	8.2 cubic feet

*2-Door Hardtop; 118.0", 4-Door Pillared Hardtop. **2-Door Hardtop; 219.5", 4-Door Pillared Hardtop. ‡2-Door models only — Not available on Montego MX Brougham. #2-Door; 109.0", 4-Door. ##2-Door; 196.9", 4-Door. †2-Door; 12.8, 4-Door. ††351-2V V-8 engine and automatic transmission are required options in California. ♦Includes 9.1 cu. ft. hidden volume. ■Includes 8.1 cu. ft. hidden volume.

GENUINE MOTORCRAFT PARTS—Your new Lincoln or Mercury comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolite Power-Tip Spark Plugs, Motorcraft shock absorbers and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts and Autolite Spark Plugs whenever replacement is necessary.

Ford Motor Company Lifeguard Safety Design Features you will find on every 1974 Lincoln or Mercury:

- Safety-designed front end structure.
- Safety-designed roof structure.
- Steel guard rails in side doors.
- Double-yoke safety door latches and safety hinges.
- Impact resistant front and rear bumper systems.
- Safety rim wheels and load-rated tires.
- Dual hydraulic brake system with warning light.
- Corrosion-resistant brake lines.
- Integral lap and shoulder belts with individual lap and shoulder belt retractors and starter interlock for front outboard occupants.
- Positive reminder warning light and buzzer for all front seat occupants.
- Lap belts with mini-buckles for center front and all rear seating positions with retractors for rear outboard occupants.
- Energy-absorbing steering column and steering wheel.
- Energy-absorbing armrests and safety-designed door handles.
- Energy-absorbing instrument panel with padding for right and center front passenger.
- Padded sun visors.
- Energy-absorbing front seat back tops with padding.
- Self-locking seat backs on two-door vehicles.
- Safety-designed coat hooks.
- Safety-designed radio control knobs and push buttons (on all cars equipped with radios).
- Head restraints or high-back seats for front outboard occupants.
- Safety glove box latch.
- Inside yieldaway rearview mirror.
- Impact absorbing laminated safety glass windshield.
- Turn indicators with lane-changing signal feature.
- Hazard warning flasher.
- Backup lights.
- Side marker lights.
- Parking lights coupled with headlamps.
- Two-speed or variable-speed windshield wipers.
- Windshield washers.
- Outside rearview mirror, driver's side.
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars.
- Uniform transmission shift quadrant (on all cars equipped with automatic transmission).
- Locking steering column with warning buzzer.
- Non-reversing odometer.

A BETTER IDEA FOR SAFETY: BUCKLE UP.

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

