

1976

Mercury Marquis • Mercury Cougar XR-7 • Mercury Montego



**MERCURY FOR 1976—MORE REASON THAN EVER
TO TEST ANY CAR AGAINST OUR CAR**

We started with a well-earned and widely admired ride heritage. The image of Mercury cars are among the finest in their class today. Elegant and sophisticated in their styling. Luxurious in their appointments. Roomy and comfortable.

And then for 1976, aware of your driving needs for the times, we gave ourselves a new and greater challenge.

How to make owning and driving a Mercury more practical, better suited to the driving conditions you face today.

The results are yours to experience in driving a Mercury for 1976. And it's really a lot of things you can't easily see. But out on the road where it really counts we think you will know it's all there. And all there without giving up the traditional values Mercurys are best known for. Great riding comfort. Admirable styling. Fine performance.

Drive a 1976 Mercury. We think you'll agree—there's now more reason than ever to test any car against our car!



Mercury Grand Marquis 4-Door Pillared Hardtop shown with optional white sidewall tires, bumper protection group, and cornering lamps.



Mercury Grand Marquis standard interior

MERCURY GRAND MARQUIS

The Mercury Marquis ride has been repeatedly tested against competitors — even a \$28,000 European luxury sedan. The results are impressive. Previous Marquis' have been judged superior in riding comfort — a recognized benchmark of quality and design.

Now, for 1976, Mercury Grand Marquis 2-door and 4-door models combine well-earned ride heritage with a continued dedication to fine craftsmanship. Refined luxury and spacious comfort, long Mercury hallmarks, now become appreciably more practical when considered in the light of your driving needs for 1976.

Interior luxury is unreserved, in soft velour or natural grain leather seating surfaces with individually adjustable Twin Comfort Lounge Seats. Wood-tone appliqué accents the instrument panel and steering wheel, while special touches that make Grand Marquis ownership a luxurious experience abound — map reading lamps, digital clock, assist straps, armrests. Thick sound insulation helps shield you from road noise, adding to riding comfort.

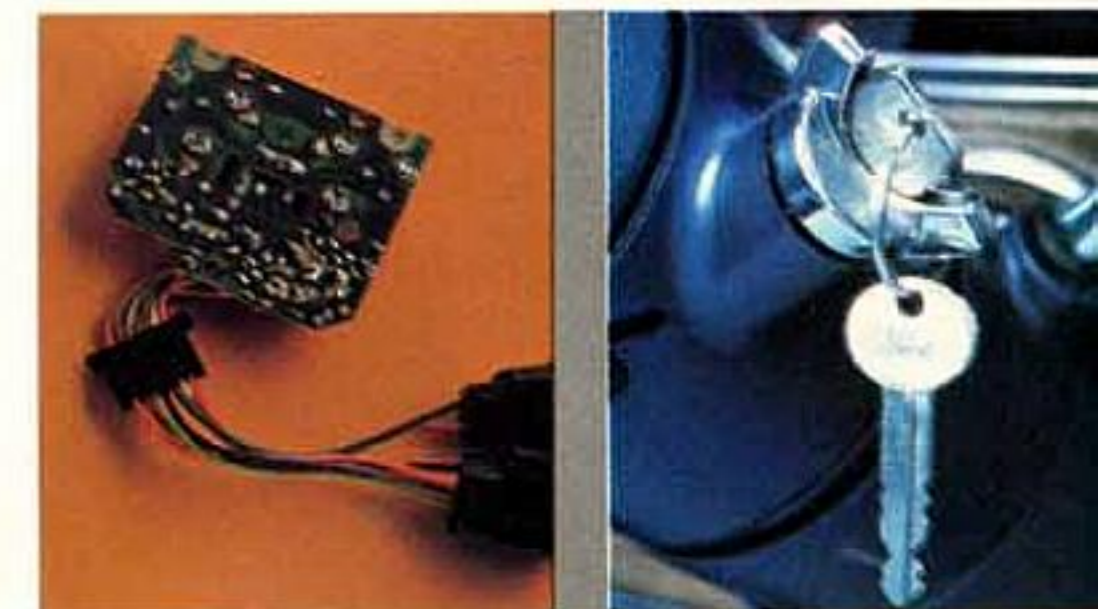
The optional Tu-Tone Group, (available only on Grand Marquis and Marquis Brougham 2-doors) shown below, and interior trim options offer eloquent expressions of personal taste, as does the distinctive Landau vinyl roof, available at no extra cost on two-door models.

Standard features on Mercury Grand Marquis: 400-4V V-8 engine • Select-Shift automatic transmission • Solid-state ignition • Impact resistant bumper system with front bumper guards • BSW steel-belted radial tires • Power steering • Power brakes • Power ventilation system • Power windows • Concealed headlamps • Concealed windshield wipers • Tinted glass • LH remote control mirror • Vinyl roof • Deluxe sound insulation • Fender skirts • Twin Comfort Lounge Seats • Digital clock • Visor-mounted vanity mirror • Deep cut-pile carpeting • Luggage compartment carpeting • Automatic seat back release on 2-dr. models • Dome /Dual map reading lamp • Bodyside molding with color-keyed vinyl insert • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment is optional.



Mercury Grand Marquis 2-Door Hardtop, with optional Tu-Tone group.

Solid-State Ignition



Windshield Wiper Washer Jets



Mercury Marquis Brougham 2-Door Hardtop

MERCURY MARQUIS BROUGHAM

Marquis Brougham: beautiful in styling, rich in appointments, innovative in engineering with traditional high value for 1976. And consider the famous Mercury ride! Marquis Brougham's sophisticated suspension is specially tuned to complement the standard steel-belted radial tires. It utilizes deep coil springs at all four wheels and isolates metal parts with tough, shock-absorbing rubber to help reduce noise and vibration and smooth your ride.

The suspension, radial tires, power steering and power brakes all provide ease of handling and positive road control. And there's a lot of Marquis you won't ever see. You'll *feel* it: a smoothness of going, a quietness and sureness as you drive. All from Mercury, the ride specialists.

Inside, Marquis Brougham 2-door and 4-door models offer relaxing seating amid plush comfort and convenience. The flight bench shown at right is tailored in a new soft, durable cloth, the floor is carpeted in thick shag. Courtesy lighting, electric clock, deluxe steering wheel and assist straps all are standard. Interior colors are blue, red, green, gold or saddle. Optional Twin Comfort Lounge Seats are available in cloth with those colors plus black, or soft vinyl in black, blue, red, green or white, and also in unique Tu-Tone tan/saddle or cream/gold.

Standard features on Mercury Marquis Brougham: 400-4V V-8 engine • Select-Shift automatic transmission • Solid-state ignition • Impact resistant bumper system • BSW steel-belted radial tires • Power steering • Power brakes • Power ventilation system • Power windows • Concealed headlamps • Concealed windshield wipers • Electric clock • Vinyl roof • Automatic seat back release on 2-dr. models • Fender skirts • Brougham wheel covers • Deep cut-pile carpeting • Flight bench seat • Assist straps • Deluxe steering wheel • Locking steering column • Left-hand remote control mirror • Deluxe seat belts • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.





Mercury Marquis 4-Door Pillared Hardtop

MERCURY MARQUIS

From the elegant sweep of its hood and sculptured deck lid to its contoured roofline, Marquis' design is balanced, impressive. This understated, yet distinctive styling appropriately complements the interior luxury and enhances the pride of Mercury ownership.

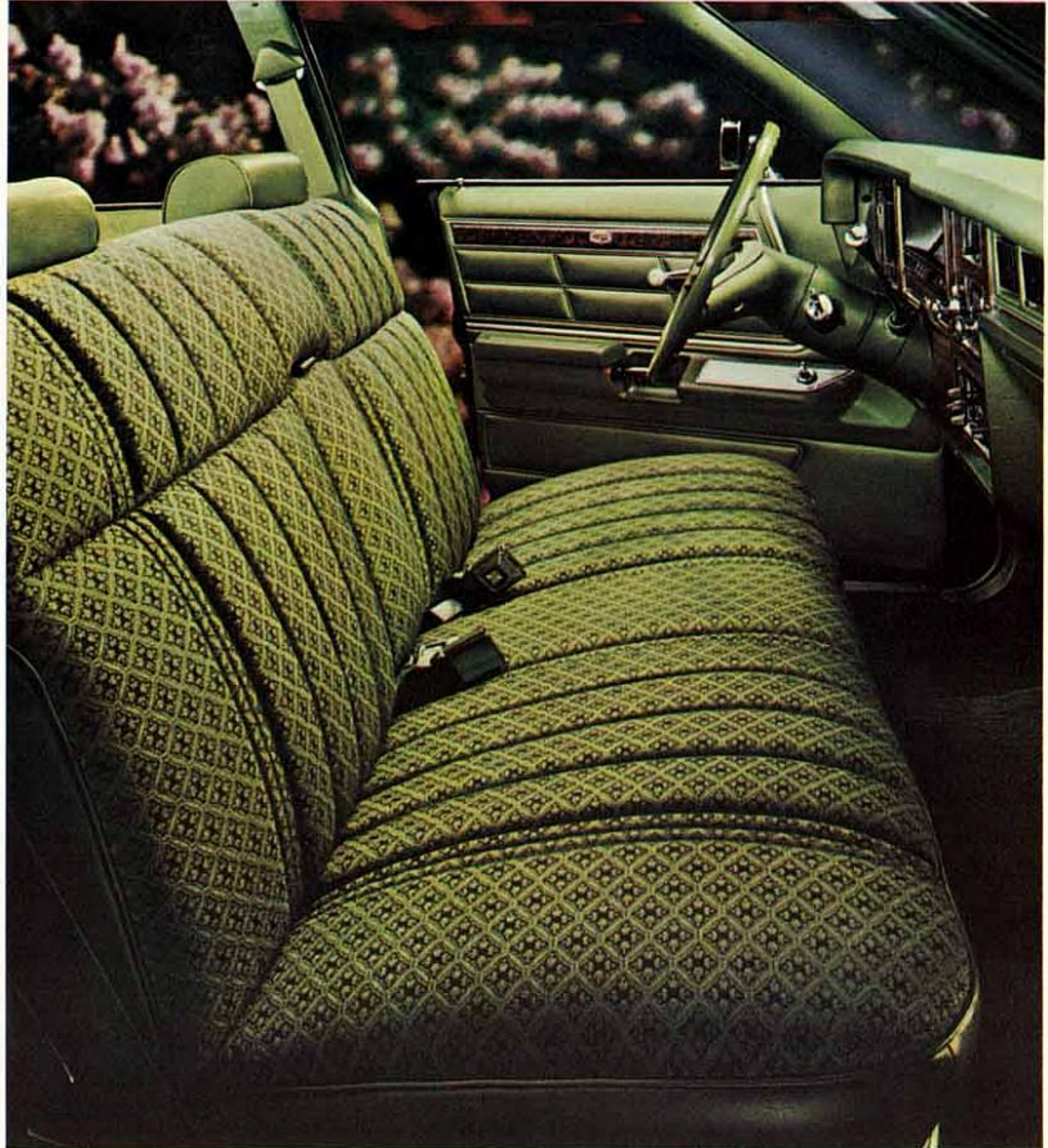
Marquis is our most affordable full-size Mercury. For 1976, its standard features include gas-saving steel-belted radials and maintenance-reducing solid-state ignition and combine with the optional Fuel Economy Reminder Light and Extended Range Fuel Tank to offer sensible economy of operation and long driving range. Yet, from standard power steering and power brakes to deluxe sound insulation and cut-pile shag carpeting, Marquis 2-door and 4-door models retain their traditional high level of luxury. Truly affordable luxury in a full-size car with recognized ride credentials—1976 Mercury Marquis!

Standard features on Mercury Marquis: 400-2V V-8 engine • Select-Shift automatic transmission • Solid-state ignition • Steel-belted radial tires • Power steering • Power brakes • Power ventilation system • Concealed headlamps • Concealed windshield wipers • Deep cut-pile carpeting • Deluxe wheel covers • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

Shown at right is the Mercury Marquis standard bench seat in cloth and vinyl, available in black, blue, green or saddle. Optional vinyl is available in blue, red, green, gold, saddle or white. Also illustrated: Marquis' attractive instrument panel with optional AM/FM/MPX radio, automatic temperature control and interval windshield wipers.

ADDITIONAL MERCURY MARQUIS FACTS:

Wheelbase.....	124.0"
Overall length /width /height (4-dr.).....	229.0" /79.6" /54.7"
Tread, front /rear.....	64.1" /64.3"
Luggage capacity, cubic feet.....	22.7
Fuel tank capacity, gallons.....	24.2
With optional Extended Range Fuel Tank.....	32.2





Mercury Cougar XR-7 2-Door Hardtop

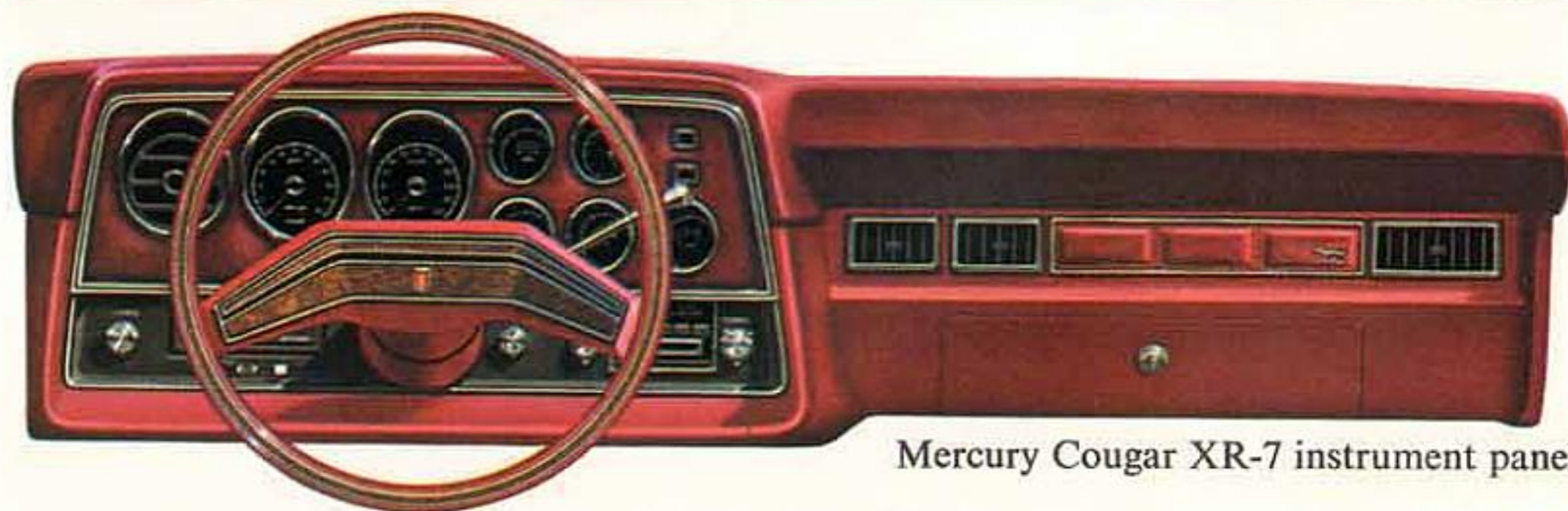
MERCURY COUGAR XR-7

Elegant, sophisticated Cougar XR-7 is a unique breed of cat—the luxurious personal-size car that puts you way out in front of the rest! Refined through years of continuing design and engineering improvements, Cougar XR-7 for 1976 has undergone extensive fine tuning and other engineering advancements making it an even more technically sophisticated road machine!

Among luxurious personal-size cars, this one is as unique in its own class as the Continental Mark IV! Cougar XR-7—sleek and sophisticated with a personality all its own. And elegant Landau vinyl roof and opera windows highlight Cougar's sweeping profile. The suspension system is fine-tuned to steel-belted radial tires, indicative of the ongoing Mercury dedication to outstanding ride quality.

Bold styling, a special concern for comfort and convenience, a notably smooth and solid ride. All standard on 1976 Cougar XR-7, the luxurious personal-size car in a class by itself!

Shown at right are the Mercury Cougar XR-7 optional Twin Comfort Lounge Seats with optional leather seating surfaces, also available in vinyl upholstery. Colors offered are black, blue, red, green, white or the two-tone sports accent colors cream/gold and tan/saddle. Optional velour cloth upholstery can be selected in blue, red, green, gold or tan/saddle. Bucket seats including console are optional in vinyl, with a choice of black, blue, red, green, white or cream/gold or tan/saddle. Cougar's full instrumentation is shown at right.



Mercury Cougar XR-7 instrument panel



Mercury Cougar XR-7 2-Door Hardtop

MERCURY COUGAR XR-7

Interior luxury, too, has the personal Cougar touch, with a deeply padded flight bench seat and thick shag carpeting. Surprisingly affordable personal-size luxury!

The standard flight bench seat shown at right is upholstered in optional soft vinyl, and is available in black, blue, red and green. For other optional interior seating availabilities, see page 9.

New options range from six-way power flight bench seats and electric trunk lid release to sporty lightweight cast aluminum wheels that help cool brake linings.

Other options from a long list include power moonroof and speed control to automatic temperature control and leather wrapped steering wheel. Of course, standard Cougar luxuries and conveniences alone make it a one-of-a-kind car in its class—a unique breed of cat. A car like nobody else's car—Cougar XR-7!

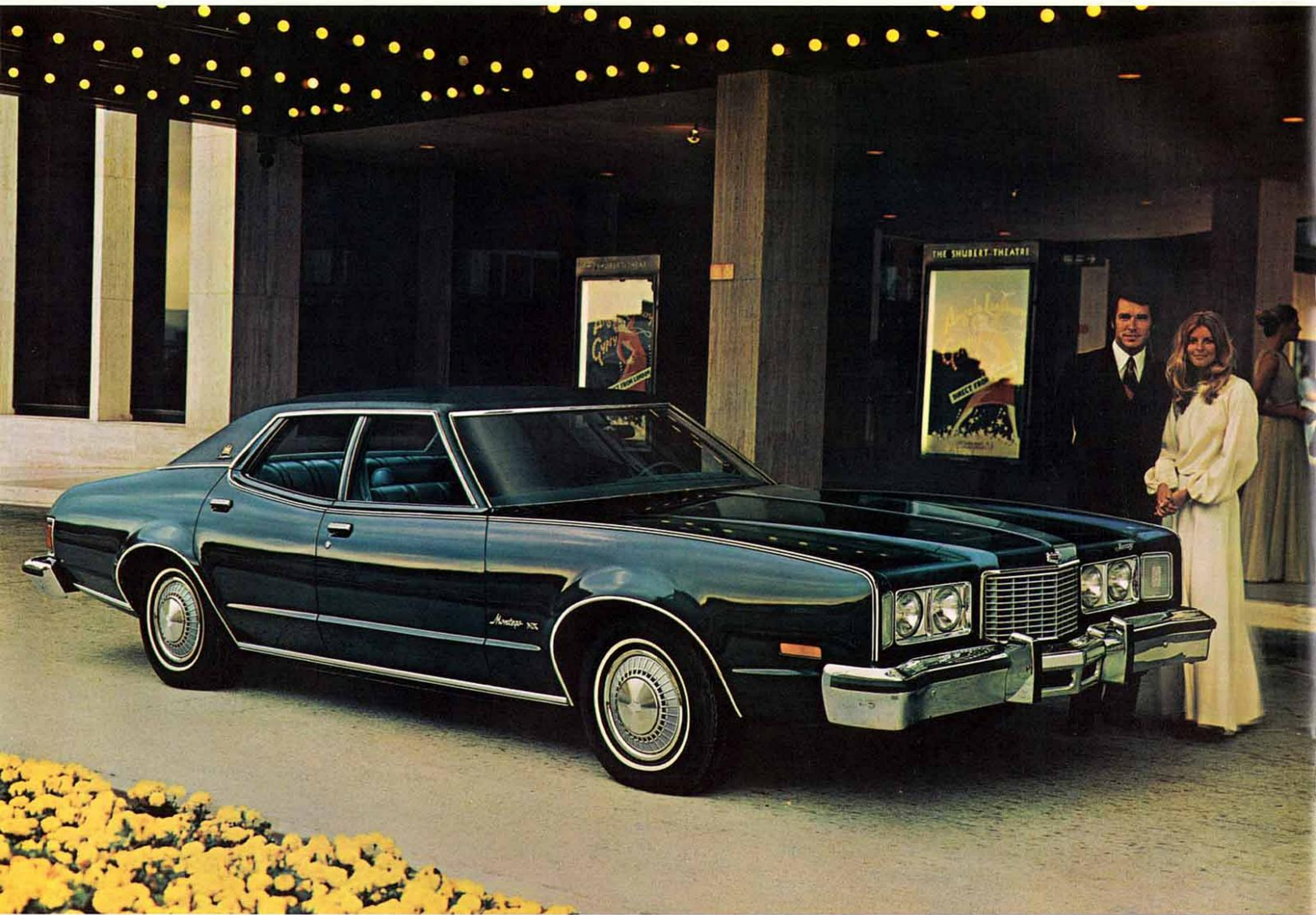
Standard features on the Mercury Cougar XR-7: 351-2V V-8 engine

- Select-Shift automatic transmission
 - Power brakes
 - Solid-state ignition
 - Steel-belted radial tires with tuned suspension system
 - Impact resistant bumper system
 - Landau vinyl roof
 - Opera window
 - Dual headlamps
 - Power steering
 - Performance instrumentation
 - Flight bench seat
 - Deluxe steering wheel
 - Deep cut-pile carpeting
 - Locking steering column
 - Parking brake with warning light
 - Inside hood release
 - Ford Motor Company Lifeguard Design Safety Features
- Note: Other equipment shown is optional.

ADDITIONAL MERCURY COUGAR XR-7 FACTS:

Wheelbase.....	114.0"
Overall length /width /height.....	214.5" /78.5" /52.6"
Tread, front /rear.....	63.4" /63.5"
Luggage capacity, cubic feet.....	16.5
Fuel tank capacity, gallons.....	26.5





Mercury Montego MX Brougham 4-Door Pillared Hardtop

MERCURY MONTEGO MX BROUGHAM

1976 Montego MX Brougham, the beautiful way to enjoy fine appointments, contemporary styling, uncommon luxury and traditional family roominess while moving to the economy of a mid-size. Though smaller than a full-size car, Montego MX Brougham 2-door and 4-door models present spacious interior comfort, luxurious appointments and the much-admired Mercury ride. Put it all together and it makes Montego a very sensible choice for today's driving needs.

You'll recognize Montego's contemporary appeal in such standard conveniences as Select-Shift automatic transmission, power steering, power brakes . . . and in luxuries such as the optional Twin Comfort Lounge Seats, power door locks and speed control.

The richly appointed standard interior includes a deep-padded flight bench seat, shown at right, handsomely tailored in cloth. It is available in black, blue, green, red or saddle. Soft vinyl upholstery may also be selected in these same colors and also in white.

Montego MX Brougham—the great Mercury ride in a trim, yet roomy size—yours to experience firsthand. We ask you to test any car against our car out on the road where it counts! 1976 Montego MX Brougham!

Standard features on Mercury Montego MX Brougham: 351-2V V-8 engine • Select-Shift automatic transmission • Power brakes • Power steering • Solid-state ignition • HR78x14 BSW steel-belted radial tires • Impact resistant bumper system • Front bumper guards • Dual headlamps • Dual note horn • Luxury sound insulation • Deluxe wheel covers • Locking steering column • Concealed windshield wipers • Color-keyed cut-pile carpeting • Flight bench seat with folding center armrest • Deluxe color-keyed seat belts • Ford Motor Company Life-guard Design Safety Features • Note: Other equipment shown is optional.





▲ Mercury Montego MX 2-Door Hardtop

▼ Mercury Montego 4-Door Pillared Hardtop



MERCURY MONTEGO MX

Our stylish, roomy mid-size Mercury, shown left with optional Landau vinyl roof and opera window. With maintenance-reducing solid-state ignition, gas-saving steel-belted radial tires and a long-range 26.5-gallon fuel tank, Montego MX 2-door and 4-door models are a solid value and sensible choice for 1976.

Comfortable low-back bench seats (illustrated upper right) you can sink into, a high-stability suspension system and generously distributed sound insulation all combine to give Montego's ride the soft touch!

Standard features on Mercury Montego MX: 351-2V V-8 engine • Select-Shift automatic transmission • Power brakes • Power steering • Solid-state ignition • HR78x14 BSW steel-belted radial tires • Impact resistant bumper system • Front bumper guards • Dual headlamps • Deluxe sound insulation • Concealed windshield wipers • Thick cut-pile carpeting • Anti-theft ignition lock • Rocker panel molding • Upper body paint stripes • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

MERCURY MONTEGO

Our most affordable mid-size Mercury (lower left) still offers the luxury, the convenience, the comfort and fine ride you expect from Mercury, the ride specialists. The handsome standard Montego interior is shown lower right.

Power steering, power brakes, Select-Shift automatic transmission, advanced suspension and steel-belted radial ply tires all contribute to Montego's solid ride and sure handling. For 1976, Mercury Montego 2-door and 4-door models offer a beautiful reason to enjoy the practical values of a mid-size car!

Standard features on Mercury Montego: 351-2V V-8 engine • Select-Shift automatic transmission • Power brakes • Power steering • Solid-state ignition • BSW steel-belted radial tires • Impact resistant bumper system • Front bumper guards • Dual headlamps • Anti-theft ignition lock • Concealed windshield wipers • Thick cut-pile carpeting • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

ADDITIONAL MERCURY MONTEGO FACTS:

	2-Door	4-Door
Wheelbase.....	114.0"	118.0"
Overall length /width / height.....	215.7" /78.6" /54.0"	219.0" /78.6" /54.0"
Tread, front /rear.....	63.4" /63.5"	63.4" /63.5"
Luggage capacity, cu. ft.	16.5	16.5
Fuel tank capacity, gals.	26.5	26.5





Ford Infant Safety Carrier for babies



Illuminated Visor-mounted Vanity Mirror



Power Vent Window



Digital Clock and Radio with Stereo Tape



Combination Dome/Dual Beam Map Light



Speed Control located for easy operation

Ford Motor Company Lifeguard Design Safety Features for 1976 Mercurys

Operating Safety

- Safety rim wheels and load-rated tires
- Dual hydraulic brake system with warning light
- Corrosion-resistant brake lines
- Turn indicators with lane-changing signal feature
- Hazard warning flasher
- Back-up 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)
- Illuminated controls (wiper/washer, defrost/defog, climate control)
- Continuously variable control illumination intensity
- Safety hood latch system
- Impact resistant bumper system

Occupant Protection

- Safety-designed front end structure
- Safety-designed roof structure
- Steel guard rails in side doors
- Double-yoke safety door latches and safety hinges
- Integral lap and shoulder belts with individual lap and

- shoulder belt retractors for front outboard occupants
- Positive reminder warning light and buzzer for driver
- 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 front seat backs on two-door vehicles
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons (on all cars equipped with radio)
- Head restraints or high back seats for front outboard occupants
- Safety glove-box latch
- Inside yield-away rearview mirror
- Impact-absorbing laminated safety glass windshield
- Flame resistant interior materials

Anti-Theft

- Locking steering column with warning buzzer
- Non-reversing odometer
- Visible vehicle identification number

Motorcraft 

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

Lincoln-Mercury Division reserves the right to discontinue or change specifications or designs at any time, 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.

1. Included in the Heavy Duty Electrical System.
2. 80 ampere: std. with 460-4V engine. Included in Trailer Towing Package III.
3. Available only with Trailer Towing Packages II or III.
4. Deleted from 2-door hardtop with Tu-Tone Group.
5. Available only on 4-door models; requires power side windows and tinted glass and LH remote control mirror.
6. Available on 2-door hardtops and 4-door pillared hardtop only; N/A with AM radio or when car is equipped with extended range fuel tank.
7. Requires full vinyl roof.
8. Includes tinted rear window.
9. Includes power door locks, remote control trunk lid release, luggage compartment light (Marquis only).
10. Available only with Twin Comfort Lounge Seats.
11. Dome/Dual beam maplight, underhood light, LH and RH remote control mirror (not on Cougar), rear door light switches, trunk light, cargo light (not on Cougar), under-instrument panel light, illuminated visor vanity mirror, headlamp-on warning buzzer, glove box light (Cougar), ashtray light (Cougar). Some items are standard on certain models.
12. Front and rear floor mats, door-edge guards, license plate frames. No rear floor mats on Cougar or Montego.
13. Rear bumper guards, front and rear horizontal rub strips.
14. Included in Appearance Protection Group.
15. Includes lockable gas cap, lockable hood release, spare tire lock.
16. Included in Convenience Group.
17. Included in Trailer Towing Packages II and III.
18. N/A in conjunction with power antenna.
19. Included in Lock Convenience Group.
20. Available on Grand Marquis when wide bodyside molding is deleted.
21. Includes deluxe color-keyed seat belts (Montego and Montego MX only), automatic seat back release, LH remote control mirror, passenger visor vanity mirror and automatic parking brake release.
22. 2-door models only.
23. Opera window on 2-door models required.
24. N/A with leather-wrapped steering wheel.
25. Tinted glass recommended.
26. Replaces conventional spare tire.
27. Not available with speed control.
28. With AM radio only. Included with optional radios.
29. Not available with electric clock or fuel economy reminder light.
30. Front windows only on 2-door models.

SELECT FROM THIS WIDE CHOICE OF OPTIONS

	Grand Marquis	Marquis Brougham	Marquis	Cougar XR-7	Montego MX Brougham	Montego MX	Montego
PERFORMANCE RELATED							
Brakes—Four-Wheel Disc	X	X	X	N/A	N/A	N/A	N/A
Traction-Lok Differential	X	X	X	X	X	X	X
Heavy-Duty Battery	Std(2)	Std(2)	Std(2)	X(1)	X(1)	X(1)	X(1)
Trailer Towing Package I	X	X	X	N/A	N/A	N/A	N/A
Trailer Towing Package II and III	X	X	X	X	X	X	X
Equalizing Trailer Hitch (3)	X	X	X	N/A	N/A	N/A	N/A
Speed Control	X	X	X	X(24)	X(24)	X(24)	X(24)
Fuel Economy Reminder Light	X	X	X	X	X	X	X
Fuel Sentry Vacuum Gauge (29)	N/A	N/A	N/A	N/A	X	X	X
Cross Country Suspension	X(17)	X(17)	X(17)	X(17)	X(17)	X(17)	X(17)
Extended Range Fuel Tank (18)	X	X	X	N/A	N/A	N/A	N/A
COMFORT & CONVENIENCE							
Power Vent Windows (5)	X	X	X	N/A	N/A	N/A	N/A
Power Antenna (6)	X	X	X	N/A	N/A	N/A	N/A
Power Seats	X	X	X	X	X	X	X
Power Sunroof (7)	X	X	X	X	N/A	N/A	N/A
Power Moonroof (7)	N/A	N/A	N/A	X	N/A	N/A	N/A
Power Side Windows	Std(30)	Std(30)	X(30)	X(30)	X(30)	X(30)	X(30)
Air Conditioning—Auto. Temp. Control (25)	X	X	X	X	X	X	X
Air Conditioning—Manual Control (25)	X	X	X	X	X	X	X
Tinted Glass—Complete	Std	X	X	X	X	X	X
Digital Clock	Std	X	X	N/A	N/A	N/A	N/A
Electric Clock	N/A	Std	X	Std	X	X	X
Electric Rear Window Defroster (8)	X	X	X	X	X	X	X
Lock Convenience Group (9)	X	X	X	N/A	N/A	N/A	N/A
Power Door Locks	X(19)	X(19)	X(19)	X	X	X	X
Tilt Steering Wheel	X	X	X	X	X	X	X
Radio—AM	X	X	X	X	X	X	X
Radio—AM/FM/Multiplex	X	X	X	X	X	X	X
Radio—AM/FM/MPX Search	X	X	X	X	N/A	N/A	N/A
Radio—AM/FM/MPX w/Stereo Tape	X	X	X	X	X	X	X
Reclining Passenger Seat (10)	X	X	N/A	X	X	N/A	N/A
Speakers—Dual Rear Seat (28)	X	X	X	X	X	X	X
Visibility Light Group (11)	X	X	X	X	X	X	X
Twin Comfort Lounge Seats	Std	X	N/A	X	X	N/A	N/A
Automatic Seat Back Release (22)	Std	Std	X	X(16)	X(16)	X(16)	X(16)
Automatic Parking Brake Release	Std	Std	Std	X(16)	X(16)	X(16)	X(16)
Automatic Deck Lid Release	X(19)	X(19)	X(19)	X	X	X	X
Interval Windshield Wipers	X	X	X	X	X	X	X
Convenience Group (21)	N/A	N/A	N/A	X	X	X	X
Space Saver Spare (26)	N/A	N/A	N/A	X	X	X	X
APPEARANCE & PROTECTION							
Anti-Theft Alarm System	X	X	X	N/A	N/A	N/A	N/A
Appearance Protection Group (12)	X	X	X	X	X	X	X
Bumper Protection Group (13)	X	X	X	X	X	X	X
Fender Skirts	Std	Std(4)	X	N/A	N/A	N/A	N/A
Floor Mats, Front & Rear (14)	X	X	X	N/A	N/A	N/A	N/A
Luggage Compartment Trim	Std	X	X	X	X	X	X
Protective Bodyside Molding	X(20)	X	X	X	X	X	X
Tu-Tone Group	X(22)	X(22)	N/A	N/A	N/A	N/A	N/A
Security Lock Group (15)	X	X	X	X	X	X	X
Wheel Covers—Brougham	Std	Std	X	N/A	N/A	N/A	N/A
Wheel Covers—Deluxe	N/A	N/A	N/A	Std	Std	X	X
Wheel Covers—Luxury	X	X	X	N/A	X	X	X
Luxury Steering Wheel	Std	Std	X	X	X	X	X
Leather-Wrapped Steering Wheel (27)	N/A	N/A	N/A	X	X	X	X
Wheels—Cast Aluminum	N/A	N/A	N/A	X	N/A	N/A	N/A
Wheels—Forged Aluminum	X	X	X	N/A	N/A	N/A	N/A
Wheels—Styled Steel	N/A	N/A	N/A	X	X	X	X
Vinyl Roof—Full	Std	Std	X	X	X(23)	X(23)	X(23)
Vinyl Roof—Landau (22)	NEC	NEC	X	Std	X(23)	X(23)	X(23)
Opera Windows (22)	N/A	N/A	N/A	Std	X	X	X
Deluxe Seat Belts	Std	Std	X	Std	Std	X(16)	X(16)
Dual Racing Mirrors	N/A	N/A	N/A	X	X	X	X
LH Remote Control Mirror	Std	Std	X	X(16)	X(16)	X(16)	X(16)

X—Optional Std—Standard N/A—Not Available NEC—No Extra Cost

1976

Mercury Marquis • Mercury Cougar XR-7 • Mercury Montego



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