

1976

Mercury Bobcat • Mercury Monarch • Mercury Comet



THE GREAT SMALL MERCURYS FOR 1976—LOW IN PRICE, HIGH IN VALUE!

The challenge we accepted for 1976 was a big one. How to make owning and driving a Lincoln-Mercury car more practical, better suited to the driving conditions you face today. Without giving up the traditional values for which our cars are best known and admired. Trend-setting style. Reasonable upkeep. Low price and high value. Good performance and handling.

It took millions of dollars in research. Months of dedicated engineering effort. And a great

deal of forward vision to reach our goal.

Drive a Mercury Bobcat MPG for 1976. Ask your dealer to show you the estimated fuel economy ratings our smallest Mercury got in the EPA highway and city tests.

Mercury Bobcat MPG, Mercury Comet and Mercury Monarch for 1976. Drive one and we think you'll agree: you get a great small car with a lot of value at a low price!



Mercury Comet

Mercury Monarch

Mercury Bobcat MPG

1976 MERCURY BOBCAT RUNABOUT

Our littlest Mercury can carry four adults in the kind of comfort you expect from Lincoln-Mercury. With rear seat down, it's a roomy 'wagon' with carpeted cargo area accessible through the third door.

Bobcat's ride is smooth and wide-stanced. Its coil spring front suspension is similar to the type used on our big cars. You'll like Bobcat's handling ease, too, and the way it corners and parks. Responsive rack-and-pinion steering is standard.

Spirited, sporty styling with plenty of room—Mercury Bobcat is a small car you can be proud to call your own! And what a budget-watcher, with maintenance reducing solid-state ignition.

Standard features on Mercury Bobcat Runabout: 2.3-liter OHC 4-cylinder engine • Four-speed manual transmission • Manual front disc brakes • BSW tires • Hood sound blanket • Solid-state ignition • Rack-and-pinion steering • Impact-resistant bumper system • High-back bucket seats • Courtesy lights • Cigar lighter • Glove compartment • Woodtone instrument panel applique • Cut-pile carpeting • Instrument panel mini-console • Fully carpeted cargo floor • Wide wheel lip moldings • Rocker panel, window frame, belt and "B" pillar bright moldings • Wheel covers • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Bobcat 3-door Runabout



Mercury Grand Monarch Ghia

MERCURY GRAND MONARCH GHIA

A high commitment to comfort, a detailed devotion to design and performance, make Grand Monarch Ghia a fine small luxury car! Considerable power features, from power steering to power windows, and rich appointments combine luxury and convenience with a sensible, precision size. Of course, the smooth, quiet ride was designed by Mercury, the ride specialists.

Interior luxury is elegantly understated. Precisely tailored European style bucket seats present soft grain leather or velour seating surfaces. A digital clock and luxury steering wheel are standard appointments, as are deep pile carpeting.

Grand Monarch Ghia standard bucket seats are shown at right in dark red velour. Leather seating surfaces are available in dark red or two-tone saddle and white.

Grand Monarch Ghia is one of the few American luxury models offering four-wheel disc brakes with a sophisticated hydraulic power system as standard. 1976 Grand Monarch Ghia—for discriminating owners wishing the utmost luxury in a precision size car.

Standard features on the Mercury Grand Monarch Ghia: 250-IV "Six" engine • 3-speed manual transmission • Power four-wheel disc brakes • Solid-state ignition • Power windows • Power steering • Dome / Dual map reading lamp • Luxury steering wheel • Contoured bucket seats with leather or velour seating surfaces • Cast aluminum spoked wheels • Fully padded Normande grain vinyl roof • High level ventilation • WSW steel-belted radial tires • Deluxe sound insulation and ride package • Dual note horn • Digital clock • Deep cut-pile carpeting • Day/night interior mirror • Deluxe color-keyed seat belts • Carpeted luggage compartment • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.





Mercury Monarch Ghia 2-dr.

MERCURY MONARCH GHIA

The idea behind Monarch is luxury in a trim, yet roomy size. Precision packaging and advanced engineering provide for Monarch's ease of handling, precise cornering and parking.

In an independent test of handling and driving comfort, a 1975 Mercury Monarch was judged superior in all-around handling and driving comfort, based on eight tests, to a 1975 Mercedes-Benz 280 by 41 of 50 car owners. Mercedes is one of the world's costliest cars, yet Mercury Monarch was judged smoother, quieter and more maneuverable in ordinary traffic and at highway speeds. And Monarch was judged to offer more comfortable seating and a more comfortable ride, and easier to park than Mercedes.

A notably smooth ride, combined with enviable interior comfort, quietness and convenience, has helped make Mercury Monarch Ghia one of the most luxurious small cars in America!

And for 1976, Mercury Monarch Ghia, offers ride and handling improvements. A blend of luxury with sensible performance, and a good reason to test any car against our car!

The two-door Mercury Monarch Ghia at left includes such standard features as a 250-IV six-cylinder engine, solid-state ignition, high level ventilation and inside hood release.

The Mercury Monarch Ghia optional bucket seats, shown at right, are tailored in tan cloth.

Available interior colors are dark red, silver blue, white or tan. Bucket seats are also available in standard vinyl or optional leather seating surfaces in dark red, silver blue, tan, or white. Black can be ordered with the standard vinyl upholstery. An individually contoured flight bench seat is standard on Monarch Ghia, available in all the upholstery fabrics and colors mentioned above.

Shown are some of the many options available on Mercury Monarch Ghia; vinyl roof, bumper protection group, white sidewall tires, automatic transmission with floor shift, tilt steering wheel, digital clock and speed control.



Tilt steering wheel



Digital clock



Speed control



Mercury Monarch Ghia 4-dr.

MERCURY MONARCH GHIA

Monarch Ghia's styling expresses Mercury's inherent luxury beautifully. The styling is trim, the car is roomy, with comfort for five passengers. Exterior design is refined and graceful. Unique wheel covers, paint stripes and super acrylic paint establish a distinctive look of luxury. The wide bodyside molding enhances that look.

Ghia options comprise an impressively long list, from power moon roof and power windows to rear window defroster and AM/FM/MPX radio. New 1976 options include such luxuries as speed control, tilt steering wheel, power door locks, console and more.

In fact, Mercury Monarch Ghia has been engineered with more luxuries and offers more options than ever before in a small Mercury!

Monarch Ghia Flight Bench interior, shown right, with optional luxury cloth offers comfortable seating and deep cut-pile carpeting. The handsome look of walnut woodgrain vinyl accents the instrument panel and deluxe steering wheel and adds to Ghia's special elegance in keeping with its high level of interior luxury. Colors available are black, dark red, silver blue, tan or white in standard vinyl and, with exception of black, also in optional leather-and-vinyl. Optional luxury cloth available in dark red, silver blue or tan.

Standard features on Mercury Monarch Ghia: 250-IV "Six" engine • 3-speed manual transmission • Front disc brakes • Solid-state ignition • High-level ventilation • Inside hood release • BSW steel-belted radial tires • Wide bodyside molding • Impact resistant bumper system • Seat back map pockets • Deluxe sound insulation • Dual note horn • Day/night interior mirror • Deep cut-pile carpeting • Left-hand remote control mirror • Unique Ghia wheel covers • Deluxe color-keyed seat belts • Carpeted luggage compartment • Ford Motor Company Lifeguard Design Safety Features

• Note: Other equipment shown is optional.



Power windows



Air conditioning



Map pockets and robe rails



Mercury Monarch 2-dr.

MERCURY MONARCH

Advanced design gives Monarch a size small enough to afford ease and precision of handling with enough room to seat five adults in deep comfort. Yet, though Monarch is beautifully trim in overall size, it still offers a long-range 19.5-gallon fuel tank and a luggage compartment that can hold eight assorted pieces of family luggage.

Of course, precision size Monarch has the full complement of Ford Motor Company Lifeguard Design Safety Features.

Shown right is the standard Monarch bench seat interior in dark red vinyl. Also available in silver blue or tan.

Standard features on Mercury Monarch: 200-IV "Six" engine • 3-speed manual transmission (250-IV "Six" required in California) • Front disc brakes • Solid-state ignition • High-level ventilation • Inside hood release • BSW steel-belted radial tires • Impact resistant bumper system • Full-length bodyside molding • Locking glove box • Cut-pile carpeting • Cigar lighter • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

ADDITIONAL MERCURY MONARCH FACTS:

Wheelbase.....	109.9"
Overall length /width /height (4-dr.).....	197.7" /74.1" /53.4"
Tread, front /rear.....	58.5" /57.7"
Fuel tank capacity, gals.	19.2
Luggage capacity, cu. ft.	14.1





Mercury Comet 2-dr. with Sports Accent Group

MERCURY COMET SPORTS ACCENT GROUP

Our tough, durable Mercury Comet in a dashing new version for 1976! Boasting all the standard features of Mercury Comet, including its ruggedness, this Comet is designed to steal that second glance.

Dual racing mirrors, styled steel wheels, trim rings and white sidewall bias ply tires—all are standard. And for a finishing touch, there are customized wide bodyside moldings with grained vinyl inserts which enhance the sleek lines and add to Comet's character.

It's a new Sports Accent Group with a distinctive, personal look when ordered on either a 2-door or 4-door Comet. And underneath, you'll find the dependable, economical Mercury Comet. At the sign of the cat—that's where the action's at!

Shown at the right is the Mercury Comet optional bucket seat in optional tan Alpine plaid cloth, also available in blue. Soft vinyl in black, blue or tan is standard with these optional bucket seats.

Standard features on Mercury Comet Sports Accent Group: All the standard Mercury Comet features shown on page 15 • WSW bias ply tires • Custom wide bodyside molding • Dual racing mirrors (left-hand is remote controlled) • Styled steel wheels and trim rings • Lower body Tu-Tone paint treatment • Lower back panel paint treatment • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.





▲ Mercury Comet 4-dr. with Custom Option

▼ Mercury Comet 4-dr.



MERCURY COMET WITH CUSTOM OPTION

This sporty Comet has a little Cougar in it! You'll find the big cat's brand of luxury in thick, padded reclining bucket seats of soft vinyl, deep cut-pile carpeting and leather-wrapped steering wheel. Shown upper right is the Comet Custom interior in medium blue, all-vinyl with fully reclinable bucket seats. Also available in tan.

Luxury sound insulation, map reading lamps and tinted glass are other standard Custom features you'll admire!

Standard features on Mercury Comet with Custom Option: All the standard Mercury Comet features shown below • WSW tires • Front and rear bumper guards • Luxury sound insulation • Tinted glass • Odense grain vinyl roof and bodyside molding • Custom wheel covers • Deep cut-pile carpeting • Deluxe color-keyed seat belts • Leather-wrapped steering wheel • Dual/dome map reading lamp • Day/night rearview mirror • Reclining front bucket seats • Dual body and hood deluxe paint stripes • Lighted trunk • Left-hand remote control mirror • Note: Other equipment shown is optional.



MERCURY COMET

Our lowest priced Comet, but still a Mercury! And that means you get big-car soundness and small car practicality! The handsome Comet interior is shown, lower right, in green cloth-and-vinyl. All-vinyl is also available in black, blue, green or tan.

Standard features on Mercury Comet: 200-IV "Six" engine • 3-speed manual transmission (250-IV "Six" required in California) • Locking steering column • Deluxe sound insulation package • Dual hydraulic brake system: front disc; rear drum • Cut-pile carpeting • Lighted ashtray • Cigar lighter • Bright moldings • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

ADDITIONAL MERCURY COMET FACTS:

	2-Door	4-Door
Wheelbase.....	103.0"	109.9"
Overall length/width/ height.....	189.5" / 70.5" / 52.9"	196.4" / 70.5" / 52.9"
Tread, front/rear.....	56.5" / 56.5"	56.5" / 56.5"
Luggage capacity, cu. ft.	11.3	12.8
Fuel tank capacity, gals.	19.2	19.2





Tot-Guard Safety Seat for children 19" to 25" tall, 20 to 50 lbs.



Ford Infant Safety Carrier for babies—faces rearward



Bobcat styled steel wheels with trim rings



Monarch sliding glass moonroof

	Grand Monarch Ghia	Monarch Ghia	Monarch	Comet Sports Accent	Comet	Bobcat
PERFORMANCE RELATED						
Select-Shift Automatic Transmission	X	X	X	X	X	X
Floor-Mounted Shift Lever	X(1)	X(1)	X(1)	X(31)	X(31)	Std
Power Steering	Std	X	X	X	X	X(4)
Power Four-Wheel Disc Brakes (22)	Std	X	X	N/A	N/A	N/A
Power Front Disc Brakes	N/A	X(3)	X(3)	X(2)	X(2)	X
Heavy Duty Suspension	X	X	X	X	X	N/A
Trailer Towing Package	X	X	X	N/A	N/A	N/A
Heavy-Duty Battery	X(27)	X(27)	X(27)	X	X	N/A
Engine Block Heater	X	X	X	X	X	X
Traction-Lok Differential	X	X	X	N/A	N/A	N/A
Fuel Economy Reminder Light	X	X	X	X	X	N/A
COMFORT & CONVENIENCE						
Power Windows	Std	X	X	N/A	N/A	N/A
Power Seats	X	X	X	N/A	N/A	N/A
Power Door Locks	X	X	X	N/A	N/A	N/A
Power Sunroof—Steel (5)	X	X	X	N/A	N/A	N/A
Power Sunroof—Glass (5)	X	X	X	N/A	N/A	N/A
Manual Sunroof	N/A	N/A	N/A	N/A	N/A	X
Air Conditioning—Manual (6)	X	X	X	X	X	X
Tinted Glass—Complete	X	X	X	X	X(33)	X
Electric Rear Window Defroster	X(10)	X(10)	X(10)	N/A	N/A	X
Rear Window Defogger	X	X	X	X	X	N/A
Visibility Group	X(29)	X(29)	X(29)	X(20)	X(20)	X(29)
Lighted Visor Vanity Mirror	X	X	X	N/A	N/A	N/A
Remote Control Outside Mirrors	X(8)	X(8)	X(8)	X	X	X
Dual Racing Mirrors (9)	X	X	X	Std	X	X(30)
Light Group	X(18)	X(18)	X(18)	X(20)	X(20)	N/A
Radio—AM	X	X	X	X	X	X
Radio—AM/FM (Monaural)	X(14)	X(14)	X(14)	X	X	X
Radio—AM/Stereo w/Tape	X(15)	X(15)	X(15)	X(15)	X(15)	X
Radio—AM/FM/MPX	X(15)	X(15)	X(15)	X(15)	X(15)	X
Radio—AM/FM/MPX w/Stereo Tape	X	X	X	X	X	N/A
Leather-Wrapped Steering Wheel	X	X	X	N/A	N/A	X(17)
Deluxe Steering Wheel	N/A	N/A	X(35)	N/A	N/A	X(38)
Tilt Steering Wheel	X	X	X	N/A	N/A	N/A
Speed Control (13)	X	X	X	N/A	N/A	N/A
Digital Clock	Std	X	X	N/A	N/A	N/A
Automatic Seat Back Release (36)	X	X	X	N/A	N/A	N/A
Deluxe Seat Belts	Std	Std	X	X	X	X
Convenience Group	X(7)	X(7)	X(7)	X(20)	X(20)	N/A
Light/Convenience Group	N/A	N/A	N/A	N/A	N/A	X(19)
Interval Windshield Wipers	X(30)	X(30)	X(30)	X	X	X
Security Lock Group (12)	X	X	X	X	X	N/A
Decklid Luggage Rack	X	X	X	X	X	X(26)
Space Saver Rear Tire	X	X	X	X	X	N/A
Dual Note Horn	Std	Std	X	N/A	N/A	N/A
APPEARANCE & PROTECTION						
Tu-Tone Paint (34)	N/A	N/A	N/A	Std	X	N/A
Glamour Paint	X	X	X	X	X	X
Decor Group/Custom Interior/Deluxe Interior	N/A	N/A	X	X	X	X(39)
Sports Accent Group	N/A	N/A	N/A	Std	X	X(28)
Woodgrain Trim (32)	N/A	N/A	N/A	N/A	N/A	X
Vinyl Roof—Landau (11)	N/A	X	X	N/A	N/A	X
Vinyl Roof—Full	Std	X	X	X(23)	X(23)	N/A
Rocker Panel Molding	X	X	X	X	Std	X
Paint Stripes	Std	Std	N/A	N/A	X(24)	X
Aluminum Wheels—Cast	Std	X	X	N/A	N/A	N/A
Aluminum Wheels—Forged	N/A	N/A	N/A	X	X	X
Styled Steel Wheels	N/A	X	X	Std	X(17)	X
Trim Rings	N/A	X	X	Std	X(17)	X
Wheel Covers—Deluxe	N/A	Std	Std	NEC	X	Std
Appearance Protection Group (21)	X	X	X	X	X	X
Wide Bodyside Protection Molding	Std	Std	N/A	Std	X(24)	X
Luggage Compartment Trim	Std	Std	X	N/A	N/A	N/A
Luggage Compartment Carpeting	N/A	N/A	X	N/A	N/A	N/A
Bumper Protection Group (25)	X	X	X	X	X	X
Front Bumper Guards	N/A	N/A	N/A	X	X	X(16)

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

1. Requires bucket seats. N/A with tilt steering wheel. Included with S option group.
2. N/A with manual transmission.
3. Required with V-8 engines unless power four-wheel disc brakes are ordered.
4. Required with V-6 engine and air conditioning.
5. Available only when ordered with vinyl roof. Glass sunroof in silver or brown coordinated to vinyl roof color.
6. Tinted glass recommended.
7. Includes deluxe seat belts (std. on Grand Monarch and Monarch Ghia), automatic seat back release (all except base bench seat) and intermittent windshield wipers.
8. Only with Visibility Group. LH std. on Grand Monarch and Monarch Ghia.
9. Both remote-control, color-keyed. RH not remote control on Comet.
10. N/A with 200- and 250-CID engines and air conditioning.
11. Available on 2-door models only. Sports roof on Bobcat.
12. Includes spare tire lock, locking gas cap and inside hood release. Hood release not on Comet.
13. Includes luxury steering wheel.
14. Includes dual rear speakers.
15. Includes four speakers with side-to-side and front-to-rear balance.
16. Includes rear bumper guards.
17. Standard with Sports Accent Group only.
18. Includes dual beam dome/map light and rear door courtesy light switch (both std. on Monarch Ghia and Grand Monarch), luggage compartment, glove box, engine compartment, ash tray, under-instrument-panel lights and "headlamp-on" warning buzzer.
19. Includes dual beam dome/map light (separate map light for Bobcat), under hood light, ashtray light, glove box light, headlamp-on warning buzzer, cargo light, day/night inside mirror, RH and LH remote control racing mirrors, visor vanity mirror and deluxe color-keyed seat belts.
20. Includes LH remote control mirror, inside day/night mirror, deluxe seat belts, luggage compartment light, under hood light, dual beam dome/map light, glove box light and instrument panel light. Not available with Custom/ Custom interior options or deluxe seat belts.
21. Includes front floor mats with carpet inserts, license plate frames and door-edge guards. (Not available on Grand Monarch or Monarch Ghia.) Excludes door guards and floor mats with Custom Option. Includes glove box lock on Bobcat.
22. Power steering required.
23. Vinyl roof Odense grain; Halo design on 4-door model; Sports design on 2-drs. std. with Custom Option.
24. Standard with Comet Custom Option.
25. Includes front and rear bumper guards and horizontal rub strips (with white inserts on Monarch). Includes rub strips with Comet Custom Option.
26. Roof luggage rack (with or without air deflector).
27. Standard with 351-2V V-8 engine.
28. Includes leather-wrapped deluxe steering wheel, styled steel wheels, trim rings (unless aluminum wheels are ordered), lower bodyside and lower back panel paint accent color, plus contents of Deluxe interior trim—see footnote 39.
29. Includes LH and RH remote control mirrors, day/night inside rearview mirror and RH visor vanity mirror. Some items std. on certain Monarch models.
30. Included in Convenience Group.
31. When ordered with automatic transmission available only with bucket seats, Custom Interior or Custom Option.
32. Includes simulated woodgrain applique on bodyside and lower back. Wide protective Bodyside Molding and Sports Paint Stripe. Plus contents of Deluxe exterior trim—see footnote 39. Sports Tape options are not available with this option.
33. Standard with Custom Option.
34. Lower Tu-Tone paint. Tu-Tone roof paint treatment is also available on Comet or Comet Sports Accent Group.
35. Included in Decor Group.
36. Part of Convenience group except with base bench seat.
37. Requires automatic transmission.
38. Included with Deluxe interior options.
39. Includes deluxe low-back bucket seats, deluxe door trim, deluxe color-keyed seat and shoulder belts, deluxe steering wheel and super sound package.

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



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.



MERCURY

LINCOLN-MERCURY DIVISION

