

THE 1979 MERCURY
ZEPHYR





4-door Mercury Zephyr w/optional Luxury Exterior Decor Group
Zephyr ES Type 2-door in silver/black Tu-tone Zephyr Station Wagon w/Villager Option



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**1979 MERCURY ZEPHYR.
RIDE ENGINEERED. SIZED FOR TODAY.**

Mercury Zephyr is conceived and built to answer the needs of today's North American on the move, energy-engineered for fuel economy and space at a very good price.

It offers five-passenger comfort with surprising roominess for a car its size. Its aerodynamically-designed exterior styling is complemented by a smart, sporty interior. And, in its engineering, Zephyr offers compatibly designed drive train components tailored to its size for optimum

efficiency. Then, too, there's Zephyr's ride and hauling features: rack-and-pinion steering, wide mount strut front suspension, front stabilizer bar, and four bar link-design coil spring rear suspension, and more.

Efficiency and reduced maintenance costs were vital considerations in the creation of Mercury Zephyr. Under normal driving conditions, oil changes for its standard 2.3 litre engine are at 16,000 km (10,000 miles) intervals; spark plug replacement at 48,000 km (30,000 miles); engine coolant at 80,000 km (50,000 miles). Mercury Zephyr is also equipped with a maintenance-free fuel filter system and disc brake wear indicators. And transmission bands on its optional Select-Shift automatic transmission require no adjustment.

You have many ways to go when you choose Mercury Zephyr for 1979. One

exciting way is the Zephyr Z-7 Sports Coupe, shown on the facing page in dark pine metallic with chamois optional vinyl roof. Note Z-7's aura of sporty luxury with its unique crossover roof.

If the European look appeals to you, look close at the Zephyr ES Type 2-door, pictured above in silver metallic with black accents. A challenge to the imports, the ES Type is also available in a 4-door model.

Then, too, there's the most affordable Mercury Zephyr, available in 2-door and 4-door models. It is shown above as a 4-door in optional Tu-tone blue.

Mercury Zephyr also offers you a choice in 4-door station wagons. There's the

roomy Zephyr Wagon that easily converts to a spacious cargo carrier. And the Zephyr Wagon with Villager Option, shown above, with its woodtone bodyside and liftgate appliques.

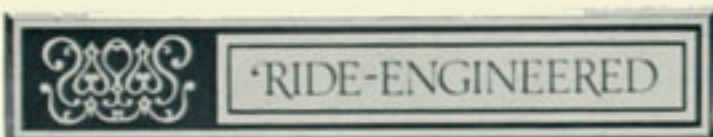
Whatever your model choice in Mercury Zephyr, we believe you'll find that with the standard equipment on the model you select, you'll find Zephyr a good value at its price.

MERCURY ZEPHYR Z-7 PUTS A CHARGE IN YOUR LIFE WITH INTERIOR BEAUTY AS YOU LIKE IT.

High-voltage, sexy styling. A lively attitude in car design. That's Mercury Zephyr Z-7 for 1979. A personal size sports coupe with unique styling designed to fit the image of today's "with-it" North American.

The exciting and sporty Zephyr Z-7 is shown below in a warm, tone-on-tone chamois colour. To give Z-7 your personal touch, there's a total of twelve standard colours, three optional Glamour Paints, and nine Tu-tone combinations to choose from. (See page 14 for a detailed list.)

Zephyr Z-7's exterior appointments were created to add glamour to an already skillfully-sculptured design package. Check its bright vertical grille with dual rectangular headlamps and parking lamps. Note its bold hood crowned with a tastefully crafted Zephyr ornament. Consider its smart tape stripe treatment, deluxe wheel covers and large wraparound taillamps. The total Z-7 picture is an overall look of sporty elegance that could make you, as its owner, the object of admiring attention.



Zephyr Z-7 Sports coupe in tone-on-tone chamois

Z-7 standard features in addition to Zephyr standard equipment on page 3:

- Unique wraparound taillamps
- Bodyside tape stripe treatment
- Full-length bodyside moulding
- Bright wheelip moulding
- Bright window frames
- Unique quarter panels
- Pleated vinyl seat trim
- Luxury level door trim w/woodtone appliques and bright accents
- Deluxe steering wheel hub
- Instrument panel with high gloss wood-tone appliques
- Deluxe seat and shoulder belts
- Deluxe sound package.

Get behind the wheel and you're surrounded by beauty that complements Z-7's stylish exterior. You experience firm comfort as you relax in the contoured bucket seats, with a pleated sew-style vinyl trim, (shown below in chamois vinyl.) An equally tasteful pleated design enhances the luxury-level door trim with woodtone appliques and bright accents. In back, the bench seat which comfortably seats three, continues the pleat-design styling of the front buckets.

There are five interior colours from which to select: cream and gold, Wedgewood blue, medium red, chamois and black. And you can give your Z-7 a further look of elegance by choosing the Luxury Interior Option with its deluxe trim luxury level Flight Bench seat, a luxury steering wheel, 18 ounce cut-pile carpeting in the passenger compartment and 14 ounce plush carpet in the luggage compartment, and more. Anyway you look at it from the outside or the inside, you'll find Z-7 very easy on the eyes.



Sculptured sail-mounted rear view mirror



Zephyr Z-7 body plaque



AM radio



Zephyr Z-7 interior in chamois vinyl

Zephyr 4-door Sedan w/Luxury Exterior Decor Group



1979 MERCURY ZEPHYR. GOOD LOOKS YOU CAN TAILOR YOUR WAY.

The basic Zephyr design package can be enhanced and personalized in many ways. Pictured above is the four-door Zephyr sedan with the optional Luxury Exterior Decor Group. Note the bright window frames, deluxe bodyside protection moulding and hood accent stripes. The Luxury Exterior Decor Group also includes bright left-hand remote control and fixed right-hand outside rear view mirrors.

And when it comes to exterior colour choices for this most affordable Zephyr,

available in either a two-door or four-door model, you're sure to find a favourite among the wide selection listed on page 14.

Mercury Zephyr offers much you don't expect to find in a car at its price, as evidenced by its extensive list of desirable standard features.

Mercury Zephyr's 70-plus Standard Features include:

- 2.3 litre OHC 4-cylinder engine
- 4-speed manual transmission
- Electronic ignition
- Electronic voltage regulator
- Front disc brakes
- Wiper-mounted windshield wiper jets
- Rack-and-pinion steering
- Low-back bucket seats
- Deluxe sound package
- Deluxe steering wheel hub
- Easy to read gauges and instruments
- Two stalk-mounted controls on steering column for operation of horn, turn signals, dim switch and windshield washer-wiper
- Instrument cluster woodtone appliques
- Bright dual rectangular headlamps
- Bright vertical theme grille
- Bright sail-mounted rear view mirror
- Bright windshield/drip/belt mouldings
- Large taillamps with integral back-up lights
- Deluxe wheel covers.

Zephyr Flight Bench seat w/Interior Decor Option



AM/FM stereo radio option



Optional Luxury Steering Wheel w/Speed Control Option

Zephyr's trunk is designed with a flat floor so the spare tire is stowed conveniently under the luggage compartment to provide 475.8 litres (16.8 cubic feet) of luggage capacity!

And you can beautify Mercury Zephyr's interior to please your personal taste. For example, there's the Luxury Interior Option pictured above right in Wedgewood blue Shannon cloth, also available in medium red, black or chamois for either the Shannon cloth or Corinthian vinyl upholstery. The

Luxury Interior Option includes a deluxe trim Flight Bench seat with folding centre armrest, fully trimmed door panels with woodtone inserts in upper areas and 10 ounce carpeting on lower portions. Also bright accents on doors, woodtone appliques on its high gloss instrument panel, deluxe colour-keyed seat belts, a visor vanity mirror, day/night inside mirror, a glove box lock, luxury sound insulation package, 18 ounce cut-pile carpeting in the passenger compartment, luxury steering wheel, cigar lighter, rear seat ashtray, and carpeted luggage compartment.

Above left is an x-ray view of the Mercury Zephyr interior. Notice how comfortably the five passengers relax. And take note of the spaciousness in the Zephyr luggage compartment.



**THINK GERMAN. THINK ITALIAN.
THINK BRITISH. THEN ... THINK NORTH AMERICAN!
ZEPHYR ES TYPE!**

If you've been thinking of buying an imported and probably expensive road machine, think again. The Zephyr ES Type from Ford of Canada, offers styling features found on some of the raciest imports, and offers them at a very affordable price.

Black accents give the Zephyr ES Type a smart European look. Note the appeal in the ES Type 2-door and 4-door models pictured above. The 2-door is in a silver and

black combination, while the 4-door exterior is in chamois and black with blackout trim accents.

Note the grille treatment, black window frames, black lower back panel and outside dual black mirrors. And note how these black accents contrast with the bright lower bodyside moulding and styled steel wheel covers.

ES Type features in addition to Zephyr standard equipment on page 6:

- Dual outside black mirrors, LH remote
- Bumper protection group
- Rear stabilizer bar
- Handling suspension w/special tuning
- Blackout grille treatment
- Blackout cowl grille
- Full-length bright lower bodyside moulding
- Bright styled wheel covers
- Black window frames, rear window ventilation louvre and lower back panel
- Black sports steering wheel w/black spokes
- Grey instrument panel appliques.



MERCURY ZEPHYR. A CAR YOU'LL BE PROUD TO OWN AND DRIVE.

From its inception, Mercury Zephyr was designed to be a car built to fit the needs of a world in which people and priorities have changed. It is sized for today, yet with a spaciousness that provides five-passenger comfort. We invite you to test drive Mercury Zephyr. It's the one way you can truly get to know and appreciate Mercury Zephyr as an affordable car created to suit

today's driving demands.

Put Zephyr through its paces. Check out its 2.3 litre overhead cam, four-cylinder engine. Put it through the gears of its standard 4-on-the-floor transmission. See for yourself how Zephyr handles, how it obeys precisely on the road, on sharp curves and when you want to park, thanks, in part,

to its standard rack-and-pinion steering. Note the visibility as you look out through Zephyr's windshield and over its low cowl and hood. We feel confident you'll agree that the 1979 Mercury Zephyr is a desirable choice in an efficient, easy-to-own-and-operate automobile.

Illustrated below is the Zephyr 2-door sedan. You see it here in bright red, one of the eleven standard colours from which to choose. This Mercury Zephyr is also available as a 4-door sedan.





Wiper-mounted windshield washer jets

A perfect complement to the bright red exterior shown on the facing page is the Interior Accent Delete Option with optional Brodie cloth trim shown below. Whatever colour you choose for your Zephyr interior, the overall effect is one of co-ordinated good looks.

Your Mercury Zephyr 2-door or 4-door

sedan has surprising luggage capacity for a car its size. 475.8 litres (16.8 cubic feet) of luggage space, with room for a vacation-long amount of luggage, as may be seen in the illustration below. And among other conveniences you enjoy with Zephyr are the windshield washer jets mounted on the wiper itself to help provide a more thorough cleaning of the windshield.

If you're one of the many thousands who like driving to their favourite music, Zephyr offers an optional AM/FM stereo radio with a built-in cassette tape player. Other radio availabilities may be found in the complete list of options on page 14 and 15.



Mercury Zephyr Interior Accent Delete Option with optional Brodie cloth trim



AM/FM stereo radio w/cassette tape option



475.8 litres (16.8 cu. ft.) of luggage space in 2-dr. and 4-dr. sedans

Mercury Zephyr 4-dr. Station Wagon and Zephyr Wagon w/Villager Option



1979 MERCURY ZEPHYR STATION WAGON. SMARTLY STYLED. RIDE-ENGINEERED

The Zephyr Wagon offers four-door practicality and spaciousness that belies its size. There's a lot of room for family stretch-out comfort. And 2,252 litres (79.5 cu.ft.) of cargo space (with second seat down) for sports gear, picnic packs, almost anything you want to carry, even lengthy items. Zephyr's load length, with the second seat folded down is 2.2 metres (6-1/2 feet).

The Zephyr Wagon offers a lot in addition to its wealth of standard features.

Standard on Zephyr are a 2.3 litre engine, 4-speed manual transmission, rack-and-pinion steering, wide-mount front suspension and coil spring rear suspension. Also standard are such convenience features as cargo area and "liftgate open" warning lights and tinted liftgate glass. Another convenience available for your Zephyr Wagon is the optional liftgate window wiper/washer to help provide better rear visibility.

When you choose Zephyr you can give your wagon the look of luxury with the Villager Option. The Villager Option includes woodtone bodyside and tailgate appliques enhanced by bright mouldings framing the liftgate and bodyside appliques.

Zephyr Wagon features in addition to Zephyr Standard Features on page 6:

- Liftgate open warning light
- Cargo area light
- Radial ply tires
- Bright liftgate window moulding
- Flat load floor
- Carpet on load floor and second seat back

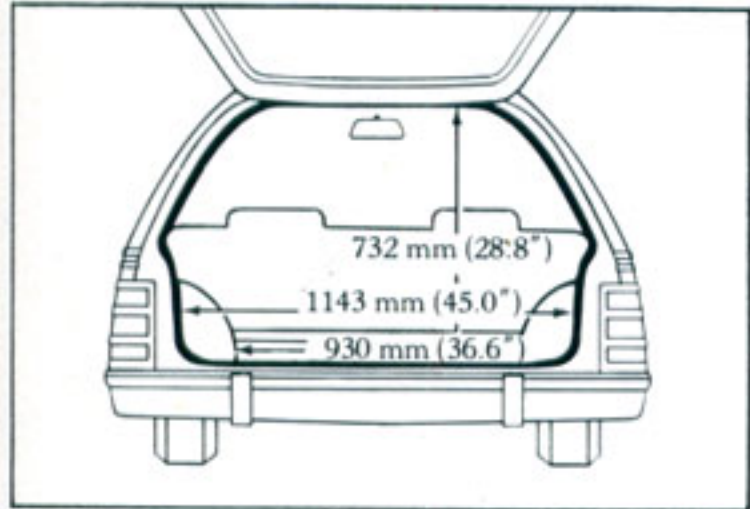
Zephyr Wagon Flight Bench seat w/Luxury Interior Option



Zephyr Station Wagon cargo space



Zephyr Wagon bench seat — Interior Accent Delete Option



The Zephyr Station Wagon's bench seat (seen above) is upholstered in soft, supple and durable vinyl in your choice of four colours. This seat is available with the Interior Accent Delete Option. The Luxury Interior Option, shown above in warm chamois vinyl, includes woodtone appliques and carpet throughout, even on the tailgate.

The ease of access and roomy cargo area of Zephyr wagons are delineated above in the diagram detailing their width and height clearances. It all adds up to a spacious 2,252 litres (79.5 cu.ft.) of cargo

volume with the second seat down.

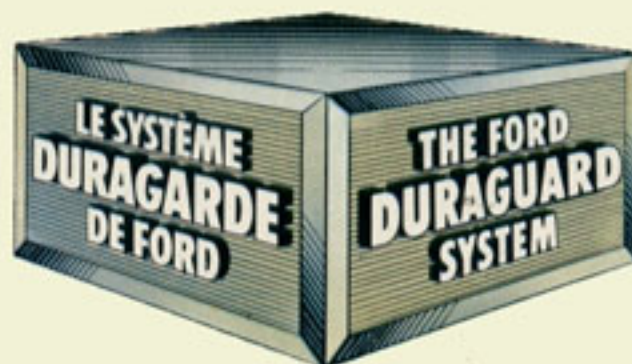
Village Option features in addition to Zephyr Wagon standard equipment:

- Cherry colour woodtone bodyside appliques.
- Bright woodtone surround rails with woodtone inserts
- Lower bodyside moulding with woodtone inserts
- Partial wheelip mouldings
- Bright door frame/quarter window mouldings
- Woodtone liftgate applique
- Bright liftgate rails
- "Villager" script on liftgate.



Corrosion protection. All Zephyr cars are protected with the DURAGUARD System, which includes 7 processes built in at the factory as standard equipment, to provide corrosion protection as follows • pre-coated steel on doors, quarter panels and other selected areas • galvanized steel on rocker panels, selected cowl tops and underbody parts • vinyl sealer on the underside of rear wheelhouses • phosphate coating on the entire car body after a super cleaning process • spray application to apply corrosion resistant primer paint, also on the entire body • aluminized wax sprayed into

hard-to-reach lower body areas, the inside surfaces of doors and quarter panels • protective vinyl coating behind the wheel openings and along the lower bodyside area.



The **DURAGUARD System** is backed by a no-extra-charge, 36-month unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system parts excluded. The basic 12 month/20,000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.

*With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle we suggest that you verify that it includes the optional equipment you ordered or if there are changes, they are acceptable to you. Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.

1. Electric clock
2. Easy-action power windows
3. Power door locks
4. Electric rear window defroster
5. Tilt Steering Wheel
6. Air Conditioning
7. Station Wagon lockable stowage compartment
8. Four-way power seat (bench seat only)
9. Station Wagon rear window wiper/washer
10. Flip-up removable moonroof for sedans
11. (left to right) Aluminum wheels (4), Styled Wheel Covers, Styled Steel wheels (4) with trim rings, Wire Wheel Covers.



Consider the Ford Extended Service Plan.

When you're considering options for your Mercury Zephyr, give a thought to ordering Ford of Canada's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company of Canada, Limited and honoured by participating Ford and Mercury dealers throughout Canada (excl. Saskatchewan) and the United States. Ask your dealer for details.

ZEPHYR POPULAR OPTIONS:

AVAILABILITY

PERFORMANCE RELATED

	Zephyr Sedans	Zephyr Wagon	Zephyr Z-7	ES Type
3.3 Litre (200 CID) 1V 6-cyl. engine	X	X	X	X
5.0 Litre (302 CID) 2V V8 Engine	X	X	X	X
Select-Shift Automatic Transmission	X	X	X	X
Floor-Mounted Transmission Selector	X	X	X	X
Suspension, Sports Handling	X	NA	X	Std
Instrumentation, Performance (1)	X	X	X	X
Power Disc Brakes	X	X	X	X

COMFORT & CONVENIENCE

Air Conditioning, Manual Control	X	X	X	X
Clock, Electric Analogue	X	X	X	X
Convenience Group (2)	X	X	X	X
Defogger, Rear Window	X	NA	X	X
Defroster, Electric Rear Window	X	X	X	X
Light Group (3)	X	X	X	X
Mirrors, Dual	X	X	X	Std
Moonroof, Flip-up Removable	X	NA	X	X
Power Door Locks or Power Windows	X	X	X	X
Power 4-way Seat (Bench only)	X	X	X	X
Power Steering, Variable Ratio	X	X	X	X
Radio, AM or AM/FM Monaural	X	X	X	X
Radio, AM/FM Stereo	X	X	X	X
Radio, AM/FM Stereo w/8-Track or Cassette Tape	X	X	X	X
Radio, AM w Stereo Tape	X	X	X	X
Premium Sound System	X	X	X	X
Speed Control	X	X	X	X
Steering Wheel, Tilt (Requires Power Steering)	X	X	X	X
Trunk Lid Release, Electric	X	NA	X	X
Wipers, Windshield Interval	X	X	X	X
Wiper/Washer, Rear Window	NA	X	NA	NA

APPEARANCE & PROTECTION

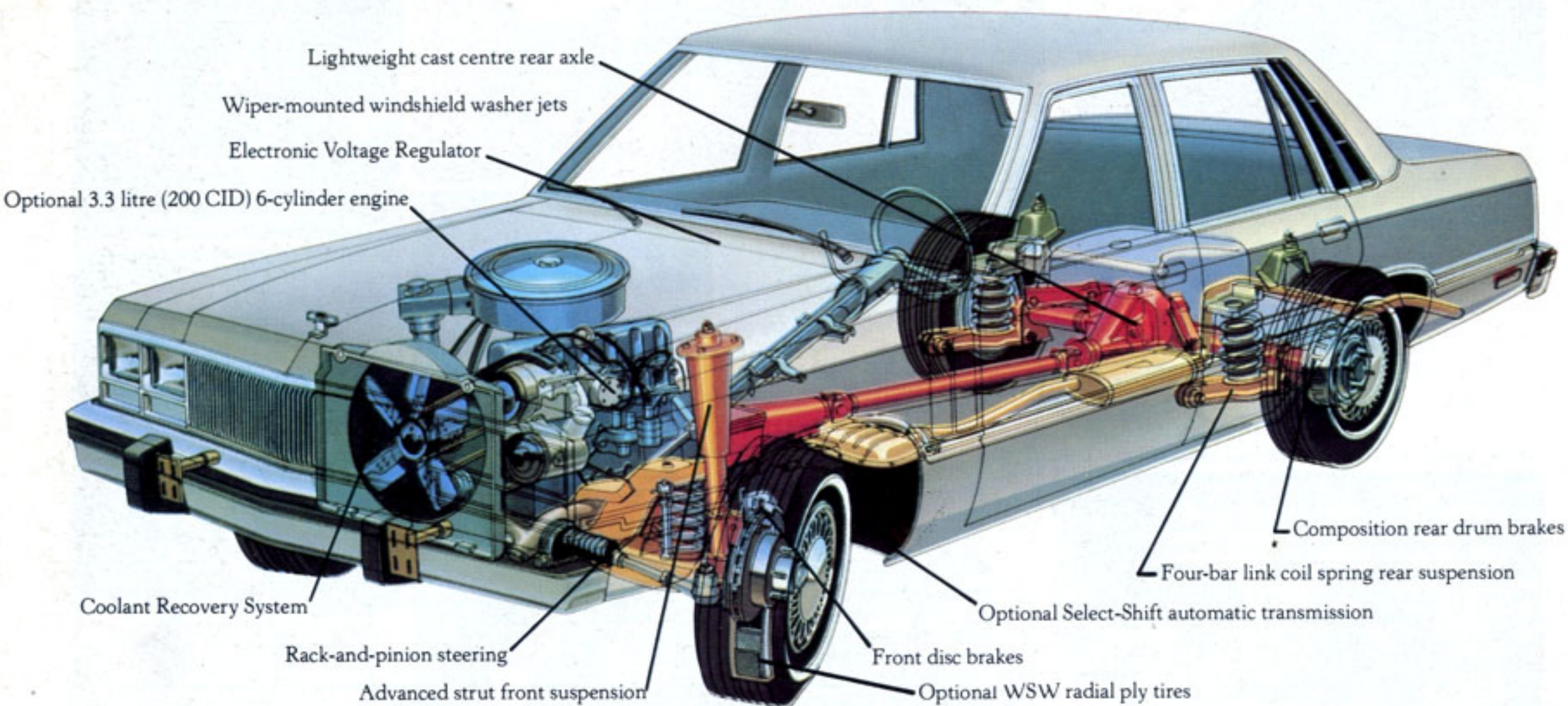
Appearance Protection Group (4)	X	X	X	X
Exterior Luxury Decor Group (5)	X	X	NA	NA
Interior, Luxury Option (6)	X	X	X	NA
Moulding, Deluxe Bodyside Protective	NA	NA	X	NA
Roof, Vinyl	X	NA	X	X
Steering Wheel, Sport	X	X	X	Std
Wheel Cover, Styled	X	X	X	Std
Wheel Cover, Wire	X	X	X	X
Wheels, Four Aluminum or Styled Steel w/Trim Rings	X	X	X	X
Tires, White Sidewall	X	X	X	X

X—Available NA—Not Available Std—Standard

- (1) Not available with 2.3L engine and automatic transmission.
- (2) Includes visor vanity mirror, cigar lighter and rear seat ashtray (one in 4-door and S/W w/bench seats: two in all others), day/night inside mirror, deluxe colour-keyed seat belts and glove box lock.
- (3) Includes luggage compartment light: ashtray, glove box and engine compartment lights: rear door light switches: map light: and passenger door light switch.
- (4) Includes front floor mats, bright door edge guards (woodtoned on Villager) and licence plate frames.
- (5) Includes bright window frames, deluxe bodyside

protection moulding, hood accent paint stripe, bright LH remote control mirror and bright right-hand non-remote mirror.

(6) Includes non-reclining Flight Bench seat with deluxe trim, door trim panel with woodtone insert and carpet lower portion, bright door accents, luxury steering wheel, high gloss instrument panel w/area woodtone appliques, luxury sound package and carpet in luggage compartment (sedans) and on station wagon liftgate. Also deluxe colour-keyed seat belts, visor vanity mirror, cigar lighter, two rear seat ashtrays, day/night inside mirror and glove box lock, 18 oz cut pile carpeting in passenger compartment.



DIAGRAMMATIC STUDY OF ZEPHYR RIDE-ENGINEERING

Zephyr Suspension. Front suspension for Zephyr is the wide-mount strut coil spring type. Zephyr's rear suspension utilizes a four-bar link with coil springs.

Rack-and-Pinion Steering. Zephyr utilizes rack-and-pinion steering for precise and responsive steering characteristics. A variable ratio rack-and-pinion power option is available.

Front Disc Brakes. Zephyr's pin slider-type front disc brake system has a low-friction mounting feature designed to improve pedal sensitivity and reduce lining wear.



Zephyr Z-7 Sports Coupe



Zephyr 4-dr. w/Luxury Exterior Decor Option



Zephyr 2-dr. w/Luxury Exterior Decor Option



Zephyr 4-dr. w/ES Option



Zephyr 2-dr. w/ES Option



Zephyr 4-dr. Sedan



Zephyr 2-dr. Sedan



Zephyr Station Wagon w/Villager Option



Zephyr Station Wagon

ZEPHYR EXTERIOR COLOURS

- Standard Colours Available**
- | | |
|----------------|---------------------------|
| Black | Cream |
| White | Pastel Chamois (Z-7 only) |
| Silver Met. | Med. Grey Met. |
| Bright Red | Dark Brown Met. |
| Lt. Med. Blue | Light Chamois |
| Dark Blue Met. | Dark Pine Met. |
- Optional Glamour Paints Available**
- | | |
|------------------|---------------|
| Med. Blue Met. | Med. Red Met. |
| Dark Orange Met. | |
- For accurate colour selection, see your Mercury dealer.



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 whenever replacement is necessary.

TESTED TOUGH

Ford Motor Company of Canada, Limited 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 ZEPHYR



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