

BETTER IDEAS MAKE BETTER CARS

1971 MERCURY

MARQUIS · MONTEREY · MONTEGO/CYCLONE · COUGAR · COMET





Better ideas make better cars

For 1971, Mercury carries the better-idea concept into every car in the line. The result is extra value for you no matter what size or model or price fits your needs best.

For example, the dramatically styled top-of-the-line Mercury Marquis now includes the best ride ideas from the world's most expensive cars.

The all-new Mercury Monterey for 1971 has distinctive styling, luxury car room and comfort and is the same impressive size as the Marquis—at a more affordable price.

Our intermediate-size cars, the Mercury Montegos and Montego Cyclones, let you choose between all-out luxury or all-out sportiness—or any combination in between.

The entirely new Mercury Cougar combines the best sports-car ideas with the best luxury-car ideas to bring you a better luxury sports car—more elegant, more sophisticated than any Cougar you have ever seen.

Mercury's new small car—the Mercury Comet—is another example of better ideas at work. It combines the best small-car ideas with the styling and performance of a larger car. The result is a better looking, better performing small car.

Better ideas make better cars. It's as simple as that. Mercury makes better cars. In four different sizes, 35 models.

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Mercury Marquis Brougham Sedan

Take the most dramatic styling in the medium price class . . . add the best ride ideas and luxury features from the world's most expensive luxury cars . . . and you have a better medium priced car.

With its long, 124-inch wheelbase, concealed headlamps, unique new "Halo" vinyl roof and beautifully appointed interiors, the 1971 Marquis Brougham is the most luxurious of all Mercurys and is outstanding among all cars in the medium price field.

New roof lines, new rear end design and rear fender skirts highlight the new overall styling for 1971, and interiors have been tastefully restyled so that they are more attractive and comfortable than ever.

A beautiful example of Mercury's better ideas can be seen in the Marquis Brougham 4-door sedan shown below, with its thin pillar design that combines the fleet look of a hardtop with the integrity of a sedan, resulting in a graceful 4-door "pillared hardtop".

In addition to the 4-door sedan shown here, the Marquis Brougham is also available in a 2-door hardtop and 4-door hardtop.



Mercury Marquis Brougham 4-door sedan



Mercury Marquis Brougham Hardtops



Mercury Marquis Brougham 4-door hardtop



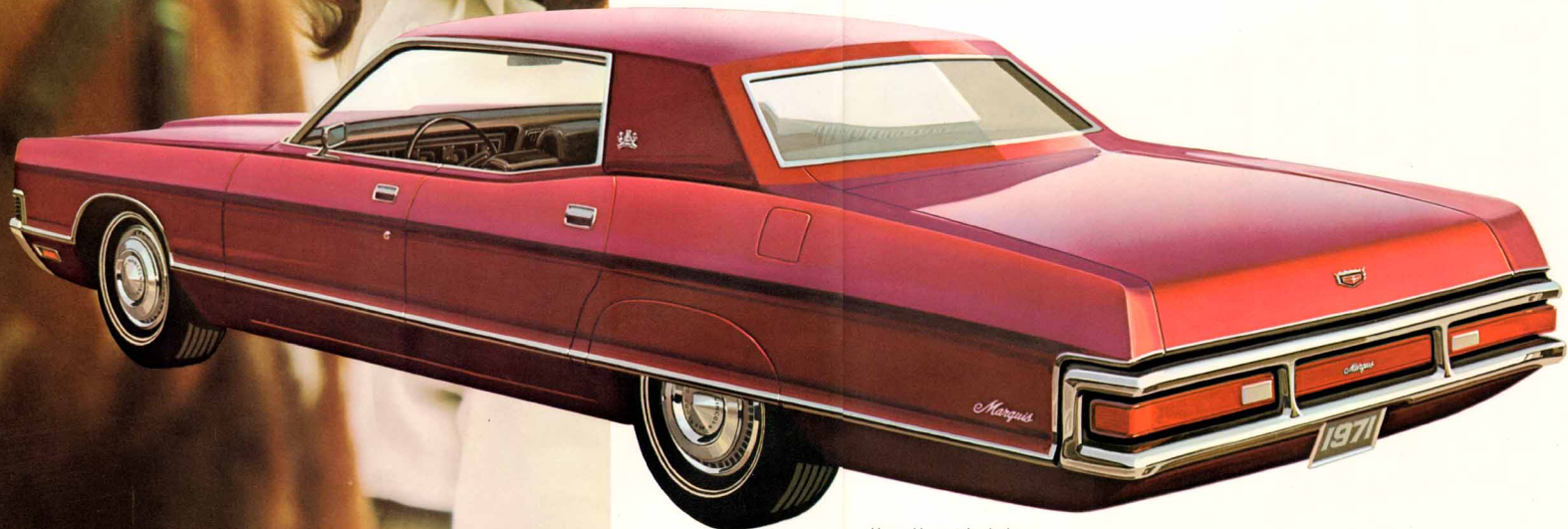
Mercury Marquis Brougham 2-door hardtop

Marquis Brougham, in the true luxury car tradition, has many standard features you might expect to pay extra for. These include a 429 cubic-inch V-8 engine, Select-Shift automatic transmission, power windows, power steering, power front disc brakes and "Halo" vinyl roof. Options like Automatic Temperature Controlled Air Conditioning, an electric rear window defroster and 6-way adjustable Hi-back Twin Comfort Lounge Seats offer you the opportunity to personalize the Brougham you select. The full selection of options is detailed on pages 50 and 51.

Mercury Marquis Brougham standard equipment includes: 429-cu-in V-8 engine Select-Shift automatic transmission Power windows Power steering Power front disc brakes "Halo" vinyl roof Concealed headlamps H78 x 15 belted tires Deluxe sound insulation package Fender skirts Concealed windshield wipers Steel guard rails in doors Color-keyed wheel covers Front and rear seat center armrests Bright seat side shields Electric clock Luxury rim-blow steering wheel Robe cord on front seat back Visor mounted vanity mirror Luxury cut-pile carpeting Power ventilation.

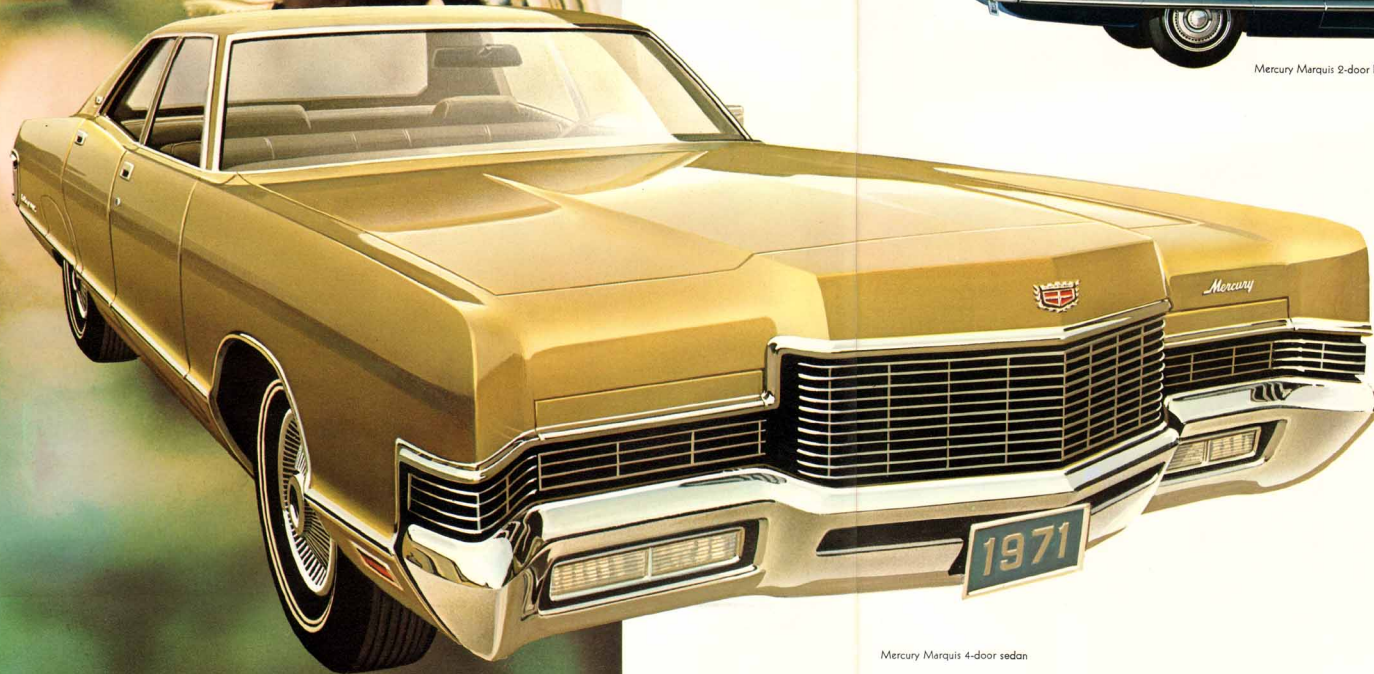
Mercury Marquis 4-Door Hardtop

The Marquis features the same dramatic new styling as the Brougham including the long, massive hood, concealed headlamps, fender skirts and the new roof line and rear end treatment. It also has the same chassis and drive train with the 429-2V engine and Select-Shift automatic transmission standard. The Marquis does have its own distinctive trim and interiors, and several standard Brougham features such as the "Halo" vinyl roof and a number of interior items may be ordered at extra cost as shown on pages 50 and 51. Marquis models include a 4-door hardtop, 4-door sedan and 2-door hardtop. A Marquis station wagon and Colony Park station wagon with 400-2V V-8 engine round out the series, and they are described in a separate station wagon catalog available from your Mercury dealer.



Mercury Marquis 4-door hardtop

Mercury Marquis Sedan and 2-Door Hardtop



Mercury Marquis 4-door sedan



Mercury Marquis 2-door hardtop

The remarkable smooth, quiet ride of the Marquis has been widely acclaimed. The excellent riding qualities are due in part to the long 124-inch wheelbase, the exceptionally well engineered suspension system and the extensive use of sound insulation material. But the true luxury car ride is only one of many features that distinguishes the Marquis among other medium priced cars. The impressive list of standard equipment shown below is a further indication of the outstanding value found in this fine automobile.

Mercury Marquis standard equipment includes:

- 489-2V V-8 engine
- Select-Shift automatic transmission
- Power steering
- Power front disc brakes
- Concealed headlamps
- H78x15 belted tires
- Deluxe sound insulation package
- Fender skirts
- Concealed windshield wipers
- Steel guard rails in doors
- Deluxe wheel covers
- Bright seat side shields
- Electric clock
- Nylon-loop carpeting
- Power ventilation.

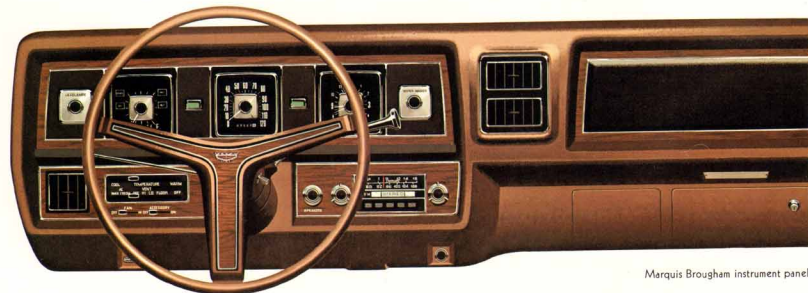


Marquis Brougham interior in cloth-and-vinyl.



Marquis interior in all-vinyl.

The instrument panels of the Marquis and Marquis Brougham (shown below) feature elegant new styling accented by simulated cherrywood appliques. A map light and electric clock are standard.



Marquis Brougham instrument panel.

Brougham interior w/opt. Twin Comfort Lounge Seats.

The luxurious, all new interiors of Marquis and Marquis Brougham beautifully reflect better ideas in interior design. High quality cloths and vinyls are used throughout, and soft foam padding assures maximum seating comfort.

1. Shown on the left-hand page is the Brougham interior with optional Twin Comfort Lounge Seats and reclining front passenger seat in cloth-and-vinyl. The Twin Comfort Lounge Seats are individually adjustable and have separate center armrests. The reclining front passenger seat is an additional option which permits the front passenger to tilt his seat back further for resting on long trips. Available in either cloth-and-vinyl or all-vinyl, Twin Comfort Lounge Seats may be ordered for both Marquis Brougham and Marquis. The interior depicted is in dark tobacco, and it may also be ordered in black, medium blue, dark red, medium green and light gray gold. Medium ginger offered with all-vinyl interiors only.
2. At the top of the page is the standard Marquis Brougham bench seat in light gray gold cloth-and-vinyl. Other colors available are black, medium blue, dark red, medium green and dark tobacco.
3. The lower picture shows the all-vinyl Marquis interior in medium green. The full-width bench seat is standard, and Marquis interiors may be ordered in your choice of cloth-and-vinyl or all-vinyl. Colors for the cloth-and-vinyl interiors include black, medium blue, dark red, medium green, light gray gold and dark tobacco. Medium ginger and white are additional colors offered with all-vinyl interiors; dark tobacco is not available.

MERCURY MARQUIS AND MARQUIS BROUGHAM MAJOR SPECIFICATIONS

Engines:	Dis- place- ment	Horse- power	Lbs.- Ft. @ RPM	Torque @ RPM	Com- pression Ratio	Car- buretor	Fuel	Exhaust
459-2-V (Standard)	429 cu. in.	409	320 @ 4400	460 @ 2800	10.5:1	2-barrel	Premium	Single
459-4-V (Optional)	429 cu. in.	409	360 @ 4600	480 @ 2800	10.5:1	4-barrel	Premium	Single

TRANSMISSION: Select-Shift Automatic Transmission—standard BRAKES: Power brakes (disc front—drum rear) standard STEERING: Power steering standard TIRES: H78 x 15 belted black sidewall standard BATTERY: 80 amp. standard

DIMENSIONS

Wheelbase	124.0"	Tread: front/rear	63.3"/64.3"
Overall length	224.8"	Luggage Capacity (cu. ft.)	20.4
Overall width	79.3"	Fuel Tank Capacity (gals.)	22.5

Mercury Monterey Custom 2-Door Hardtop

Take a great-looking medium priced car and make it even more glamorous . . . add a bigger engine and a number of new features . . . and you're bound to end up with an even better medium priced car. That's Monterey Custom for 1971. It features bold and distinctive new styling, a new Power ventilation system and a new standard 400-2V engine.

Monterey Custom has the same 124-inch wheelbase as the Marquis and Marquis Brougham for a dramatic appearance and smooth, steady ride. Interiors have been completely restyled and are more luxurious than ever. A 2-door hardtop, 4-door hardtop and 4-door sedan are offered.

Mercury Monterey Custom 2-door hardtop



Mercury Monterey Custom 2-door hardtop

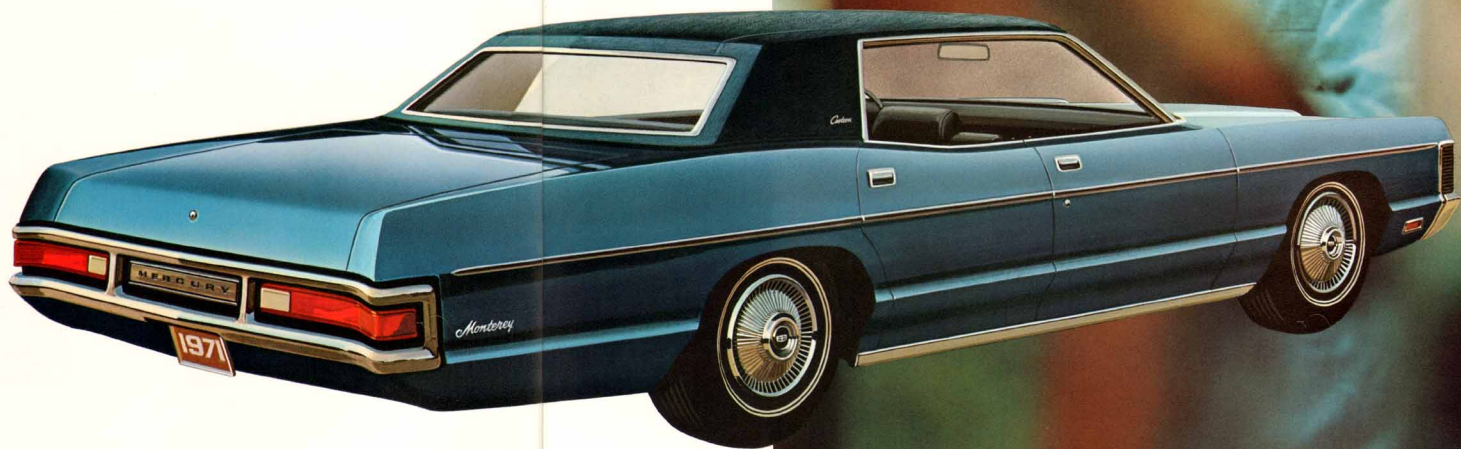
Mercury Monterey Custom 4-Door Sedan and Hardtop



Mercury Monterey Custom 4-door sedan

If there is a high look of luxury about Monterey Custom, it is purely by design. That such sweeping luxury and completeness of appointments can be so modestly priced comes as a revelation to value-conscious buyers. There is so little to add because there is so much that is standard. Just note the partial list below.

Mercury Monterey Custom standard equipment includes: □ 400-2V V-8 engine □ Select-Shift automatic transmission □ Power steering □ G78x15 belted tires □ Deluxe wheel covers □ Bodyside molding with vinyl insert □ Bright rocker panel moldings □ Concealed windshield wipers □ Steel guard rails in doors □ Deluxe steering wheel □ High quality cloth-and-vinyl or all-vinyl seats with matching door trim panels □ 100% nylon-loop carpeting □ Power ventilation.



Mercury Monterey Custom 4-door hardtop





Mercury Monterey Sedan

If you want the extra interior spaciousness, additional luggage room and smooth, quiet ride of a full-size luxury car at a lower cost, then the Monterey is Mercury's better idea for you. It's built on the same 124-inch wheelbase as the Marquis and Marquis Brougham.

Greater in over-all length for 1971, the Monterey features impressive new styling and luxury details such as concealed windshield wipers, ventless side windows and new flush door handles to add distinctiveness and glamour.

A beautiful example of Mercury's better ideas can be seen in the Monterey 4-door sedan shown below, with its thin-pillar design combining the fleet look of a hardtop with the integrity of a sedan, resulting in a graceful 4-door "pillared hardtop".

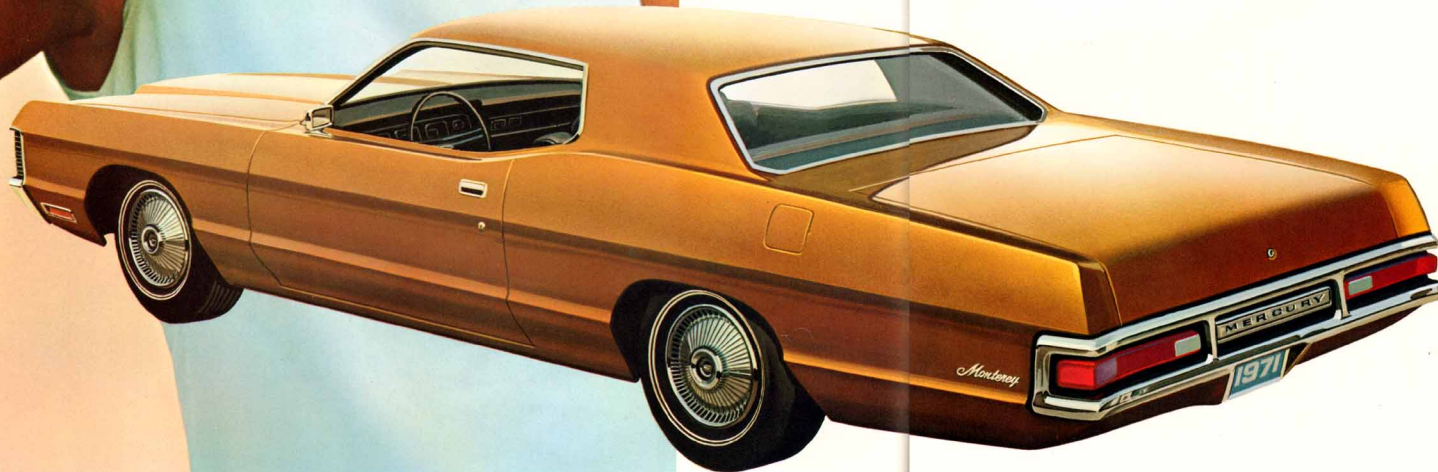
You have your choice of four models—the 4-door sedan, 2-door and 4-door hardtops, and a station wagon which is described in a separate station wagon catalog available from your Mercury dealer.

Mercury Monterey 4-door sedan

Mercury Monterey Hardtops



Mercury Monterey 4-door hardtop



Mercury Monterey 2-door hardtop

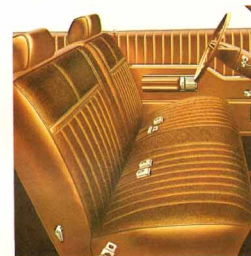
Its dramatic styling and greater length alone would distinguish Monterey from other cars in its price class, but there are a number of other standard features that make it more outstanding. Mercury's 351 cubic-inch V-8 engine with 2-barrel carburetor is standard. A new Power ventilation system forces fresh air through vents in the instrument panel, thus eliminating the draft and wind noise that normally result when the windows are open. In addition to the full complement of Ford Motor Company Lifeguard Design Safety Features, new steel guard rails built into the doors provide extra protection for driver and passengers. In every way, the Mercury Monterey is a lot of car for the money.

Mercury Monterey Standard Equipment includes:

- 351-cu V-8 engine
- 3-speed manual transmission
- G78x15 belted tires
- Concealed windshield wipers
- Steel guard rails in doors
- 100% nylon-loop carpeting
- Two ashtrays in instrument panel
- Power ventilation.

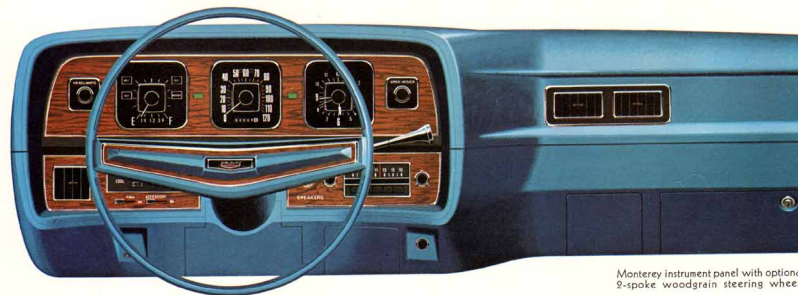


Monterey Custom interior in all-vinyl.



Monterey Custom interior in cloth-and-vinyl.

The handsome new Monterey instrument panel shown below features easy-to-read gauges and instruments, simulated cherrywood applique in the instrument cluster and two ashtrays conveniently located for driver and front seat passengers.



Monterey instrument panel with optional 2-spoke woodgrain steering wheel.

Monterey interior in cloth-and-vinyl.

Fashionably tailored and beautifully appointed, Monterey and Monterey Custom interiors reflect a quality and attention to detail you would expect to find only in an expensive car. A number of options are also available. These are detailed on pages 50 and 51.

1. Shown on the left-hand page is the standard Monterey interior in cloth-and-vinyl. Colors include medium blue as shown, black, dark red, medium green and light gray gold. All-vinyl interiors may be ordered at extra cost (with white added to color selection).
2. The picture at the top of this page shows the all-vinyl Monterey Custom interior in dark red. It is also available in black, medium blue, medium ginger, medium green, white and light gray gold. In the Monterey Custom series, either cloth-and-vinyl or all-vinyl interiors may be ordered at no extra cost.
3. The lower picture shows the Monterey Custom interior in cloth-and-vinyl. It is available in medium ginger as shown, and also black, medium blue, dark red (4-door hardtop and sedan only) and medium green.

MERCURY MONTEREY AND MONTEREY CUSTOM MAJOR SPECIFICATIONS

Engines:	Displacement cu. in.	Horsepower @ RPM	Torque Lbs.-Ft. @ RPM	Compression Ratio	Carburetor	Fuel	Exhaust
351-2V (Std Monterey) (NA Monterey Custom)	351	240 @ 4500	350 @ 2900	9.0:1	2-barrel	Regular*	Single
400-2V (Std Monterey) (Opt Monterey)	400	260 @ 4400	400 @ 2900	9.0:1	2-barrel	Regular*	Single
499-2V (Opt Monterey) (Opt Monterey Custom)	499	390 @ 4400	460 @ 2900	10.5:1	2-barrel	Premium	Single
499-4V (Opt Monterey) (Opt Monterey Custom)	499	360 @ 4600	480 @ 2900	10.5:1	4-barrel	Premium	Single

*91 octane regular gasoline can be used.

TRANSMISSIONS: 3-speed manual standard in Monterey. Select-Shift automatic transmission standard in Monterey Custom and required with the 400 CID and 499 CID engines. BRAKES: Dual hydraulic system with warning light. Power brakes (disc front—drum rear) optional at extra cost and required with 499 engines. STEERING: Power steering standard on Monterey Custom. Required on Monterey with 400 or 499 CID engines with air conditioning and/or optional alternator. TIRES: G78x15 belted black sidewall tires standard. BATTERY: 45 amp. standard on Monterey with 351 CID engine. Higher amp. battery standard with air conditioning and automatic transmission. 70 amp. standard on Monterey Custom.

DIMENSIONS

Wheelbase	124.0"	Tread, front/rear	63.3"/64.3"
Overall length	254.7"	Luggage capacity (cu. ft.)	50.4
Overall width	79.3"	Fuel tank capacity (gals.)	22.5

Mercury Montego MX Brougham 2-Door Hardtop

Start with the best ideas in intermediates. Add extra room and luxury. What you'll have is a better luxury intermediate, and the Montego MX Brougham is the best example.

Built on a handy-sized 117-inch wheelbase, the Brougham is a foot shorter than big cars, but with sleek lines, luxurious highlights and beautifully appointed, roomy interiors that give it an air of richness seldom encountered in a car of Montego's size and price range. A dramatic new grille and rear end treatment accent the overall distinctiveness for 1971, and a brilliant array of eleven new colors adds to the pleasure you will have in selecting the Montego MX Brougham.

Models include a 2-door hardtop, 4-door hardtop, 4-door sedan and a Montego MX Villager station wagon which is described in a separate station wagon catalog available from your Mercury dealer.



Mercury Montego MX Brougham 2-door hardtop

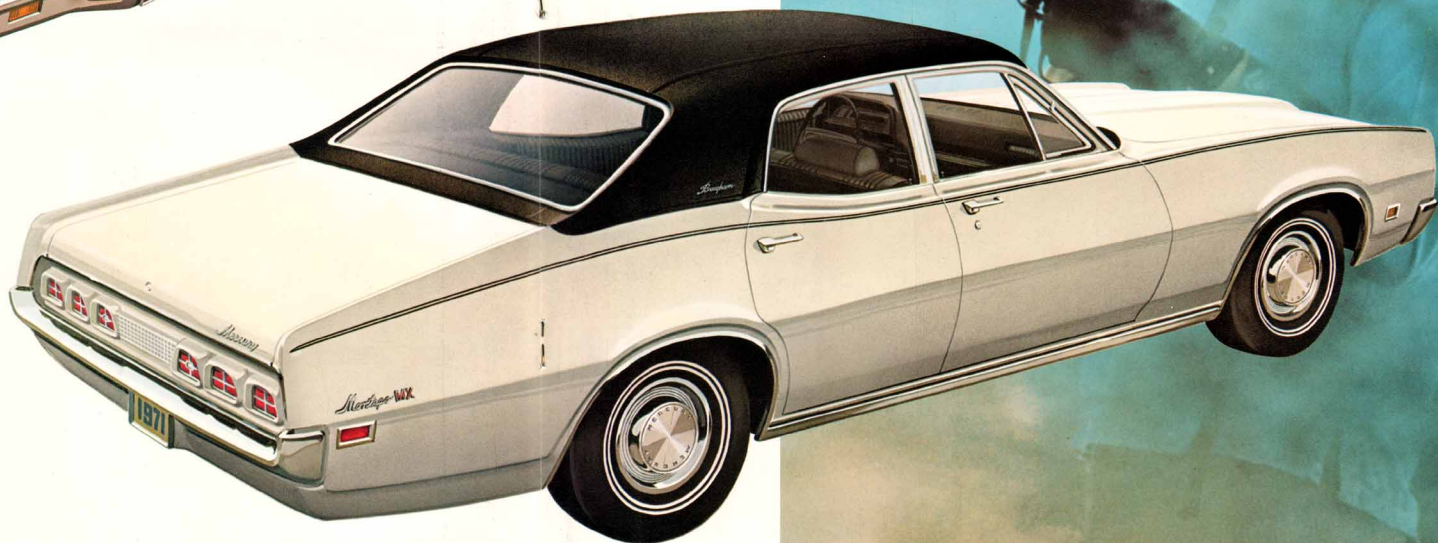
Mercury Montego MX Brougham 4-Door Sedan and Hardtop



Mercury Montego MX Brougham 4-door hardtop

Distinctive upper body paint stripes and bright metal trim distinguish the Brougham among Montego models. The deluxe wheel covers also are standard. Inside, the tastefully designed interiors are available in either cloth-and-vinyl or all-vinyl. Color-keyed deep-loop carpeting and a deluxe woodgrain steering wheel add to the overall look of quality and luxury. You can choose whatever performance level you desire as a 250 cubic-inch 6-cylinder engine is standard and three V-8's are offered at extra cost up to a 351-4V. Additional performance and comfort and convenience options are detailed on pages 50 and 51 so that you can tailor your Montego MX Brougham to your driving requirements.

Mercury Montego MX Brougham standard equipment includes: □ 250-1V six-cylinder engine □ 3-speed manual transmission □ Deluxe wheel covers □ E78x14 belted tires □ 3-pod taillamps □ Concealed windshield wipers □ Dual upper paint stripe □ Reversible keys □ Locking steering column □ Color-keyed nylon-loop carpeting □ Front and rear foam-padded armrests □ Woodgrain applique on instrument cluster face □ Deluxe steering wheel □ Factory-installed undercoating sound deadener □ Deluxe insulation package.



Mercury Montego MX Brougham 4-door sedan



Mercury Montego MX 4-Door Sedan and 2-Door Hardtop



Mercury Montego MX 2-door hardtop



Mercury Montego MX 4-door sedan

One of Mercury's better idea family cars is the intermediate-sized Montego MX. It's built on a 117-inch wheelbase, is moderately priced and has considerable flair with its sleek overall appearance and beautifully styled, well appointed interiors. There's no skimping on chrome ornamentation either. The exceptionally smooth, quiet ride is the result of Mercury's better ideas in suspension design, and the impressive list of standard equipment shows you Mercury knows what value conscious buyers are looking for. In addition, a number of appealing options are offered for the Montego MX. These are detailed on pages 50 and 51. Models include a 4-door sedan, 2-door hardtop and a Montego MX station wagon which is described in a separate station wagon catalog available from your Mercury dealer.

Mercury Montego MX standard equipment includes:

- 250-1V six-cylinder engine
- 3-speed manual transmission
- Concealed windshield wipers
- Reversible keys
- Locking steering column
- E78x14 belted tires
- Woodgrain applique on instrument cluster face
- Color-keyed nylon-loop carpeting
- Front and rear foam-padded armrests
- Factory-installed undercoating sound deadener.

Mercury Montego 2-Door Hardtop and 4-Door Sedan



Mercury Montego 4-door sedan

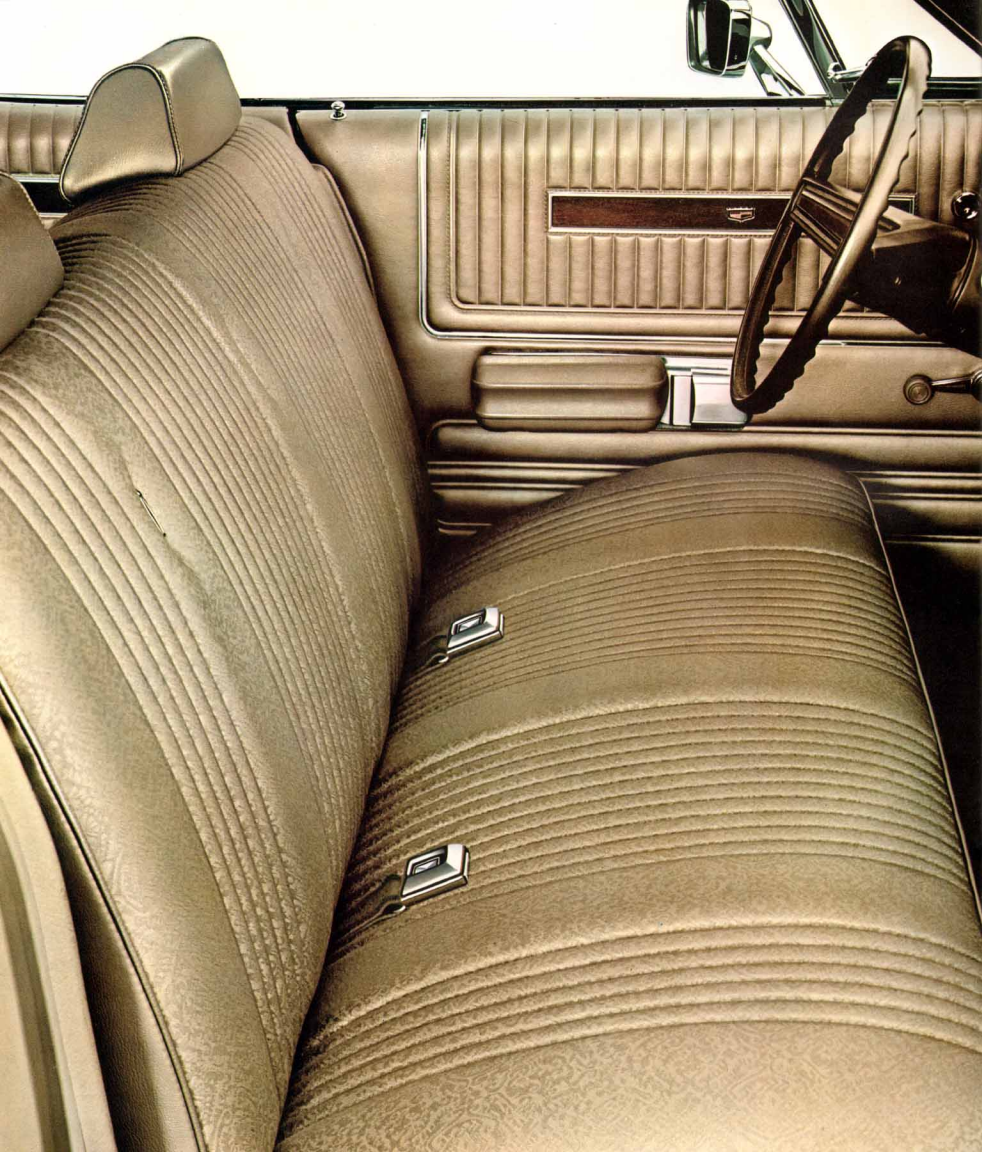
Available in a 2-door hardtop and 4-door sedan, the Mercury Montego offers budget-minded buyers a popular-price approach to the new style and spirit that characterizes the entire Mercury line for '71. Here is six-passenger roominess and comfort, ample luggage space, the smooth, steady ride of a big 117-inch wheelbase car and lively performance you can turn on with the big standard six-cylinder engine. Interiors display a level of luxury you wouldn't expect to find in a car in this price range. There is a wide array of options to select from, and these are detailed on pages 50 and 51.

Mercury Montego standard equipment includes:

- 250-1V six-cylinder engine
- 3-speed manual transmission
- Concealed windshield wipers
- Reversible keys
- Locking steering column
- E78x14 belted tires
- Woodgrain applique on instrument cluster
- Front and rear foam-padded armrests
- Factory-installed undercoating sound deadener.



Mercury Montego 2-door hardtop



Montego MX cloth-and-vinyl interior

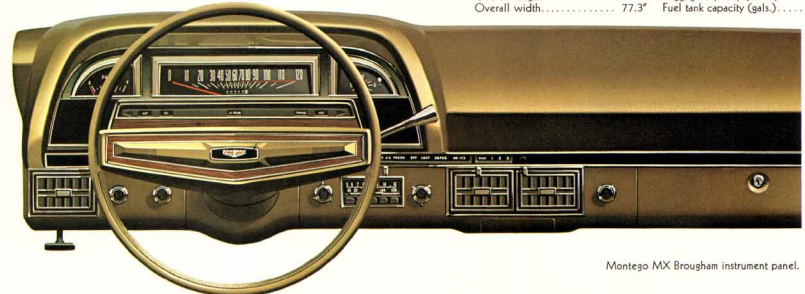


Montego MX interior with optional bucket seats.



Montego interior in cloth-and-vinyl.

Rich woodgrain applique accents the handsome Montego MX Brougham instrument panel shown below. The deluxe 2-spoke woodgrain steering wheel is standard.



Montego MX Brougham instrument panel.

Montego MX Brougham interior.

When you look at the interiors of the Montego, Montego MX or Montego MX Brougham, you will know they were inspired by men with better ideas. The overall impression is one of richness and warmth with every consideration for driver and passengers.

1. The elegant interior on the left-hand page is that of the Montego MX Brougham. It features a distinctive door panel design with woodgrain applique. Shown here in light gray gold cloth-and-vinyl, it may also be ordered in all-vinyl. Colors include black, medium blue, medium green and light gray gold.
2. At upper left on this page is shown the standard Montego MX cloth-and-vinyl interior in medium green. It is also available in black, medium blue and light gray gold. A different bench seat may be ordered in all-vinyl. Colors include black, medium blue, vermillion, medium ginger, medium green, white and light gray gold. This seat may also be ordered in Comfortweave vinyl at extra cost. Colors include black, white and light gray gold.
3. Upper right shows the optional bucket seats in Comfortweave vinyl which may be ordered for the Montego MX. In addition to the medium ginger shown, colors include black, medium blue, vermillion, medium green and white.
4. At lower right is the standard Montego bench seat in black cloth-and-vinyl. It may also be ordered in medium blue and light gray gold, or in black, and light gray gold all-vinyl.

MERCURY MONTGO, MONTGO MX AND MONTGO MX BROUGHAM MAJOR SPECIFICATIONS

Engines:	Dis- place- ment	Horse- power cu. in.	Lbs.- ft. @ RPM	Torque @ RPM	Com- pres- sion Ratio	Car- buretor	Fuel	Exhaust
250-1V 6-cylinder (Std. all models)	250 cu. in.	145 @ 4000	232 @ 1600	9.0:1	1-barrel	Regular*	Single	
302-2V V-8 (Opt. all models)	302 cu. in.	210 @ 4600	296 @ 2600	9.0:1	2-barrel	Regular*	Single	
351-2V V-8 (Opt. all models)	351 cu. in.	240 @ 4600	350 @ 2600	9.0:1	2-barrel	Regular*	Single	
351-4V V-8 (Opt. all models)	351 cu. in.	285 @ 5400	370 @ 3400	10.7:1	4-barrel	Premium	Dual	

*91 octane regular gasoline can be used.

TRANSMISSIONS: 3-speed manual standard all models. Select-Shift automatic transmission optional all models. 4-speed manual with Hurst Shifter* available with 351-4V engine only BRAKES: Dual hydraulic system with warning light. Power brakes (disc front—drum rear) optional all models STEERING: Power steering optional all models TIRES: E78x14 belted black sidewall tires standard BATTERY: 45 amp. standard.

DIMENSIONS

Wheelbase.....	117.0"	Front: front/rear.....	60.5"/60.0"
Overall length.....	209.9"	Luggage capacity (cu. ft.).....	16.3*
Overall width.....	77.3"	Fuel tank capacity (gals.).....	20.0

Mercury Montego Cyclone, GT and Spoiler



Mercury Montego Cyclone



Mercury Montego Cyclone Spoiler

Here are three high-performers loaded with competition-bred "better ideas" for '71: Big V-8's, bold new grille designs, bright new features and sports car flair—all adding up to a better sporty intermediate. Cyclone GT boasts dual racing mirrors and a performance hood with integral scoop. Special new tape stripes and decals identify the Cyclone Spoiler. The Cyclone, too, has its own purpose and personality. Options? See pages 50-51.

Montego Cyclone GT standard equipment includes: □ 351-2V V-8 engine □ Select-Shift automatic transmission □ Cross Country ride package (no cost option) □ G78x14 white sidewall tires or F70x14 white sidewalls at no extra cost □ Performance hood with integral scoop □ Concealed headlamps □ Cyclone running lights □ Deluxe wheel covers □ Dual racing mirrors (left-hand mirror remote control) □ Full instrumentation including tachometer, oil gauge, temperature gauge and ammeter gauge □ Hi-back bucket seats □ Deluxe 3-spoke rim-blow steering wheel. □ Tone on Tone lower body paint treatment □ Carpeting.

Montego Cyclone Spoiler standard equipment includes: □ 351-4V V-8 engine □ 4-speed manual transmission with Hurst Shifter® □ Cross Country ride package □ Traction-Lok differential with 3.25:1 axle □ G70x14 belted tires with raised letters □ Front spoiler mounted under bumper □ Rear deck spoiler □ Performance hood with integral scoop □ Dual racing mirrors (left-hand mirror remote control) □ Cyclone running lights □ Hubcaps and bright trim rings □ Distinctive new Spoiler tape stripes □ Full instrumentation including tachometer, oil gauge, temperature gauge and ammeter gauge □ Hi-back bucket seats □ Deluxe 3-spoke rim-blow steering wheel □ Carpeting.

Montego Cyclone standard equipment includes: □ 351-4V V-8 engine □ 4-speed manual transmission with Hurst Shifter® □ Cross Country ride package □ F70x14 belted tires with raised white letters □ Performance hood with integral scoop □ Dual racing mirrors (left-hand mirror remote control) □ Cyclone running lights □ Dual pod taillamps with black painted lower back panel □ Carpeting.

Mercury Montego Cyclone GT





Cyclone GT interior in Comfortweave vinyl.

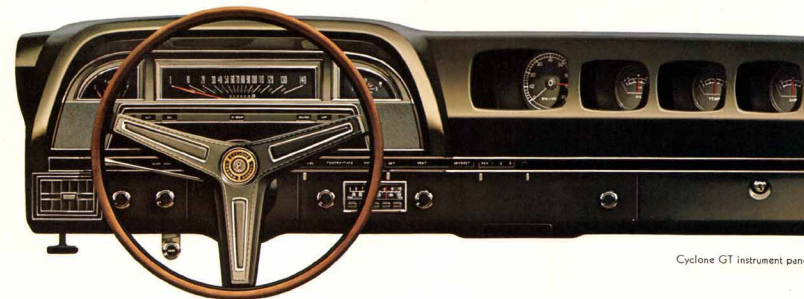


Cyclone interior with optional bucket seats.



Cyclone interior.

The Montego Cyclone GT instrument panel shown below features the full instrumentation package including tachometer, oil pressure gauge, temperature gauge and ammeter. The rim-blow steering wheel is standard.



Cyclone GT instrument panel.

The interiors in Mercury's performance trio have the very business-like look that appeals to the hard-driving performance enthusiast, yet the comfort and luxury that distinguish all Mercury interiors is very much in evidence.

1. The standard Cyclone GT interior in white Comfortweave vinyl is featured on the left-hand page. It is also available in black, medium blue, medium green, medium ginger and vermillion. The seats may also be ordered at extra cost in a handsome houndstooth check cloth-and-vinyl offered in black, medium blue, medium green, medium ginger and vermillion. The same interiors are featured in the Cyclone Spoiler in the same color selection. Console is optional.

2. At upper left on this page is shown the optional bucket seats for Cyclone in extra-cost Houndstooth Check cloth-and-vinyl. Seats in this pattern may be ordered in black (shown) and medium blue. They may also be ordered in Comfortweave vinyl at no extra cost. The same two colors are available.

3. The standard Cyclone all-vinyl interior with bench seat is featured at lower left. It is available in black and light gray gold.

MERCURY MONTEGO CYCLONE, GT AND SPOILER MAJOR SPECIFICATIONS

Engines:	Displacement	Horsepower @ RPM	Torque Lbs.-Ft. @ RPM	Compression Ratio	Carburetor	Fuel	Exhaust
351-2V V-8 (Std. GT)	351 cu. in.	240 @ 4600	350 @ 3600	9.0:1	2-barrel	Regular*	Single
351-4V V-8 (Std. Cyclone and Spoiler, Opt. GT)	351 cu. in.	285 @ 5400	370 @ 3400	10.7:1	4-barrel	Premium	Dual
429 CJ V-8 (Opt. all)	429 cu. in.	370 @ 5400	450 @ 3400	11.3:1	4-barrel	Premium	Dual

*91 octane regular gasoline can be used.

TRANSMISSIONS: Select-Shift automatic transmission standard Cyclone GT, Optional Cyclone and Cyclone Spoiler. 4-speed manual with Hurst Shifter® standard in Cyclone and Cyclone Spoiler, optional Cyclone GT with 351-4V or 429 CJ engine. 3-speed not available. **BRAKES:** Dual hydraulic system with warning light standard. Power brakes (disc front - drum rear) optional. Required when 429 CJ engine is ordered. **STEERING:** Power steering optional on all models. Required when 429 CJ engine is ordered w/A.C. **TIRES:** F70x14 traction tires standard for Cyclone. G78x14 white sidewall tires or F70x14 white sidewalls standard for Cyclone GT. G70x14 belted tires with raised letters standard for Cyclone Spoiler.

DIMENSIONS

Wheelbase	117.0"	Tread: front/rear	60.5"/60.0"
Overall length	209.9"	Luggage capacity (cu. ft.)	16.2
Overall width	77.3"	Fuel tank capacity (gals.)	20.0

Mercury Cougar XR-7 2-Door Hardtop



Mercury Cougar XR-7 2-door hardtop



Mercury Cougar XR-7 2-door hardtop with optional sun roof.

Take the best luxury car ideas. Add the best sports car ideas. And you'll have a better luxury sports car. That's Cougar XR-7 for 1971. In addition to the 2-door hardtop shown here, an exciting convertible model is offered. The XR-7 is all-new with sleek, sophisticated European flair, full instrumentation and combination of luxurious vinyl accented by glove soft leather in contoured hi-back bucket seats. A unique new vinyl roof distinguishes hardtop models, and all XR-7's have distinctive wheel covers and ornamentation. A 351-2V engine that can use 91 octane regular gas is standard with a floor-mounted 3-speed manual transmission.

Mercury Cougar XR-7 standard equipment includes:

- 351-2V V-8 engine
- 3-speed manual transmission
- New XR-7 vinyl roof
- Combination of luxurious vinyl accented by glove soft leather in contoured hi-back bucket seats
- Consolette with ash-tray
- Tachometer
- Odometer
- Alternator, temperature and oil pressure gauges
- Instrument panel assist handle
- 3-spoke rim-blow steering wheel
- Simulated cherrywood appliques on instrument panel
- Color-keyed 100% nylon-loop carpeting
- Unique XR-7 wheel covers and ornamentation
- Sequential turn signals
- Concealed windshield wipers
- L.H. remote control racing mirror
- E78x14 belted tires
- Steel guard rails in doors.

Mercury Cougar 2-Door Hardtop and Convertible



Mercury Cougar convertible

With all the flair of the finest European sports touring machines, Cougar for 1971 is more desirable than ever. It's dramatically new from bumper to bumper—longer, lower, wider with road-gripping stability. A 351-2V V-8 engine that can use 91 octane regular gas is standard. So is a floor-mounted 3-speed manual transmission. A decor group is optional on the hardtop and standard on the convertible. It includes rocker panel moldings, deluxe wheel covers, deluxe steering wheel, door pull strap, Comfortweave vinyl seat trim, unique door and quarter trim panels and bright pedal trim. In addition to the 2-door hardtop and convertible, a GT 2-door hardtop is available with a 351-2V V-8 and 3-speed manual transmission. The GT also includes color-keyed hood scoop, racing mirrors, competition handling suspension, white sidewall tires and wheel trim rings, a tachometer and unique instrument panel treatment and a higher axle ratio. Options for all Cougars are on pages 50 and 51.

Mercury Cougar standard equipment includes:

- 351-2V V-8 engine
- 3-speed manual transmission
- Hi-back bucket seats
- Console with illuminated ashtray
- 100% nylon-loop carpeting
- Sequential turn signals
- Concealed windshield wipers
- E78x14 belted black sidewall tires
- Recessed door handles
- Steel guard rails in doors.



Mercury Cougar 2-door hardtop





Cougar and Cougar GT hardtop interior.



Std. Cougar convertible interior, opt. hardtops.

The Cougar XR-7 instrument panel too, is in the European manner, with all the features you would expect to find in a sports touring machine. Included are a tachometer, full complement of instruments, toggle switch panel, deluxe 3-spoke rim-blow steering wheel, simulated woodgrain applique and passenger assist handle.

Cougar and Cougar XR-7 interiors are styled in keeping with the European sports touring personality of the cars. Deep, comfortable hi-back bucket seats are standard and all leathers and fabrics used add to its European flair.

1. The standard Cougar XR-7 hi-back bucket seats with optional console are featured on the left-hand page. The front bucket seating surfaces are genuine glove-soft leather with vinyl bolsters and trim. Shown here in medium ginger, this interior may also be ordered in black, dark red, medium blue, medium green and white.

2. The standard all-vinyl hi-back bucket seats in Cougar and Cougar GT hardtops are shown upper left on this page. The transmission shift lever is mounted in the standard console. In addition to the dark red shown, this interior may also be ordered in black, medium blue, medium green and white.

3. Lower left shows the hi-back bucket seats in Comfortweave vinyl which are part of the optional decor group for Cougar and Cougar GT hardtops. These seats are standard in Cougar convertible. Shown in medium blue, they are also available in black, dark red, medium ginger, medium green and white. An Upbeat stripe cloth-and-vinyl may be ordered for hardtop models. Colors include black, medium blue, medium green and medium ginger.

MERCURY COUGAR, COUGAR GT AND COUGAR XR-7 MAJOR SPECIFICATIONS

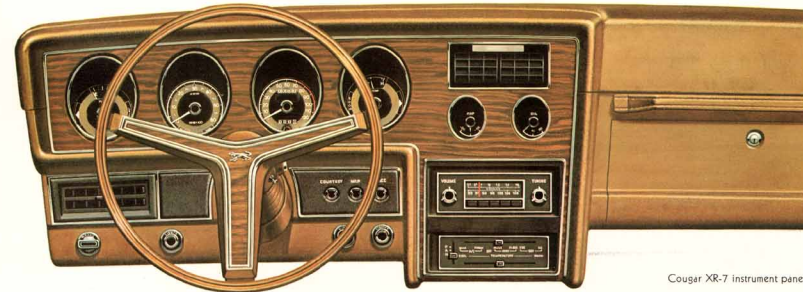
Engines:	Dis- place- ment cu. in.	Horse- power @ RPM	Torque Lbs.-ft. @ RPM	Com- pression Ratio	Car- burator	Fuel	Exhaust
351-2V V-8 (Std. all)	351 cu. in.	240 @ 4600	350 @ 2600	9.0:1	2-barrel	Regular*	Single
351-4V V-8 (Opt. all)	351 cu. in.	295 @ 5400	370 @ 3400	10.7:1	4-barrel	Premium	Dual
499 CJ V-8 (Opt. all)	499 cu. in.	370 @ 5400	450 @ 3400	11.3:1	4-barrel	Premium	Dual

*91 octane regular gasoline can be used.

TRANSMISSIONS: 3-speed manual standard with 351-2V CID engines. Select-Shift automatic transmission and 4-speed manual with Hurst Shifter® optional all models, but 4-spd. not available with 351-2V engine □ BRAKES: Dual hydraulic system with warning lights. Power brakes (disc front—drum rear) optional all models. Required with 499 CJ engine □ STEERING: Variable ratio power steering available with 499 CJ engine or competition suspension package. Constant ratio power steering optional all models with 351-2V and 351-4V engines without competition suspension package □ TIRES: E70x14 belted black sidewall tires standard on Cougar and Cougar XR-7. E70x14 white sidewall tires standard on Cougar GT □ BATTERY: 45 amp, standard.

DIMENSIONS

Wheelbase:	112.1"	Luggage capacity (cu. ft.)	
Overall length:	196.7"	(Hardtop)	10.4
Overall width:	75.1"	(Convertible)	9.2
Tread: front/rear:	61.5"/61.0"	Fuel tank capacity (gals.)	20



Cougar XR-7 instrument panel.

Cougar XR-7 interior with optional console.

Mercury Comet and Comet GT 2-Door Sedans



Mercury Comet 2-door sedan with exterior decor group



Mercury Comet GT

How do you make a better small car? Mercury's got the answer. Take the best small car ideas, like easy handling, simplified maintenance, low price and great gas mileage. Add big car styling without skimping on extras. Make big car performance available with a choice of three lively six-cylinder engines or a potent 302-2V V-8 that can all use 91 octane regular gas. Result: the all-new Comet for 1971.

The Comet 2-door sedan shown here has the exterior decor group option which includes rocker panel moldings, upper bodyside and bright roof moldings, bright window frames, wheel covers and deluxe gas cap.

The sporty Comet GT includes color-keyed hood scoop, dual racing mirrors, wheel trim rings, black-out grille treatment, dual body tape stripes, bright window frames, hi-back bucket seats, deluxe door trim panels and black instrument panel. With these and some of the options on pages 50 and 51, you can make your Mercury Comet all the car you want it to be.

Mercury Comet 2-Door and 4-Door Sedans



Mercury Comet 2-door sedan

Mercury's better idea for a small car comes in two sizes. The 2-door sedan is built on a 103-inch wheelbase and seats four adults comfortably. The 4-door sedan with a 109.9-inch wheelbase is slightly larger and will seat five without difficulty. There's reasonable luggage space, too, and you don't often find that in a small car. In fact, there are a lot of things you get with the Mercury Comet you don't get with other small cars. Distinction is one of them. The Comet has its own bold front grille and power-dome hood design. The rear end treatment is unique and features Montego-style taillamps. The impressive list of standard features below also sets Comet apart from any other car in its field.

Mercury Comet standard equipment includes:

- 170-1V 6-cylinder engine
- 3-speed manual transmission
- Unique power-dome hood
- Ventless door windows
- Park, turn and run lights integrated into grille
- 2-pod Montego style taillamps
- Bolt-on front fenders
- Bright windshield and rear window moldings
- Reversible keys
- All-nylon face cloth-and-vinyl upholstery
- Large stowage tray in instrument panel
- Color-keyed carpeting
- Color-keyed vinyl headlining
- Front and rear armrests
- Ashtrays in rear compartment.



Mercury Comet 4-door sedan





Comet optional interior in woven vinyl.

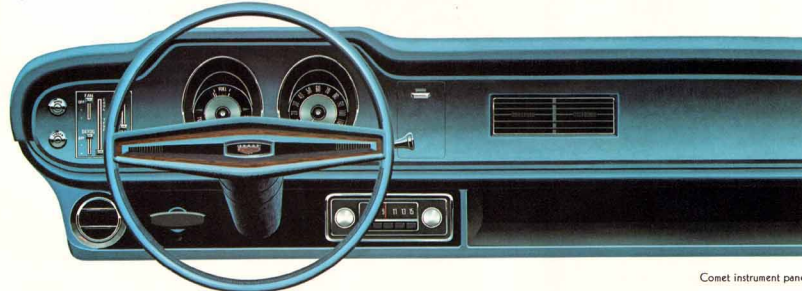


Comet GT interior.



Comet interior in cloth-and-vinyl.

The Comet instrument panel features well-placed controls and instruments, deluxe 2-spoke steering wheel, cigar lighter and a spacious storage tray—all standard.



Comet instrument panel.

The new Comet and Comet GT are full of surprises. The style and quality of the interiors are much more than you would expect in an economy-class car. Beautifully appointed in the Mercury tradition, they include many thoughtful extras as standard equipment.

1. Shown on the left-hand page is the optional Comet interior in medium blue woven vinyl. It may also be ordered in black, vermillion and light gray gold. As part of the interior decor option, which also includes deluxe door trim, seats may be ordered in woven vinyl as described or in a multi-colored stripe cloth-and-vinyl offered in the same color selections.

2. At upper left on this page are the Comet GT hi-back bucket seats. Shown here in vermillion is the Upbeat stripe cloth-and-vinyl upholstery which is also available in light gray gold. In addition, you have your choice of woven vinyl at no extra cost in black, medium blue, vermillion or light gray gold.

3. The standard Comet seat is shown lower left in light gray gold cloth-and-vinyl. Also available in black and medium blue. May be ordered in all-vinyl at extra cost in either black or light gray gold.

MERCURY COMET AND COMET GT MAJOR SPECIFICATIONS

Engines:	Displacement	Horsepower	Torque	Compression Ratio	Carburetor	Fuel	Exhaust
170-1V "6" (Std. all)	170 cu. in. 4200	100 @ 4200	148 @ 2600	8.7:1	1-barrel	Regular*	Single
200-1V "6" (Opt. all)	200 cu. in. 4000	115 @ 4000	180 @ 2900	8.7:1	1-barrel	Regular*	Single
250-1V "6" (Opt. all)	250 cu. in. 4600	145 @ 4000	239 @ 1600	9.0:1	1-barrel	Regular*	Single
302-2V V-8 (Opt. all)	302 cu. in. 4600	210 @ 4600	296 @ 2600	9.0:1	2-barrel	Regular*	Single

*91 octane regular gasoline can be used.

TRANSMISSIONS: 3-speed manual standard with 170-1V, 200-1V and 302-2V engines. Not available with 250-1V engine. Select-Shift automatic transmission optional with 200-1V and 302-2V engines. Not available with 170-1V engine. Required with 250-1V engine. BRAKES: Dual hydraulic system with warning light. Power brakes not available. STEERING: Power steering optional all models. BATTERY: 45 amp. standard.

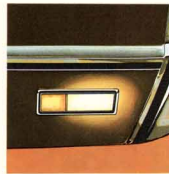
DIMENSIONS

	2-door	4-door		2-door	4-door
Wheelbase.....	103.0"	109.9"	Luggage capacity.....	10.0 cu. ft.	10.1 cu. ft.
Overall length.....	181.7"	188.5"	Fuel tank capacity.....	15.0 gals.	15.0 gals.
Overall width.....	70.6"	70.7"			
Tread—front.....	56.5"	56.5"			
—rear.....	56.5"	56.5"			

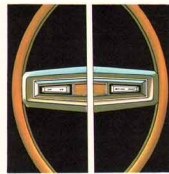
Options for all 1971 Mercurys



A. Luxury wheel covers



B. Cornering lights



C. Speed control



D. Tilt steering wheel



E. Automatic Temperature Control



F. Deluxe wheel covers



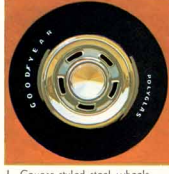
G. Montego luxury wheel covers



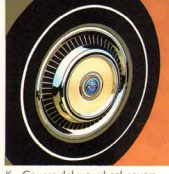
H. Montego deluxe wheel covers



I. Cougar sun roof



J. Cougar styled steel wheels



K. Cougar deluxe wheel covers



L. Cougar wire wheel covers



M. Comet GT wheel trim rings



N. Comet consolelet



O. Comet full wheel covers

A. Luxury wheel covers in a handsome cast rib design accent the overall elegance of the Marquis, Marquis Brougham, Monterey or Monterey Custom.

B. Cornering lights help light up dark areas when turning. Available for Marquis, Marquis Brougham, Monterey and Monterey Custom.

C. Speed control allows you to maintain a pre-set speed without holding down the accelerator. Available for Marquis, Marquis Brougham, Monterey and Monterey Custom.

D. Tilt steering wheel adjusts to five positions to help you find the most comfortable driving position. Available for Marquis, Marquis Brougham, Monterey, Monterey Custom, Cougar, Cougar XR-7 and Cougar GT.

E. Automatic Temperature Control maintains a pre-selected temperature without adjustment through summer heat and winter cold. Offered on Marquis, Marquis Brougham, Monterey and Monterey Custom.

F. You can order these deluxe wheel covers which are also included as part of the optional decor group for the Monterey.

G. Montego luxury wheel covers featuring a dramatic ribbed design may be ordered for the Montego, Montego MX, Montego MX Brougham and all the Cyclones.

H. Montego deluxe wheel covers add to the beauty of the Montego, Montego MX and Cyclone.

I. The Cougar sun roof lets you enjoy open-air motoring in a sturdy hardtop.

J. Cougar styled steel wheels give that strong competition look to any Cougar you select.

K. Cougar deluxe wheel covers may be ordered for Cougar hardtops. They are standard on Cougar convertibles and no extra cost on Cougar GT hardtops.

L. Cougar wire wheel covers lend a classic sports car look to the car with European flair. Available for Cougars w/8-T tires.

M. Wheel trim rings are standard on the Comet GT, N.A. others.

N. The Comet consolelet with clock is a sporty addition to all Comet models. It is not available with the floor shift option.

O. Attractive full wheel covers add glamour to Comet 2-door and 4-door sedans.

	Marquis Brougham	Marquis Custom	Monterey Custom	Monterey	Montego MX Brougham	Montego MX	Montego	Montego Cyclone GT	Montego Cyclone Spoiler	Montego Cyclone	Cougar XR-7	Cougar GT	Cougar	Comet GT	Comet
PERFORMANCE:															
3-Speed Manual Transmission	NA	NA	NA	Sd	Sd	Sd	Sd	NA	NA	NA	NA	Sd	Sd	Sd	Sd
Select-Shift Automatic Transmission	Sd	Sd	Sd	X	X	X	X	Sd	X	X	X	X	X	X	X (1)
4-Speed Manual Transmission with Hurst Shifter ¹	NA	NA	NA	NA	X (3)	X (3)	X (3)	Sd	Sd	X (3)	X (3)	X (3)	NA	NA	NA
Traction-Lok Differential	X	X	X	X	X	X	X	Sd	X	X	X	X	X	NA	NA
Cross Country Ride Package	X	X	X	X (4)	X (4)	X (4)	NA	NA	NA	NA	NA	NA	NA	NA	NA
Handling Suspension Package (5)	NA	NA	NA	NA	NA	NA	NA	X (6)	X (6)	X (6)	X (6)	Sd	X (6)	X	X
Trailer Towing Package (7)	X	X	X	X	X	X	X	X	X	X	X	X	X	NA	NA
Automatic Load Adjuster	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Power Brakes (Disc front and drum rear)	Sd	Sd	X	X	X	X	X	X	X	X	X	X	X	X	NA
Power Steering	Sd	Sd	Sd	X	X	X	X	X	X	X	X (8)	X (8)	X (8)	X	X
Heavy-duty Battery	Sd	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Montego/Cyclone Instrumentation Group (9)	NA	NA	NA	NA	X	X	X	Sd	Sd	X	NA	NA	NA	NA	NA
COMFORT AND CONVENIENCE:															
Power Side Windows	Sd	X	X	X	X	X	X	X	X	X	X	X	X	NA	NA
Power Door Locks	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Power Trunk Lid Release	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tilt Steering Wheel	X	X	X	X	NA	NA	NA	NA	NA	NA	X	X	X	NA	NA
Speed Control	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
AM Radio	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
AM/FM Stereo Radio (10)	X	X	X	X	X	X	X	X	X	X	X	X	X	NA	NA
AM Radio with Stereo Tape System (10)	X	X	X	X	NA	NA	NA	NA	NA	NA	X	X	X	NA	NA
Dual Rear Seat Speakers	X (11)	X (11)	X (11)	X (11)	X	X	X	X	X	X	NA	NA	NA	NA	NA
Power Antenna	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Whisper-Aire Conditioning with Manual Temperature Control	X	X	X	X	X	X	X	X (12)	X (12)	X (12)	X (12)	X (12)	X (12)	X (12)	X (12)
Air Conditioning with Automatic Temperature Control	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tinted Glass—Comet ²	X	X	X	X	X	X	X	X	X	X	X	X	X	X (15)	X (15)
Rear Window Defogger (14)	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	X
Electric Rear Window Defroster (14)	X	X	X	X	X	X	X	X	X	X	X	X	X	NA	NA
Electric Clock	Sd	X	X	X	X	X	X	X	X	X (16)	X (16)	X (16)	X (16)	X (16)	X (16)
Cornering Lamps	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Remote Control Left-Hand Mirror	X	X	X	X	X	X	X	Sd	Sd	Sd	Sd	Sd	Sd	Sd	Sd
Racing Mirror	NA	NA	NA	NA	NA	NA	NA	Sd	Sd	Sd	Sd	Sd	Sd	X	Sd
Inside Day/Night Rearview Mirror	Sd	Sd	Sd	Sd	Sd	Sd	Sd	Sd	Sd	Sd	Sd	Sd	Sd	Sd	X (17)
Interval Windshield Wipers	X	X	X	X	X	X	X	X	X	X	X	X	X	X	NA
Deluxe Seat and Front Shoulder Belts	X	X	X	X	X (18)	X (18)	X (18)	X (18)	X (18)	X (18)	Sd (19)	X	Sd (19)	X (17)	X (17)
Convenience Group	X (21)	X (21)	X (21)	X (21)	NA	NA	NA	NA	NA	NA	X (22)	X (22)	X (22)	X (20)	X (20)
Courtesy Light Group	NA	NA	NA	X (23)	X (23)	X (23)	X (23)	X (23)	X (23)	X (23)	NA	NA	NA	NA	NA
Luxury 3-spoke Rim-Blowing Wheel	Sd	X	X	X	X	X	X	Sd	Sd	X	Sd	NA	NA	NA	NA
Console (Consolelet on Comet)	NA	NA	NA	NA	NA	X (24)	NA	X	X	X (24)	X (25)	X (25)	X (25)	X (25)	X (25)
EXTERIOR:															
Sun Roof (HT only)	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	X	X	X	NA	NA
Vinyl Roof	Sd (26)	X (26)	X	X	X	X	X	X	X	X	X	Sd	X	X	NA
Deluxe Wheel Covers	Sd	Sd	Sd	X (27)	Sd	X	X	Sd	NA	X	NA	X (28)	X (28)	NA	X
Luxury Wheel Covers	X	X	X	X	X	X	X	X	X	X	NA	NA	NA	NA	NA
Wire Wheel Covers	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	X	NA
Styled Steel Wheels	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	X	X	X	NA
Trim Rings with Hub Caps	NA	NA	NA	NA	NA	NA	NA	X	Sd	X	NA	Sd	NA	Sd	NA
Vinyl Insulated Protective Body-side Molding	NA	NA	Sd	X (29)	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Decor Group	NA	NA	NA	X (29)	NA	NA	NA	NA	NA	NA	NA	NA	X (30)	X (30)	X (31)
Appearance Protection Group	X (32)	X (32)	X (32)	X (32)	NA	NA	NA	NA	NA	NA	X (33)	X (33)	X (33)	NA	NA
Bumper Guards (Front and Rear)	X (34)	X (34)	X (34)	X (34)	NA	NA	NA	NA	NA	NA	X (34)	X (34)	X (34)	X	X
Rear Fender Strips	Sd	Sd	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

X=Optional Sd=Standard
NA=Not available NEC=No extra cost

1. Required with 250-V engine. NA with 170-V engine.
2. Available only with 351-V engine.
3. Not available with 351-2V engine.
4. Includes heavy-duty front and rear shock absorbers and heavy-duty front stabilizer bar.
5. Includes heavy-duty front and rear springs and shocks and larger diameter front stabilizer bar.
6. Standard with 429-CJ engine only.
7. For complete details on trailer towing equipment, a trailer towing brochure is available at your local dealer.
8. Constant ratio. Variable ratio available only with Competition Suspension or 429 CJ engine.
9. Available on all Montego/Cyclone models w/V-8 engines. Includes 3", 8,000 r.p.m. tachometer, ammeter, oil pressure and temperature gauges.
10. Includes two front compartment speakers. Also two rear speakers on Marquis/Monterey.
11. Standard with AM/FM or stereo tape system.
12. Requires power steering when ordered with 429-CJ engine.
13. Not available with 170-1V engine.
14. Defogger and defroster not available together.
15. Includes bright window frames.
16. Included as part of console option.
17. Only with convenience group.
18. Includes color-keyed belts, unique buckle and automatic seat-belt release on 2-door models.
19. Standard on convertible. Optional on hardtop.
20. Includes left-hand remote control racing mirror, inside day/night rearview mirror, deluxe seat belts (3-point system w/mini-buckles, color-keyed belts, cluster warning lights, retractors).

21. Includes automatic seat-belt release (2-door hardtops only), deluxe seat and shoulder belts and remote control left-hand mirror.
22. Includes engine compartment light, trunk light, headlight warning buzzer, deluxe seat belts and warning light (standard on convertibles) and automatic seat-belt latch release.
23. Includes two instrument panel lights, glove box light, ashtray light, luggage compartment light, rear door jamb switches on 4-door models and headlamp-on warning buzzer.
24. Requires optional bucket seats.
25. Includes clock.
26. "Halo" vinyl roof only.
27. Included as part of decor group.
28. Optional on 2-door hardtop, standard on convertible. Also included in decor group.
29. Includes deluxe wheel covers, deluxe 2-spoke woodgrain steering wheel, black vinyl insulated protective body-side and rocker panel moldings.
30. Optional on 2-door hardtop, standard on convertible. Includes rocker panel moldings, deluxe wheel covers, deluxe 2-spoke steering wheel, door pull strap, knit vinyl seat trim, unique door and quarter trim panels and bright pedal trim.
31. Includes rocker panel molding, body-side molding, bright drip moldings, bright window frames, wheel covers and deluxe gas cap.
32. Includes front and rear floor mats, front and rear bumper guards and license plate frames.
33. Includes new front floor mats with unique carpet insert, door edge guards and vertical front bumper guards with rubber inserts.
34. Available only with appearance/production group.

1971 MERCURY MAJOR SPECIFICATIONS

2-Door Models	Wheelbase	Overall Length	Standard Engine	Horsepower @ RPM	Standard Transmission	Optional Engines	Horsepower @ RPM	Luggage Capacity
Marquis Brougham Marquis	124.0"	224.8"	429-2V V-8	320 @ 4400	Select-Shift automatic	429-4V V-8	360 @ 4600	20.4 cu. ft.
Monterey Custom Monterey	124.0"	224.7"	400-2V V-8 351-2V V-8	260 @ 4400 240 @ 4600	Select-Shift 3-speed manual	400-2V V-8* 429-2V V-8 429-4V V-8	260 @ 4400 320 @ 4400 360 @ 4600	20.4 cu. ft.
Montego MX Brougham Montego MX Montego	117.0"	209.9"	250-1V Six	145 @ 4000	3-speed manual	302-2V V-8 351-2V V-8 351-4V V-8	210 @ 4600 240 @ 4600 285 @ 5400	16.2 cu. ft.
Cyclone Cyclone Spoiler	117.0"	209.9"	351-4V V-8	285 @ 5400	4-speed/manual w/Hurst Shifter®	429 CJ V-8†	370 @ 5400	16.2 cu. ft.
Cyclone GT	117.0"	209.9"	351-2V V-8	240 @ 4600	Select-Shift automatic	351-4V V-8 429 CJ V-8†	285 @ 5400 370 @ 5400	16.2 cu. ft.
Cougar Cougar GT Cougar XR-7	112.1"	196.7"	351-2V V-8	240 @ 4600	3-speed manual	351-4V V-8 429 CJ V-8†	285 @ 5400 370 @ 5400	10.4 cu. ft.
Comet Comet GT	103.0"	181.7"	170-1V Six	100 @ 4200	3-speed manual	200-1V "6" 250-1V "6" 302-2V V-8	115 @ 4000 145 @ 4000 210 @ 4600	10.0 cu. ft.

*Std. on Monterey Custom, opt. on Monterey. †Ram-Air option w/functional hood scoop available at extra cost, power steering required when ordered with air conditioning.

Genuine Autolite Parts—Your new Mercury comes equipped with factory engineered and approved parts such as the dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers and an Autolite 6,000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

1971 Anti-Pollution Systems—All Lincoln-Mercury vehicles have positive crankcase ventilation for recirculating and burning crankcase emissions in the combustion chambers, an exhaust emission reduction system and a fuel evaporative emission control system as standard equipment. All 6-cylinder engines, and the 302-2V, 351-2V and 400-2V V-8 engines can use 91 octane regular gasoline.

Ford Motor Company Lifeguard Design Safety Features

- Dual Hydraulic Brake System with warning light
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror/mirror mounting and windshield pillars
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety-designed door handles
- Front and rear lap belts for all seating positions
- Turn indicators with lane-changing signal feature
- Shoulder belts for front outboard occupants (except convertibles)
- Inside yield-away rearview mirror
- Energy-absorbing instrument panel with padding
- Padded sun visors
- Locking steering column with buzzer
- Two speed or variable speed windshield wipers
- Windshield washers
- High strength laminate safety glass windshield
- Double-yoke safety door latches and safety hinges
- Emergency flasher
- Backup lights
- Side marker lights
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on 2-door vehicles
- Safety-designed coat hooks (except convertibles)
- Safety-designed radio control knobs and push buttons
- Outside rearview mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety design front end structure
- Head restraints or high back seats for front outboard occupants
- Safety glove box latch

A better idea for safety: Buckle up.

MERCURY

LINCOLN-MERCURY DIVISION



While the information herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. Some illustrations show cars with white sidewall tires, deluxe wheel covers and other styling, convenience or performance items that are optional at reasonable extra cost. Many are described herein; many options herein are available on most models, not others. Some are required in combination with other options. A full listing of options and accessories is available at your local authorized dealer.

