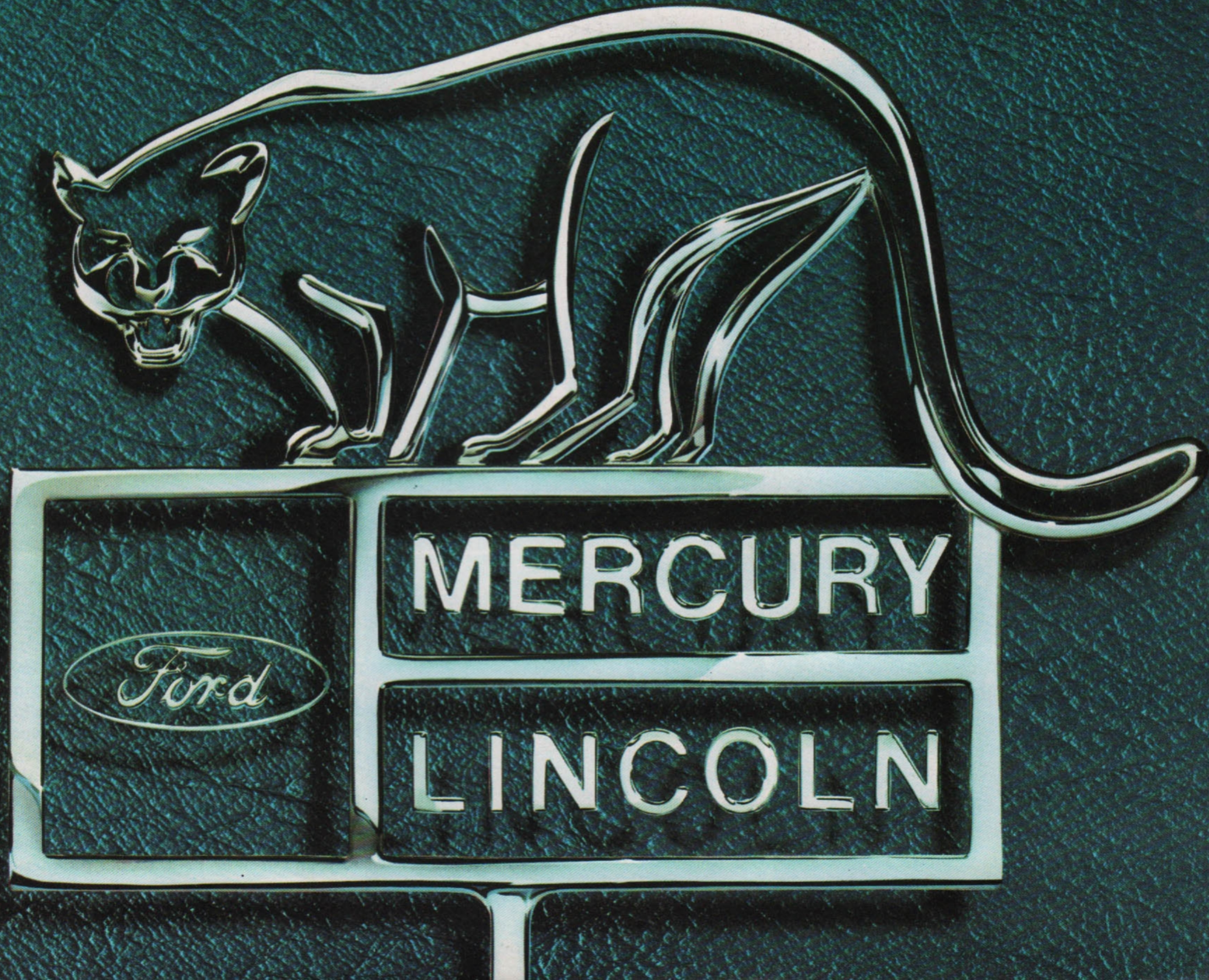


1977 MERCURY MARQUIS • MERCURY COUGAR • MERCURY MONARCH  
MERCURY COMET • MERCURY BOBCAT







Mercury Grand Marquis 4-door

## MERCURY GRAND MARQUIS

This year when some carmakers have made their biggest cars smaller, we've added a significant three-and-a-half inches to every 1977 Mercury Marquis. Added it not to Marquis' full proportions. Not to its long wheelbase or spacious luggage compartment. We've added it to the instrument panel. A three-and-a-half inch plaque that reads, "Ride-Engineered by Lincoln-Mercury." This, we feel, is one of the factors in the uncompromising dedication you'll find in the manufacture of every 1977 Mercury.

RIDE-ENGINEERED by LINCOLN  
MERCURY

Grand Marquis standard equipment includes: 460-4V V-8 engine • Select-Shift automatic transmission • Power steering • Power brakes • Power windows • Power ventilation • DuraSpark solid-state ignition • Concealed headlamps and electric windshield wipers • Tinted glass • Vinyl roof • HR78x15 steel-belted radial tires • Deluxe sound insulation • Digital electric clock • Automatic parking brake release • Fender skirts • Visor-mounted vanity mirror • Dome/Dual map lamp • Twin Comfort Lounge Seats • Luxury steering wheel • Courtesy lights • Luggage compartment and under-instrument-panel lights • Deluxe carpeting • Hood and deck lid paint stripes • Other equipment shown is optional.



"Ride-Engineered by Lincoln-Mercury." It tells you every inch is dedicated to Marquis' famous ride. You feel it in the Grand Marquis' uncompromised 6-passenger comfort. You see it in its new unstinted luxury. You experience it in Marquis' road manners.

The Grand Marquis is artfully designed to delight the senses as you drive. Note the eye-caressing harmony of decor in abundant appointments, each added to enhance your comfort and convenience. Digital clock, assist straps, dome/dual map light, vanity mirror, countless details, all included. And, of course, the Twin Comfort Lounge front seats, each with its own center armrest, each personally adjustable. Shown above in dove grey is the sumptuously appointed Grand Marquis interior. Other interior color choices include dark red, medium blue, jade, gold or saddle. The illustrations, below right, offer an indication of the luggage compartment capacity and spaciousness afforded in rear seating arrangements by this most magnificent of Mercurys. Who says they don't build them like they used to? We still do at Lincoln-Mercury. Big, smooth and roomy. And you can prove it for yourself. At the sign of the cat.



Luggage capacity of 22.7 cubic feet



Spacious rear seat area

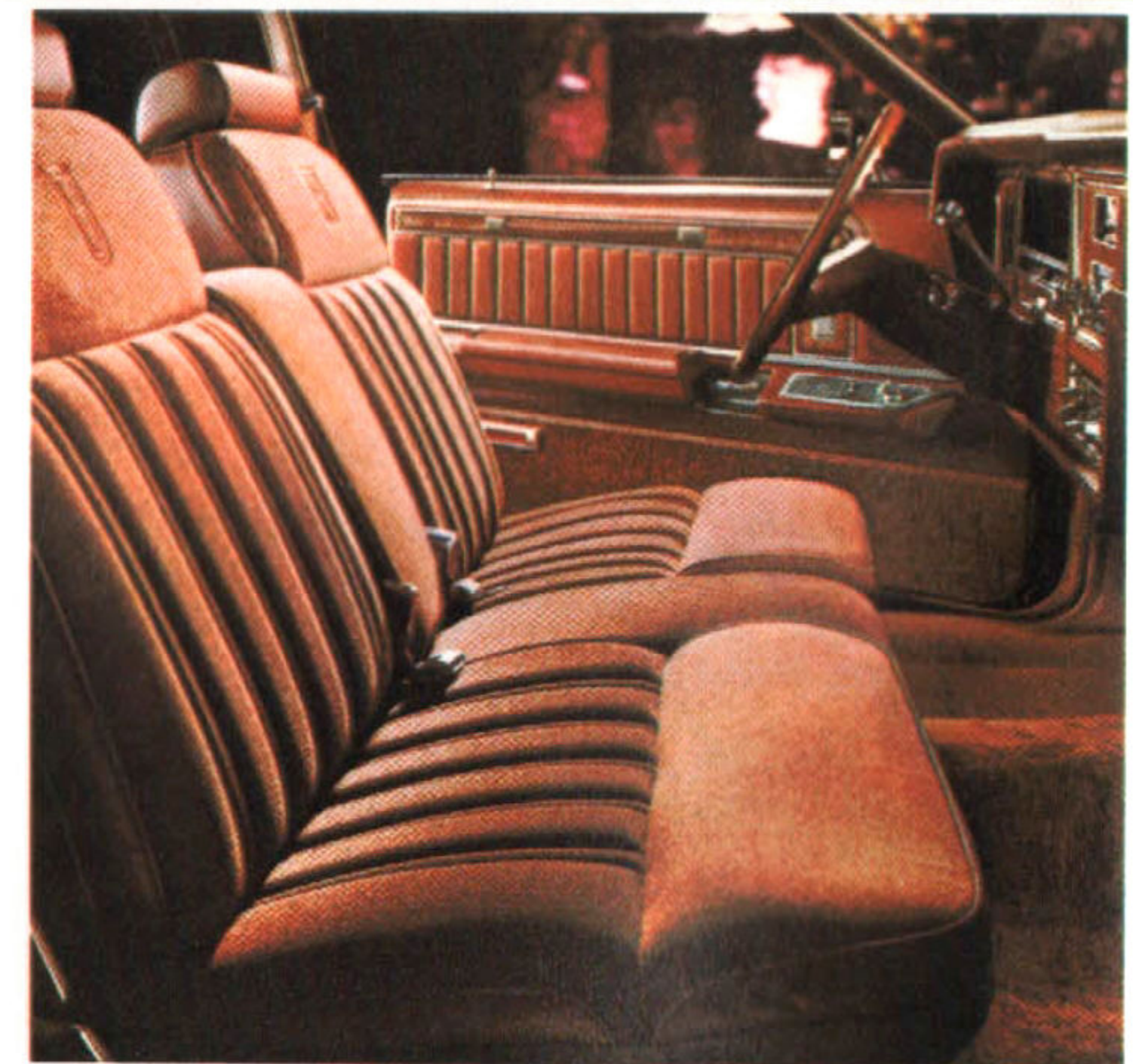




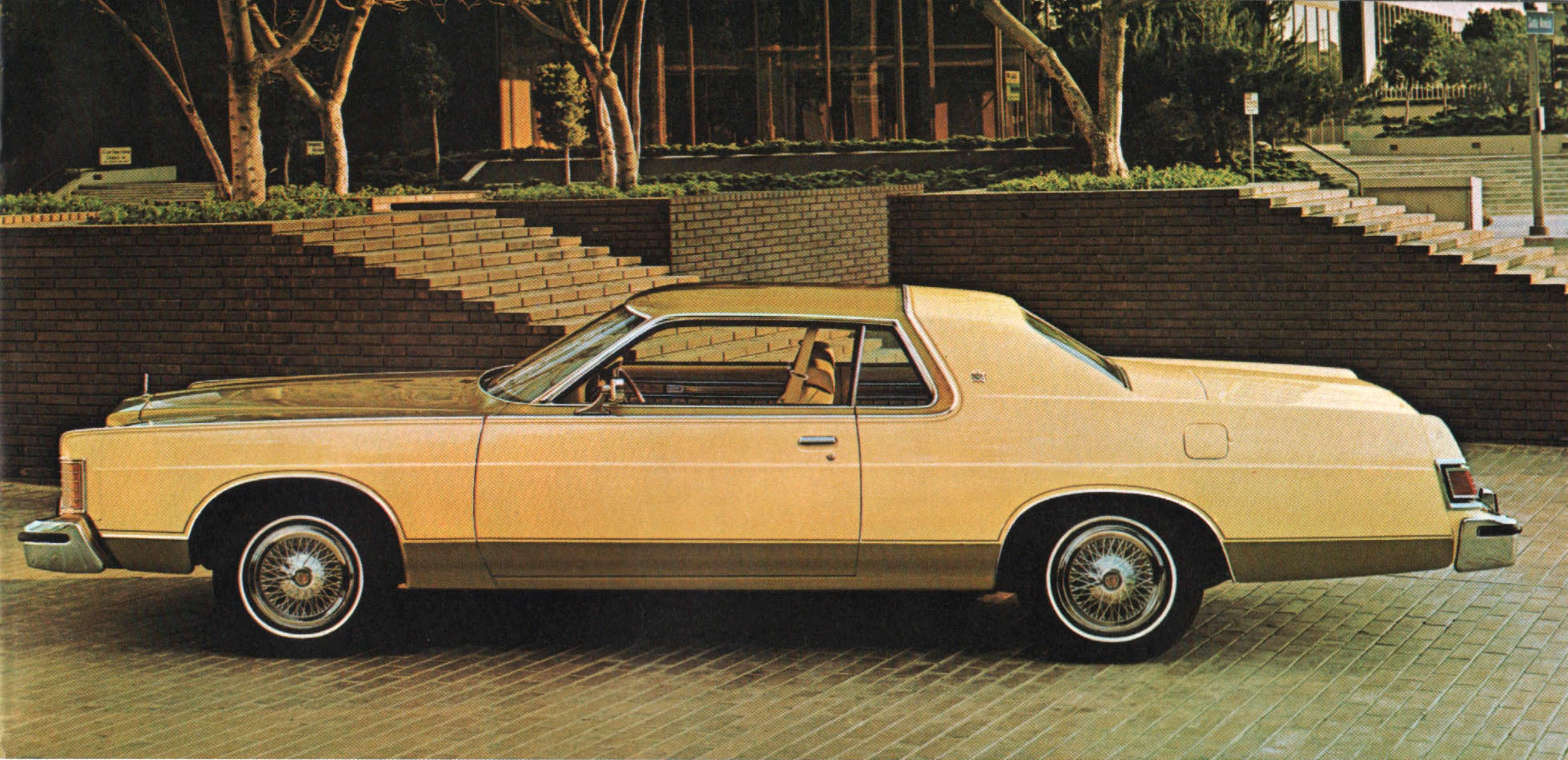
Mercury Marquis Brougham 2-door

## MERCURY MARQUIS BROUGHAM

You'll go a long way before you find any car in its class that can surpass the kind of ride, comfort and pure interior luxury that you get from the Marquis Brougham. Everywhere you look, you'll find subtle reminders of the Marquis Brougham's commitment to elegance and good taste. Shown right is the standard Marquis Brougham interior in saddle Willshire cloth and vinyl, also available in dark red, medium blue, gold or jade. A Twin Comfort Lounge seat may be ordered as an option either in cloth-and-vinyl or all-vinyl, in the same broad choice of colors.







Mercury Marquis Brougham 2-door with Tu-Tone Group Option.

Another example of Mercury elan is the Marquis Brougham above with the Tu-Tone Group in cream and medium gold metallic. Beneath all this beauty lies hidden strength. To help preserve these built-in strengths and conserve the long-term value of your purchase, we've added new corrosion protection in major areas of the body. Just one more example of the engineering advancements and concern for quality that make ownership of a Mercury such a pleasure. Great styling, an ongoing concern for solid engineering, an admirably smooth and secure ride. These are standard on every Mercury—product of the ride specialists.

Mercury Marquis Brougham standard features include: 400-2V V-8 engine • Select-Shift automatic transmission • Power steering • Power brakes • Power windows • Power ventilation • DuraSpark solid-state ignition • Vinyl roof • HR78x15 steel-belted radial tires • Deluxe sound insulation • Electric clock • Automatic parking brake release • Fender skirts • Deluxe steering wheel, color-keyed • Under-instrument panel and luggage compartment lights • Cut-pile carpeting • Courtesy lights • Full complement of Ford Motor Company Lifeguard Design safety features • Other equipment shown is optional.





Mercury Marquis 4-door

## MERCURY MARQUIS

True, Mercury Marquis is our easiest-to-own full-size Mercury. Equally true—it shares the same long wheelbase as our most expensive Grand Marquis; the same mechanical improvements like a new lower-ratio rear axle, new DuraSpark Ignition system, improved emission system technology, longer oil- and filter-change intervals; the same refinements inside and out—new exterior colors, new interior colors, desirable new options. When it comes to workmanship (fit of doors, finish of paint as examples) few cars offer it a serious challenge. Likewise for ease of handling and

driving. A spell at the wheel of a 1977 Mercury Marquis should dispel any doubts.

Mercury Marquis standard features include: 400-2V V-8 engine • Select-Shift automatic transmission • Power steering • Power brakes • Power ventilation • DuraSpark solid-state ignition • Concealed headlamps and electric windshield wipers • Automatic parking brake release • HR78x15 steel-belted radial tires • Fold-down front center armrest • Deluxe sound insulation • Cut-pile color-keyed carpeting • Locking steering column • Glove box light • Full complement of Ford Motor Company Lifeguard Design safety features • Other equipment shown is optional.



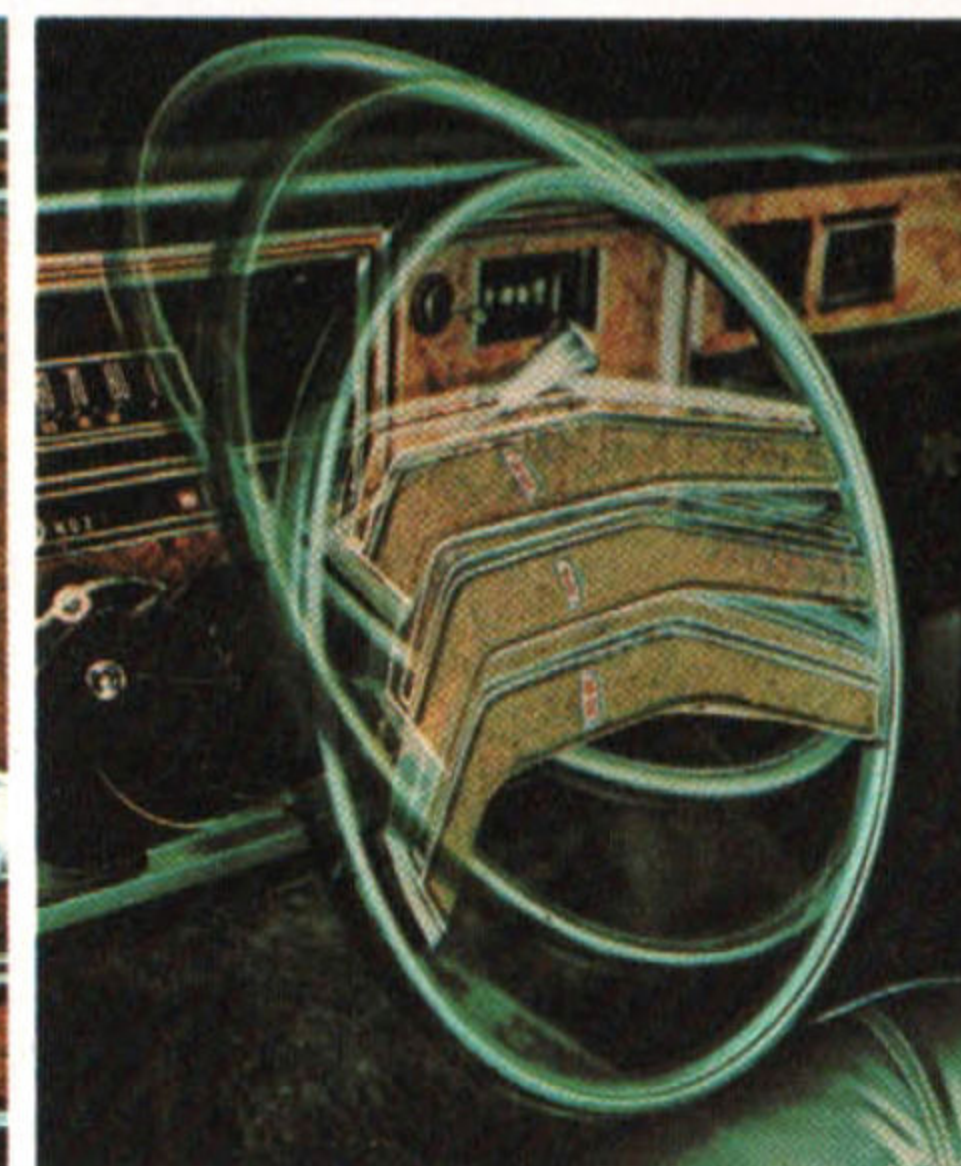
If there is any doubt about the smartness and completeness of Marquis' interior, have a look for yourself. Shown right is the standard Bench seat arrangement in medium blue Ardmore cloth and vinyl, also available in optional all-vinyl. Other colors you can choose are dark red, saddle, jade or (in all-vinyl only) gold. The illustrations below include the wiper mounted windshield washer jets, the optional AM/FM/MPX radio with Quadrasonic-8 tape player and the optional tilt steering wheel.



Wiper mounted windshield washer jet



AM/FM/MPX radio with Quad-8 tape player



Tilt steering wheel





Mercury Cougar XR7 with Decor Option

## MERCURY COUGAR XR-7

Meet the 1977 Mercury Cougar XR-7. Bold. Aggressive. New. With stunning looks, sporty lines and a sweeping list of exciting standard appointments. More of a Cougar than we've ever unleashed before. A car so unique that it has inspired the Cat Set—that loyal group of Cougar owners who will settle for nothing less than the superb craftsmanship and styling inherent in the Cougar XR-7. This year XR-7 unleashes fresh excitement in a pack of six new Running Mates. Choose from 2 new sedans, 2 new hardtops and 2 new wagons. All Cougar at heart. These cats deliver new comfort and convenience with Cougar's own brand of driving excite-

ment. And they're "Ride-Engineered by Lincoln-Mercury." See all the new Cougars paraded on pages 8 thru 13.

Cougar XR-7 standard features include: 302-2V V-8 engine • Select-Shift automatic transmission • Power brakes • Power steering • DuraSpark Ignition system • HR78x15 steel-belted radial tires • Lincoln-Mercury Ride-Engineered suspension system • XR-7 sound-hushing package • Landau vinyl roof • Louvered opera windows • Dual headlamps • Luxury Cougar wheel covers • Deluxe steering wheel • Electric clock • Walnut instrument panel appliques • Cut-pile carpeting • Day/night rearview mirror • Concealed windshield wipers • Dual-note horn • Glove box with lock • Inside hood release • Other equipment shown is optional.



Cougar XR-7 is also famous for the abundance of personal touches in its thoughtfully conceived interior. Richly spacious and quiet. Consideration for your comfort and convenience is everywhere. Choose, for example, the optional Decor Group. It lets you select either of the two interior designs shown at the right. Above are shown the Twin Comfort Lounge Seats in chamois colored leather with vinyl, also available in dove grey, dark red, medium blue, jade, saddle or saddle/white, and white with your choice of color coordinated components. Shown below is the Decor Group interior with all-vinyl bucket seats and console in white-with-lipstick. Decor groups are also available with cloth and vinyl in all the same color choices above except saddle/white, and white with colored components.







Mercury Cougar XR-7, and foreground Mercury Cougar XR-7 with Tu-Tone Paint Option

## MERCURY COUGAR XR-7

The new Cougar XR-7 is more than ever a one-of-a-kind car. For '77, Cougar XR-7 remains a truly unique personal car. Coveted for its uncompromised luxury and comfort. If you're an admirer of spaciousness and deep comfort—if you think a car like Cougar should offer such amenities as optional full instrumentation and the enviable list of standard features Cougar is noted for, you'll be glad to know here is one personal-size car that's on your side. Among other things, try it on for size! Try it on too, for its inner meanings. The handsome tailored look of the XR-7's standard Flight Bench Seat interior is shown right in dove grey all-vinyl (also available in cloth and vinyl) and in dark red, medium blue, jade, chamois or saddle.







Mercury Cougar Brougham 2-door; Mercury Cougar Villager Wagon; Mercury Cougar Brougham 4-door

**Introducing 6 new Running Mates for Cougar XR-7. 2 new sedans. 2 new hardtops. 2 new wagons.**

If ever a time was to be destined as the "year of the cat", '77 must surely be it! This year XR-7 unleashes fresh, youthful excitement in six new Cougar Running Mates. The Cougar Brougham, 2-door and 4-door; the Cougar, 2-door and 4-door; and two new wagons. Glamorous family cars. Bold in their newborn styling. Exciting in their sureness on the highway. In the precisely honed smoothness of their ride. Elegant in the way they blend interior roominess with high

decor and meticulous tailoring. The look and the excitement are new. But you'll find in these new Cougars a proud Mercury heritage of careful research and development. "Ride-Engineered by Lincoln-Mercury" . . . a detailed and attentive concern for engineered excellence in the Cougar ride. New excitement for the Cat Set: Cougar XR-7's thoroughbred pack of Running Mates. Drive one. Celebrate the "year of the cat!"





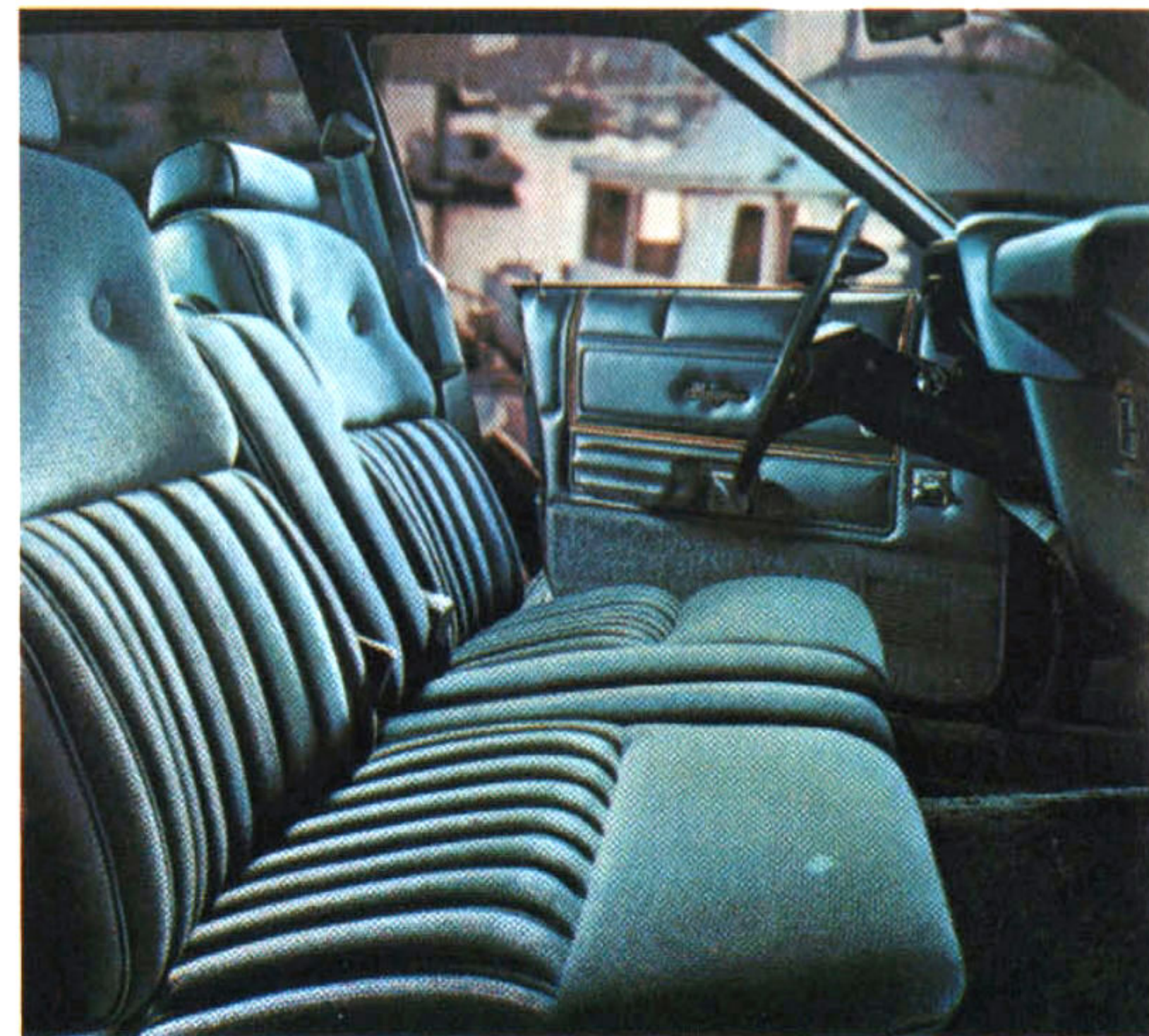
Mercury Cougar Brougham 4-door

RIDE-ENGINEERED by LINCOLN MERCURY

## MERCURY COUGAR BROUGHAM

Cougar Brougham interiors have been fashioned to inspire. At right is shown the Brougham Decor option with Twin Comfort Lounge Seats in medium blue cloth-and-vinyl (all-vinyl optional), with reclinable passenger seat, luxury steering wheel, deluxe carpeting and other added luxury touches. Standard Flight Bench Seat (not shown) and optional Twin Comfort Lounge Seat interiors are available in dove grey, dark red, medium blue, jade, chamois or saddle. Twin Comfort Lounge Seats, in all-vinyl saddle/white, are also available.

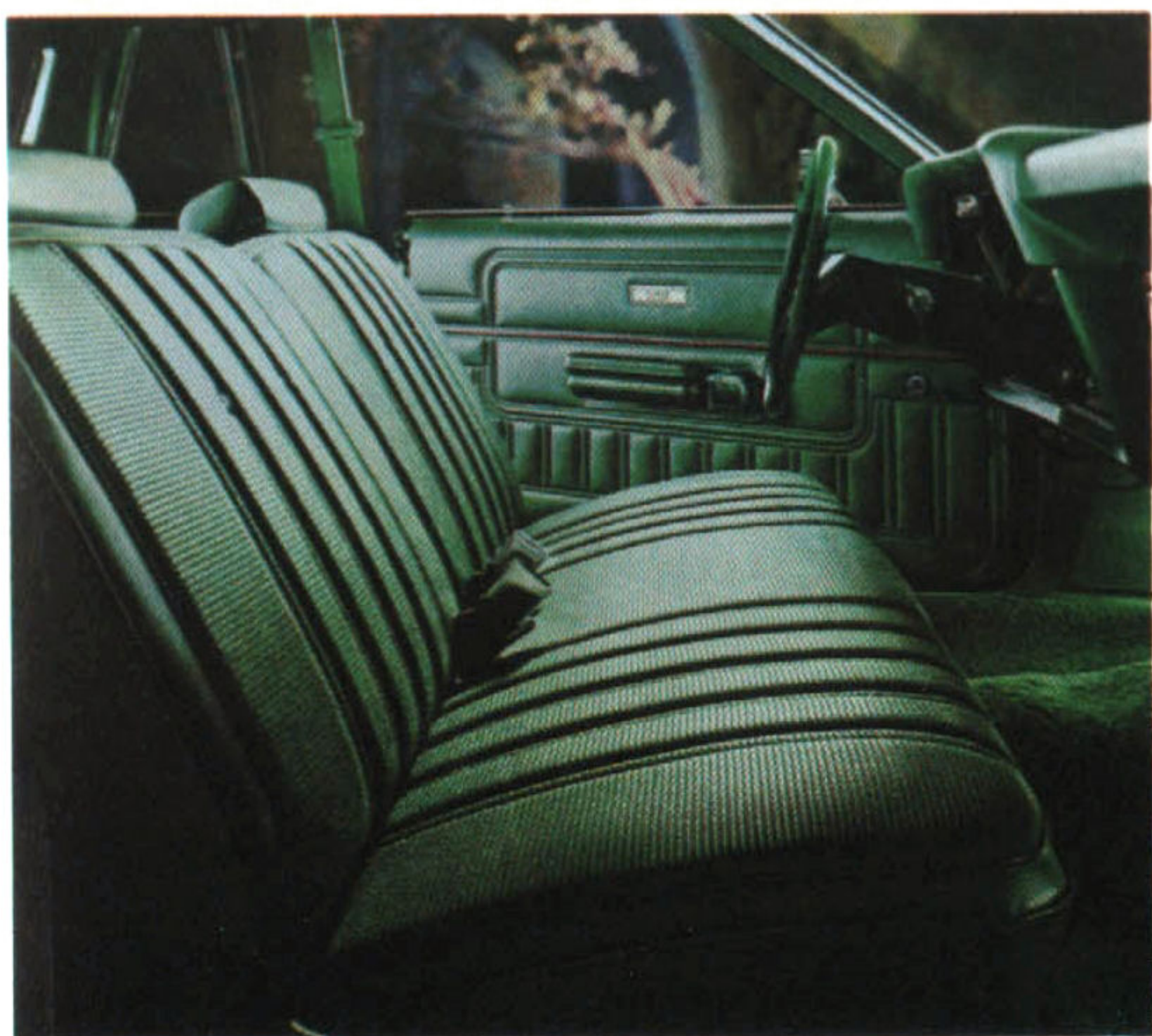
Cougar Brougham standard features include: 302-2V V-8 engine • Select-Shift automatic transmission • Power brakes • Power steering • DuraSpark Ignition • HR78x14 steel-belted radials • Ride-Engineered suspension • Deluxe sound package • Dual headlamps • Deluxe wheel covers • Deluxe steering wheel • Electric clock • Day/night rearview mirror • Concealed windshield wipers • Inside hood release • Other equipment shown is optional.







Mercury Cougar 2-door



## MERCURY COUGAR

This is the year of the cat, make no mistake about it! It's our Cougar XR-7's most affordable Running Mate, a real show-winner on its own. Choose the 2-door hardtop or the 4-door sedan. Standard Bench Seat decor in jade cloth-and-vinyl is shown at the left. It is also available in dove grey, dark red, medium blue, chamois or saddle.

Cougar standard features include: 302-2V V-8 engine • Select-Shift automatic transmission • Power brakes • Power steering • DuraSpark Ignition system • HR78x14 steel-belted radials • Ride-Engineered suspension system • Deluxe sound package • Dual headlamps • 2-Spoke color-keyed steering wheel • Cut-pile carpeting • Day/night rearview mirror • Concealed windshield wipers • Inside hood release • Full complement Ford Motor Company Lifeguard Design safety features • Other equipment shown is optional.



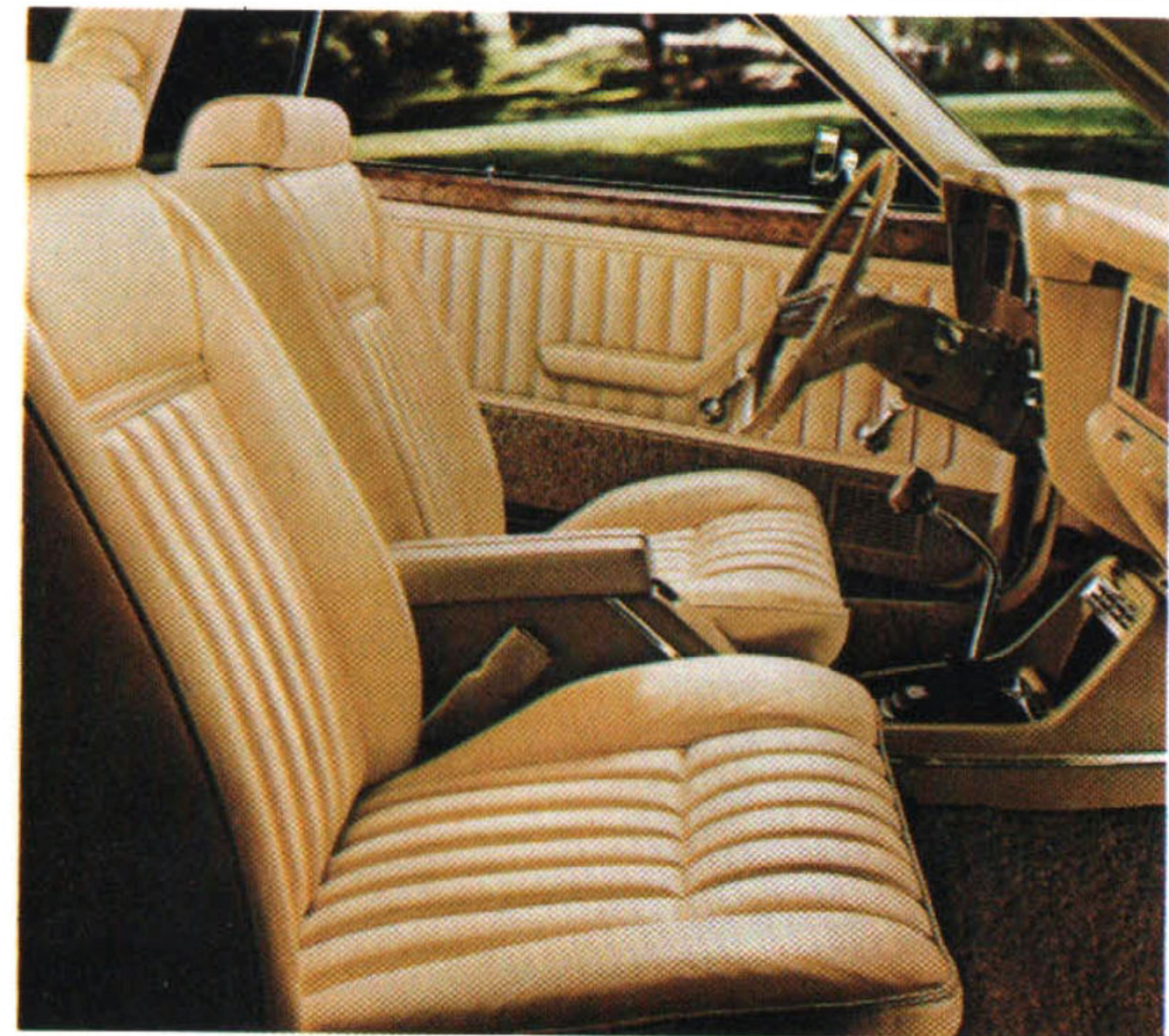


Mercury Monarch Ghia 2-door

## MERCURY MONARCH GHIA

The most meaningful luxury Monarch can offer, beyond its moderate price, is the intelligence in its design. So while Monarch is shorter than many mid-size cars, it still gives you the very desirable comforts and conveniences of cars much bigger.

Monarch Ghia also gives you practical luxury—as in the superbly tailored optional bucket seats, illustrated right, presenting the softness of optional leather and vinyl. Shown in cream, this interior is available in five other fashionable colors including dove grey, dark red, medium blue, jade or tan, and in all-vinyl. Ghia amenities: Deluxe cut-pile carpeting and a luxury steering wheel.







Mercury Monarch Ghia 4-door



‘RIDE-ENGINEERED’ by LINCOLN  
MERCURY

Mercury Monarch Ghia gives you a car with high standards of style, comfort, convenience. Most importantly, it gives you a smoothness and quietness of movement you'd expect from a car that displays the "Ride-Engineered by Lincoln-Mercury" plaque. Inside, enjoy the elegance of Monarch Ghia's standard Flight Bench seat interior, shown left in optional blue luxury cloth-and-vinyl. Also available in all-vinyl in dove grey, cream, dark red, medium blue, jade or tan.

Mercury Monarch Ghia standard features include: 250-1V "Six" engine • 4-speed manual overdrive transmission • Front disc/rear drum brakes • Deluxe steering wheel • Map pockets • DuraSpark Ignition system • Inside hood release • Color-keyed wheel covers • BSW steel-belted radial tires • Opera window on 2-door model • Deluxe cut-pile carpeting • Carpeted luggage compartment • Day/night rearview mirror • Remote control left-hand mirror • Deluxe sound insulation package • Other equipment shown is optional.





Monarch 2-door with "S" Option and the Mercury Monarch 4-door

## MERCURY MONARCH

The precision size Mercury Monarch is the car of tomorrow. Here today. The styling is trim, the car is roomy, with comfort for five passengers. With "Ride-Engineered" by the Mercury ride specialists. The new 1977 Mercury Monarch—a touch of class. Witness the optional tan all-vinyl bucket seat interior shown right, also available in dove grey, cream, dark red, medium blue or jade.

Mercury Monarch standard features include: 200-1V "Six" engine • 4-speed manual overdrive transmission • Floor-mounted shift selector • Front disc/rear drum brakes • DuraSpark solid-state ignition • Foot-operated parking brake • BSW steel-belted radial tires • High level ventilation • Inside hood release • Parking brake warning light • Coolant recovery system • Cut-pile carpeting • Lockable glove box • Cigar lighter • Opera window (2-door) • Full wheel covers • Other equipment shown is optional.





Monarch's wide range of options should please you. The "S" option group, illustrated on the two-door model on page 16 includes Landau vinyl roof; paint/tape stripes in gold tones on bodysides, hood and deck lid; rocker panel molding; dual remote control racing mirrors; styled steel wheels with trim rings and accents of gold paint; bucket seats and deluxe door trim; leather-wrapped sports steering wheel; floor-mounted shift with optional Select-Shift automatic transmission; heavy-duty suspension. Shown above right, the Monarch's standard all-vinyl interior in dark red, also available in cream, medium blue or tan. The optional Decor Group shown bottom right in medium blue, cloth-and-vinyl, includes deluxe seat and door trim with Flight Bench seats and deluxe steering wheel and is also available in dark red, jade or tan.







Comet 2-door and Comet 4-door with Custom Option

## MERCURY COMET

Comet enjoys a tradition for toughness. And its price is right with the imports. When you elect the Custom Option you get the vinyl roof, white sidewall tires with custom wheel covers, bodyside paint stripes and full-length molding with vinyl inserts, deluxe carpeting and reclining front bucket seats, tinted glass and leather-wrapped sports steering wheel, among other things. Illustrated left is the Custom Interior option with bucket seats in tan Corinthian vinyl, also available in medium blue; Alpine cloth-and-vinyl is available in blue, tan or light green.

Standard features on Mercury Comet: 200-1V "Six" engine (250-1V "Six" with automatic transmission required in California) • 3-speed manual transmission • C78x14 BSW tires • Locking steering column • Dual hydraulic brakes with warning light • Manual front disc brakes • Ash tray front (lighted) and rear • European-type armrests and door handles • Parking brake warning light • Glove box • Door-activated dome light • Other equipment shown is optional.



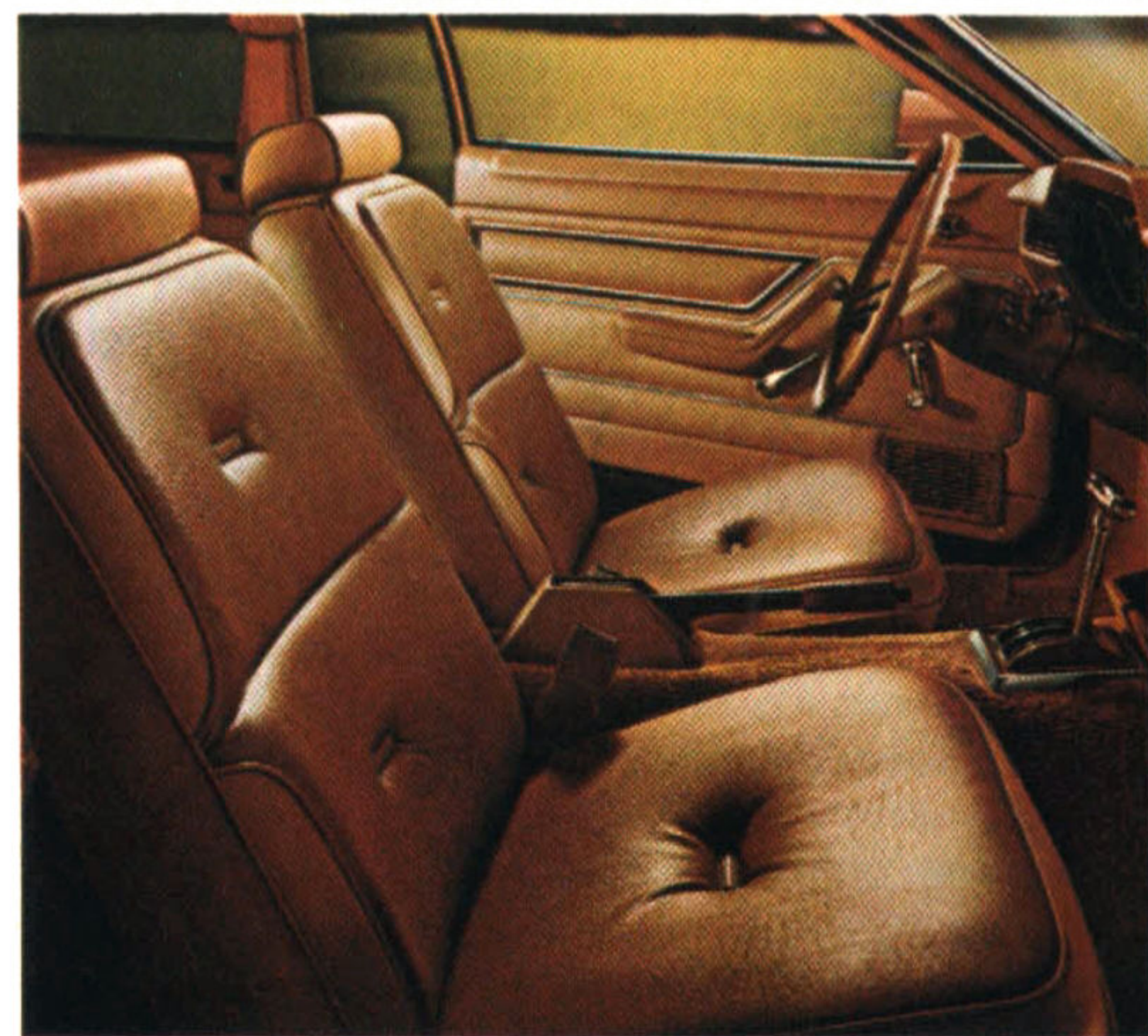




Bobcat 3-door with Sports Accent Group and the Bobcat 3-door with "S" Option Group

## MERCURY BOBCAT

Meet our Bobcat. Fold down the rear seat and—presto!—a full five feet of cargo loadspace. And, for sporty options, consider the two shown above. Nearest car shows the "S" option group. It gives you a gold-stripe treatment, touches of stylish blackout, styled steel wheels with gold accents, dual racing mirrors, sports-type suspension with stabilizer bar. And, one of its sportier touches, the new glass third door. Its sporty mate features the Bobcat Sports Accent Group. This option lists styled steel wheels with trim rings, special paint and tape treatment, leather-wrapped sports steering wheel, deluxe bucket seats, and belts, even a sound package including deluxe carpeting in the passenger area and a carpeted load floor. The illustration right shows the optional decor interior in all-vinyl chamois and available in black, bright red, medium blue or light green.







Bobcat 3-door and the Bobcat 3-door with optional Glass Third Door

## MERCURY BOBCAT

You get a lot to love in little Mercury Bobcat including the kind of ride and comfort you expect from Lincoln-Mercury. For such a neat little package it goes a long way to put fun back into driving. You'll love Bobcat's roomy interior and classy accommodations. Shown right are Bobcat's standard high-back bucket seats in medium blue Kirsten cloth-and-vinyl and also available in all-vinyl, in black, bright red, light green or chamois.

Mercury Bobcat standard features include: 2.3 liter OHC 4-cylinder engine • Four-speed manual transmission • A78x13 BSW tires • Dura-Spark Ignition • Manual front disc brakes • Rack-and pinion steering • Hood sound blanket • Bucket seats • Cigar lighter • Ash trays, front and rear • Cut-pile carpeting • Aluminum bumpers • Woodgrain instrument panel applique, parking brake grip, and shift knob • Deluxe wheel covers • Wide wheelip and rocker panel moldings • Other equipment shown is optional.







Mercury Bobcat Villager Station Wagon

## MERCURY BOBCAT WAGON

Bobcat offers a choice of two wagons for 1977: the Bobcat Villager with simulated rosewood bodyside applique, or for the budget-minded, the new Bobcat wagon.

Both offer a long list of standard equipment. Plenty of options, too, including the Deluxe interior option, shown in medium blue vinyl with bucket seats.

Standard Mercury Bobcat wagon features include: 2.3 liter OHC 4-cylinder engine • Four-speed manual transmission • Front disc/rear drum brakes • DuraSpark Ignition system • A78x13 BSW tires • Rack-and-pinion steering • Bucket seats • Dual speed electric windshield wipers with electric washers • Blend-air heater with 3-speed blower • "Liftgate Open" warning system • Inside hood release • Parking brake warning light • Aluminum bumpers • Deluxe wheel covers • Hinged rear quarter windows • Wheelip mouldings • Rocker panel mouldings • Cargo area light • Cigar lighter • Front and rear seat ashtrays • Door-operated courtesy lights • Keyless door locking • Bobcat Villager features simulated rosewood bodyside applique • Other items shown are optional.





Mercury Marquis with the Colony Park option

## MERCURY MARQUIS WAGON

Mercury gives you two full-size wagons for 1977: the Marquis and Marquis with the Colony Park option. Both outstanding in style, ride and comfort. Elegant but durable interiors, too. Below right in gold with cream Valino vinyl, is shown the Twin Comfort Lounge Seat interior, optional on the Colony Park.

Standard Marquis wagon features include: 400-2V V-8 engine • Select-Shift automatic transmission • DuraSpark Ignition • Power steering • Power brakes, front disc/rear drum • JR78x15 BSW steel-belted radials • Power rear window • 3-way tailgate • Carpeted load floor • Vinyl bench seat with center armrest • Deluxe sound package • Deluxe wheel covers • Glove box light • Automatic parking brake release. Additional Colony Park features: • 400-2V V-8 engine • Full-length woodtone applique on bodyside and tailgate • Electric clock • Deluxe steering wheel • Flight Bench seat with center armrest • Outside remote control mirror, L.H. • Deluxe color-keyed seat belts • Courtesy lights and cargo light • Other items shown are optional.







Mercury Cougar Villager

## MERCURY COUGAR WAGON

Here's exciting new wagon action for the Cat Set. Cougar Villager and the Cougar wagon. The bold new look in wagons, with a luxurious ride. Inside, richness you'd expect for the Cat Set. The Villager standard Flight Bench seats shown left in saddle all-vinyl also are available in dark red, medium blue, jade or chamois.

Standard features on Cougar station wagon include: 351-2V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Power steering • DuraSpark Ignition system • 3-way tailgate • BSW steel-belted radial tires • Cut-pile carpeting; carpeted load floor • Inside hood release • Concealed windshield wipers • Simulated Rosewood woodgrain trim on instrument panel • Cougar vinyl trim. Additional standard features on Cougar Villager wagon: Power tailgate window • Deluxe sound insulation package • Electric clock • Deluxe steering wheel • Simulated woodgrain bodyside and tailgate treatment with bright moldings • Deluxe wheel covers • Flight bench seat with folding armrest • Other equipment shown is optional.





## 1977 MERCURY MAJOR SPECIFICATIONS

Model	Wheel Base	Overall Length	Standard Engine	Standard Transmission	Optional Engines	Luggage/Cargo Capacity
Grand Marquis Marquis Brougham Marquis	124.0"	229.0"	460-4V 400-2V V-8	Select-Shift Automatic	NA 460-4V V-8	22.7 cu. ft.
Mercury Station Wagons (2-seat models)	121.0"	228.3"	400-2V V-8	Select-Shift Automatic	460-4V V-8	103.7 cu. ft.
Cougar XR-7	114.0"	215.5"	302-2V V-8	Select-Shift Automatic	351-2V V-8 400-2V V-8	16.6 cu. ft.
Cougar Brougham Cougar	114.0"*	215.5"■	302-2V V-8	Select-Shift Automatic	351-2V V-8# 400-2V V-8	16.8 cu. ft.
Cougar Station Wagons (2-seat models)	118.0"	223.1"	351-2V V-8	Select-Shift Automatic	400-2V V-8	92.3 cu. ft.
Monarch Ghia Monarch	109.9"	197.7"	250-1V "Six" 200-1V "Six"†	4-Speed Manual Overdrive	250-1V "Six" 302-2V V-8◆ 351-2V V-8▲	13.8 cu. ft. 4-Door 14.8 cu. ft. 2-Door
Comet (2-door models)	103.0"●	189.4"‡	200-1V "Six"†	3-Speed Manual	250-1V "Six" 302-2V V-8◆	12.8 cu. ft. 4-Door 11.3 cu. ft. 2-Door
Bobcat 3-dr. Runabout	94.5"	169.0"	2.3 Liter OHC "4"	4-Speed Manual	2.8 Liter OHV V-6	25.4 cu. ft.★
Bobcat Station Wagons	94.8"	178.8"	2.3 Liter OHC "4"	4-Speed Manual	2.8 Liter OHV V-6	57.7 cu. ft.★

\*2-Door Hardtop; 118.0" 4-Door Pillared Hardtop  
 ■2-Door Hardtop; 219.5" 4-Door Pillared Hardtop  
 †Not available in California  
 ●2-Door; Wheelbase 109.9" 4-Door  
 #Not available with Trailer Towing Package II or III

◆Automatic transmission required in California  
 ‡2-Door; 196.3" 4-Door  
 ★Rear seat down  
 ▲Automatic transmission required, not available on  
 base Monarch

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.



Quality Replacement Parts from Ford—Your new Mercury comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolight 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.

