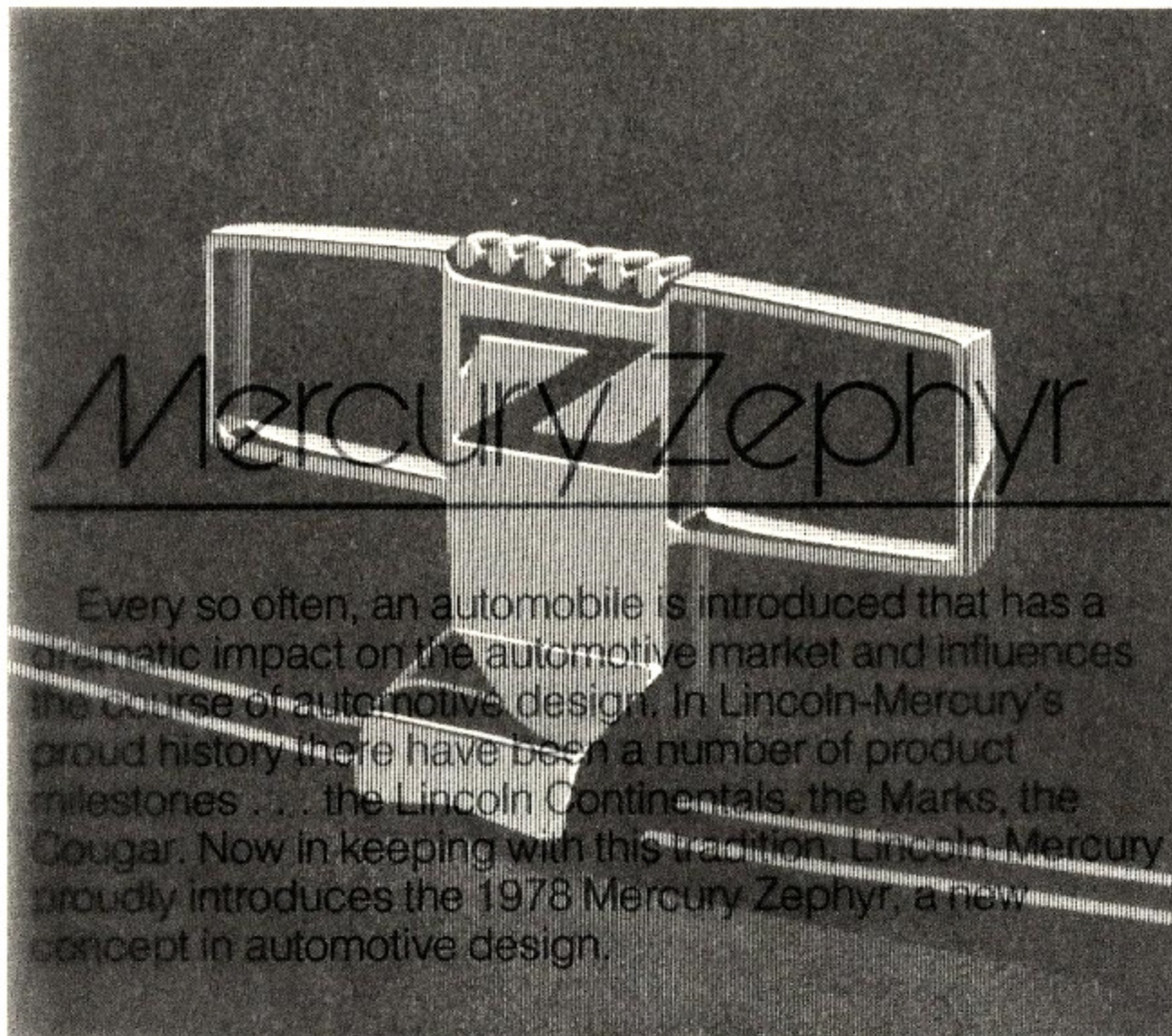
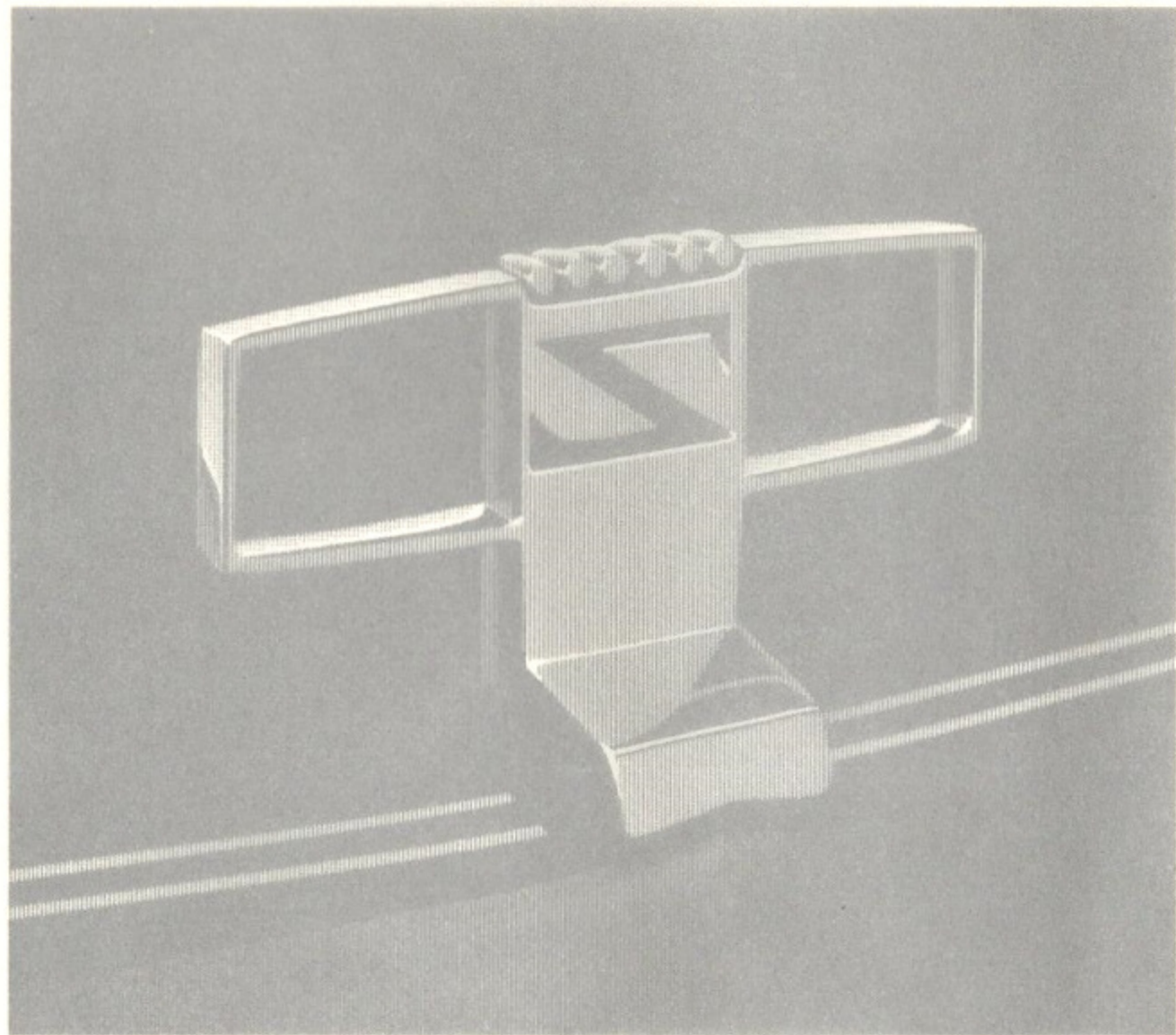


Mercury Zephyr 1978

The image features a stylized logo for the Mercury Zephyr. The logo consists of a central vertical rectangular element with a horizontal bar across its top, flanked by two larger, open rectangular frames. The text "Mercury Zephyr" is written in a thin, elegant, sans-serif font across the middle of the logo. Below the logo, a horizontal line separates it from a block of text. The text is in a clean, sans-serif font and describes the car's significance in automotive design history.

Mercury Zephyr

Every so often, an automobile is introduced that has a dramatic impact on the automotive market and influences the course of automotive design. In Lincoln-Mercury's proud history there have been a number of product milestones . . . the Lincoln Continentals, the Marks, the Cougar. Now in keeping with this tradition, Lincoln-Mercury proudly introduces the 1978 Mercury Zephyr, a new concept in automotive design.



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Mercury Zephyr

More than just a new car . . . the Zephyr is the result of years of planning, research, and innovative technology aimed at meeting the automotive challenges and needs of the future. The 1978 Zephyr is new from the ground up . . .

- new aerodynamic exterior design for reduced wind resistance
- new light-weight but durable construction for optimized fuel economy
- new front and rear suspension for ease of handling and comfort of ride
- all new unitized body for optimized strength

Zephyr's sporty exterior is compact. Yet its interior is roomy and comfortable. And there is ample trunk space too.

The 1978 Zephyr . . . probably one of the most important car

lines introduced by Lincoln-Mercury . . . features two-door, four-door and station wagon models.

Every element of Zephyr's design has been carefully examined, analyzed and honed to a fine edge . . . resulting in an efficient package-size automobile that's light-weight and economical while affording maximum interior roominess and comfort.

This two-door Zephyr in medium blue is a most affordable but expensive-looking car. Its design integrity is enhanced by modern features that are also functional. Doors are light but sturdy and large for easy entry and exit. The two-door model also offers a large usable luggage capacity of 16.8 cubic feet.

Zephyr is highly stylized with

a definite European flair. Attention is given to detail in the bright vertical theme grille, dual headlamps and fender louvers. The extensive use of bright accent moldings and the dual accent paint stripes add the finishing touches. Its distinctly international personality also is evident in the extensive window area, simplified instrument panel, stalk-mounted controls and command position seating.

Over the road, Zephyr is quick, and agile. Rack and pinion steering with an unique variable-ratio power option provides excellent maneuverability and nimble handling. The standard 2.3 litre, 4-cylinder engine, coupled with a new, low-ratio axle, performs with confident power and maximized fuel economy.



European Sports Option



Dashing and very international, this Zephyr European Sports Option distinguishes itself as a trendsetting automobile. This option provides a distinctly international personality to the Zephyr. It can be seen in the special integrated features such as the blackout grille, black cowl grille, dual black mirror housings, styled wheel covers with a unique paint treatment and black rear quarter window vent louvers and window frames.

European flair also is evident in the Zephyr interior. A black sports steering wheel, black steering column, and an engine-turned instrument panel applique boldly state this is an international automobile.

Drivers who have a zest for fun will appreciate the quick handling and agility this European Sports Option offers. Rack and pinion steering with the unique variable power option makes this car maneuverable and easy to park. A rear stabilizer bar and special suspension tuning provide additional handling control during cornering maneuvers.

The Zephyr European Sports Option is available with two-door and four-door models.



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Zephyr 4-Door

Zephyr is a totally new car from Lincoln-Mercury reflecting new style, design and engineering. Its beauty is quiet with straightforward lines. Yet special attention is given to detail for a sporty but clean appearance.

At left, the four-door sedan makes its debut in Silver Metallic while at right, Zephyr takes on a classical look in Dark Blue Metallic.

Zephyr's overall appearance is enhanced by such styling touches as dual rectangular headlamps, dual front fender louvers, dual accent paint stripes and deluxe wheel covers.

Zephyr also offers a number of innovations which reduce maintenance requirements and improve serviceability making it especially impressive to value-conscious buyers. For example the Zephyr equipped with a 2.3 litre engine provides: recommended spark plug change at 30,000 mile intervals; oil change every 10,000 miles or six-month period; and engine coolant replacement every 50,000 miles.

Zephyr four-door . . . An outstanding family-size compact with excellent five-passenger roominess and comfort at an affordable price.





Villager Wagon

Zephyr Wagon . . . the first four-door wagon of its size offered by Lincoln-Mercury. This handsome Zephyr Wagon with the Villager option is shown in white, trimmed in simulated woodgrain bodyside applique.

Standard Wagon



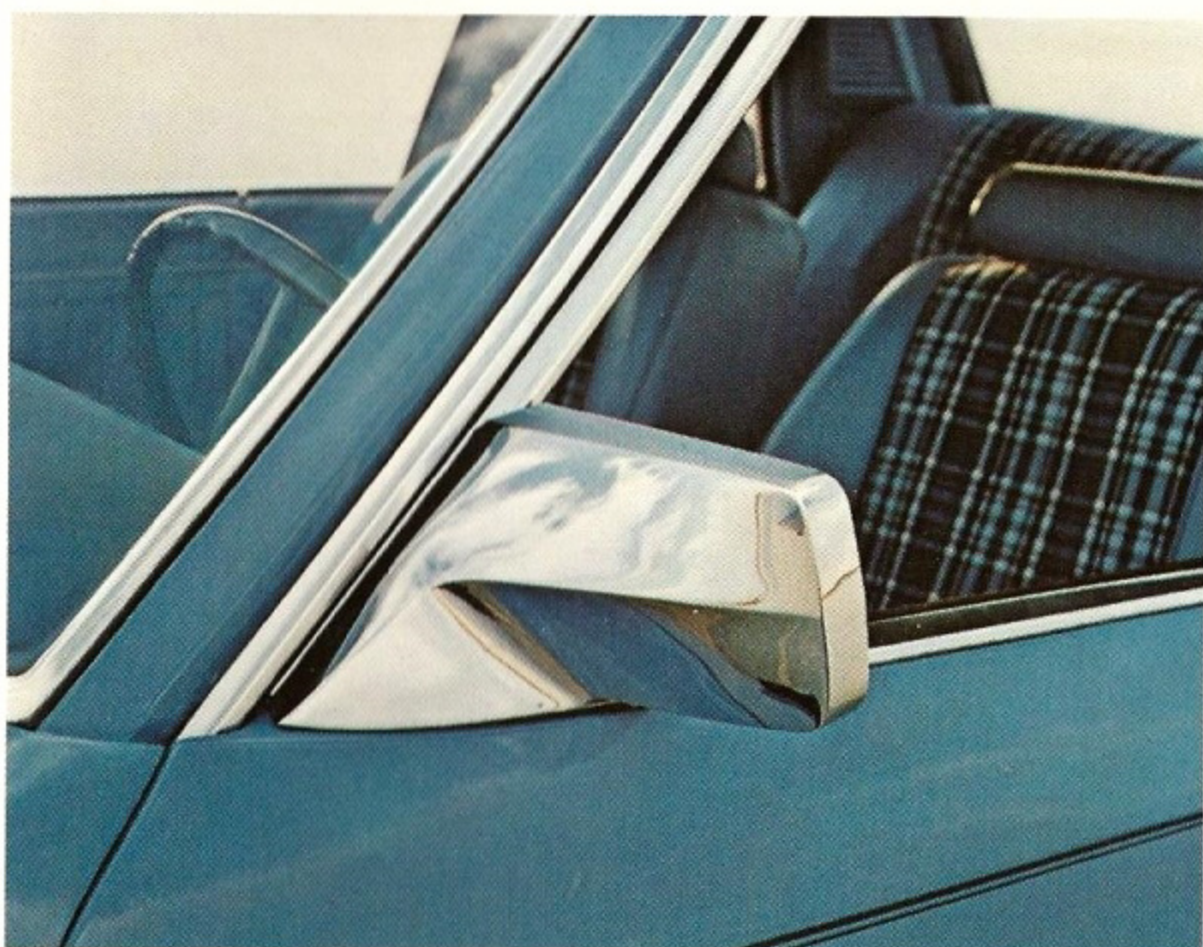
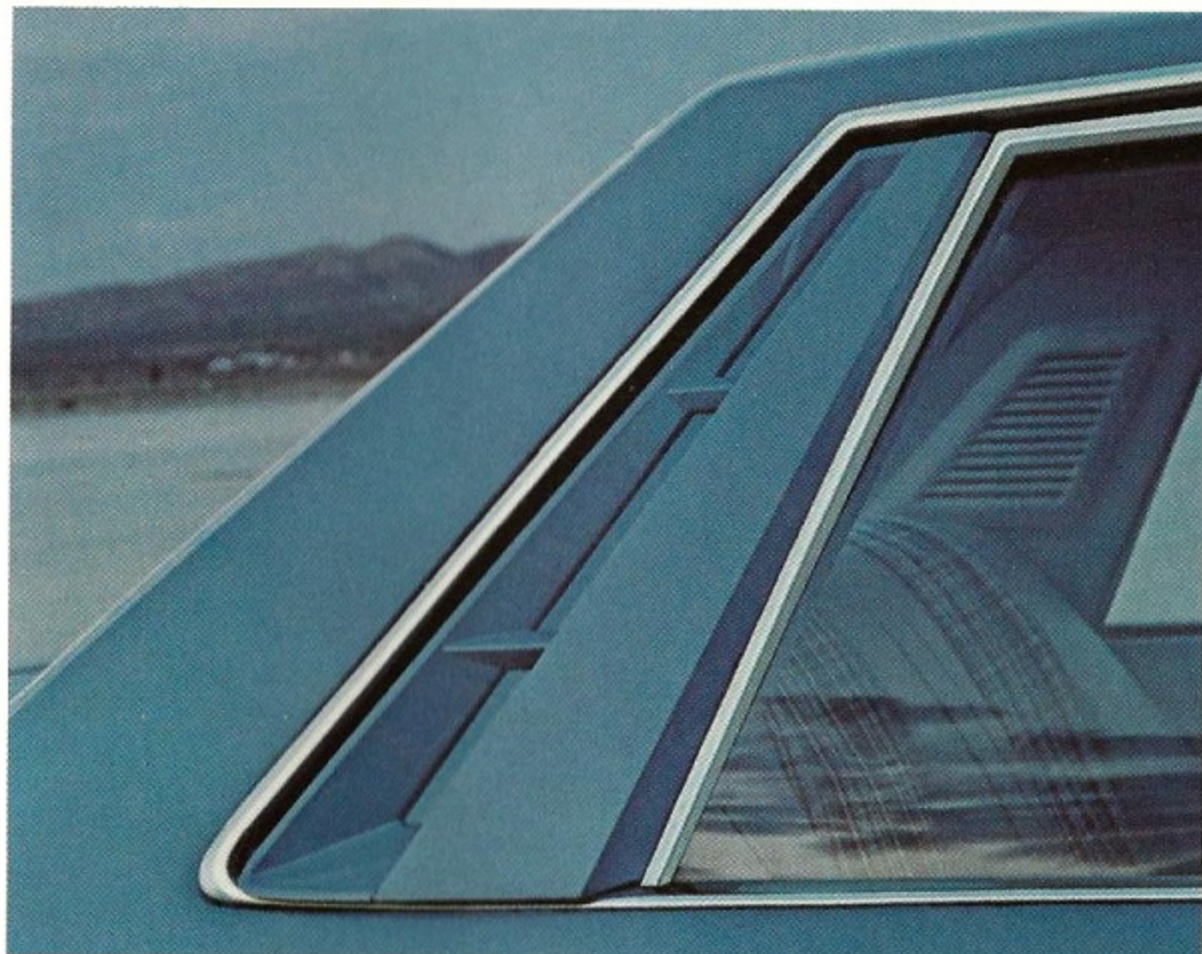
The four-door standard Zephyr Wagon is the practical approach to comfort, room and family transportation. This Wagon moves with the crowd . . . from adventurous experiences to functional engagements. And whether hauling gear for fun or work, Zephyr offers plenty of room and comfort.

The Zephyr Wagon contains a surprising number of functional features usually associated with much larger station wagons. For example, the large 79.5 cubic foot cargo space with the second seat folded down is 82 inches long and 36.5 inches wide between the wheelhouses. That's nearly as large as some full-sized wagons. The liftgate design provides a large cargo area opening for easy loading and unloading. For extra carrying capability, an optional stowage box and luggage rack are available.

This Russet Metallic Zephyr Wagon is trimmed with standard bright accent moldings for a finishing touch. The large window area adds to the attractive appearance of the Wagon while improving driving visibility.

The standard Zephyr Wagon and the Optional Villager Wagon are two handsome offerings that complete the full line of Zephyrs for 1978.

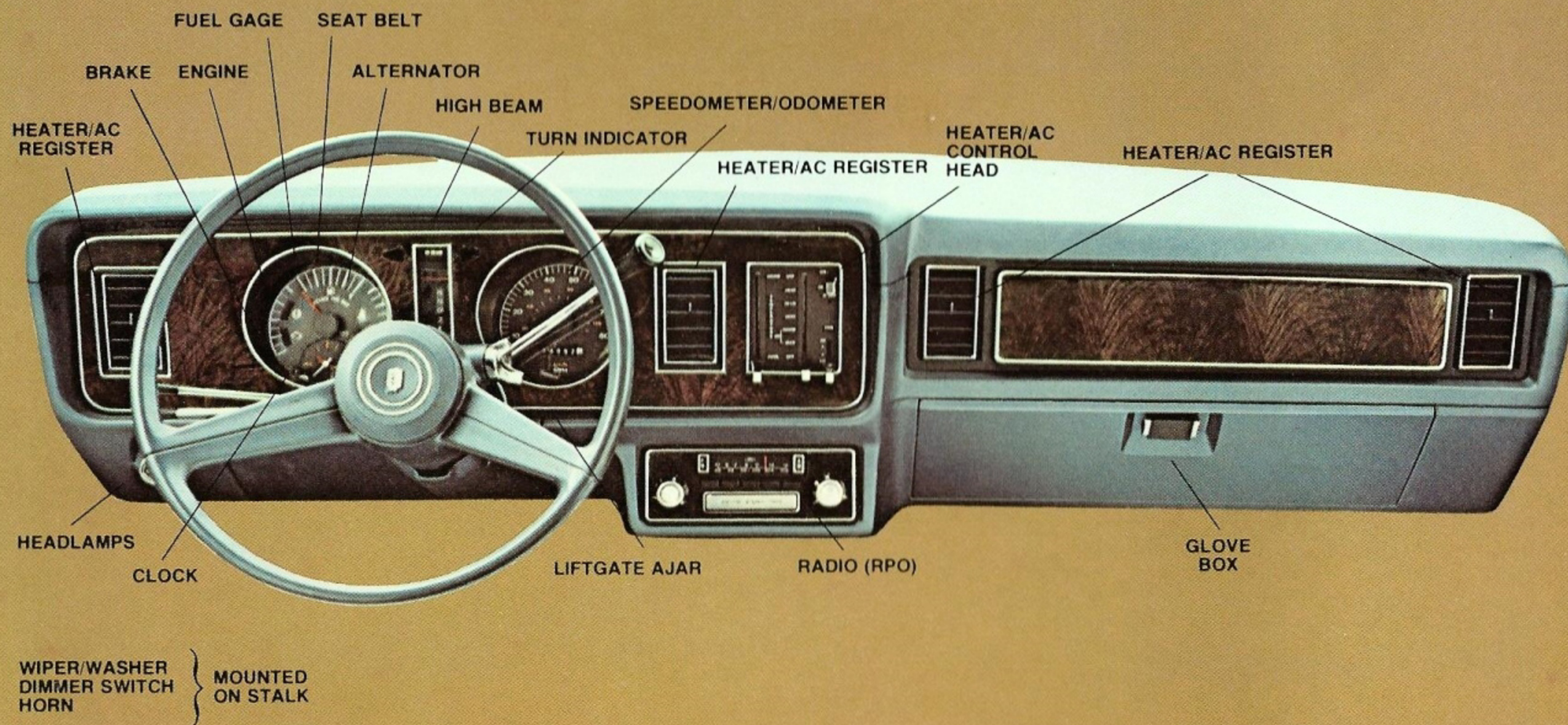
Features and Options



Optional rear quarter window ventilation louvers open from the inside and can be regulated to permit as much fresh air as a person desires. Dual mirrors are standard with the Luxury Exterior Decor Group. They are also standard on the European Sports Option, but are framed in black housings.

Taillamps are attractively inset. This distinctively expansive rear lighting assembly has integrated backup lamps and bright taillamp bezels. Stylish dual rectangular headlamps accent the bright vertical grille theme. Horizontal parking lamps provide an added touch of quality.

Zephyr Interiors

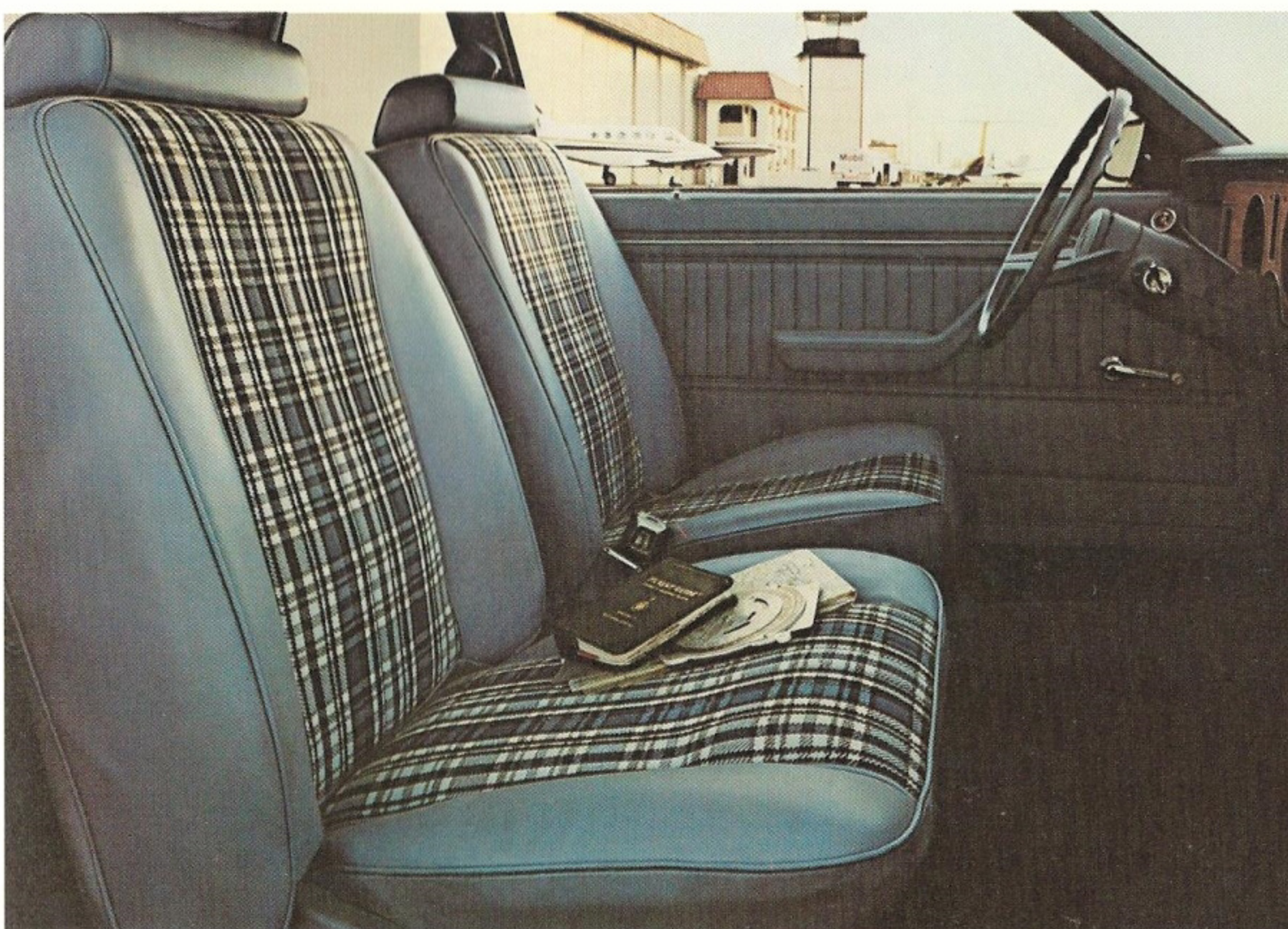


Several new functional comfort and convenience features have been engineered into the new Zephyr interior, including: stalk mounted wiper/washer; dimmer and horn switches; high performance heater and optional air conditioning.

The interior beauty is enhanced by a variety of seat designs and trims.

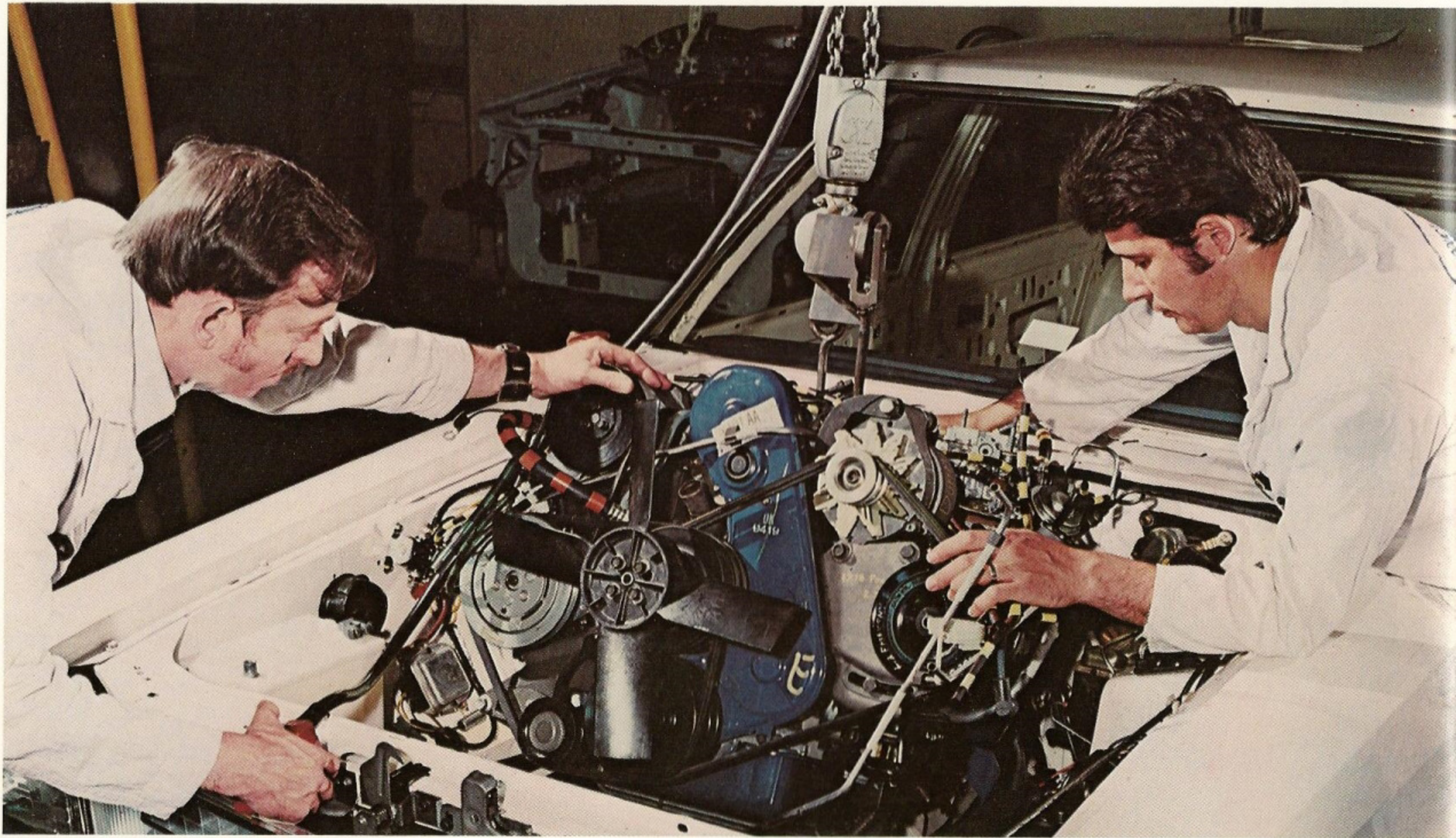
To the right are the sporty bucket seats which are standard on the two-door and four-door European Sports Option models. Covered in Chamois Vinyl, this material is easy to clean and durable. Bucket seats without black accents are available as standard equipment on the two- and four-door Zephyrs with the 2.3 litre engine.





At top is the flight bench seat which is included with the Luxury Interior Option, optional in two-door and four-door sedans. The center arm adds a finishing touch to the flight bench design. The standard Shannon fabric attractively complements the rich-looking sew style. Shannon fabric is a woven polyester material which has been napped and sheared for a luxurious look and feel.

To the left are the accent group bucket seats which feature a pleat design. These sporty bucket seats are covered in an optional Logan plaid cloth bordered in vinyl facings.



Mercury Zephyr

New Techniques in Automotive Design

Computer modeling and modal analysis, two relatively new techniques used in automotive design, allow engineers to pinpoint areas where a car's structure may need strengthening or, conversely, where it can be lightened without affecting strength.

Fuel Economy

The standard 2.3 litre engine, shown above, when matched with the 4-speed manual transmission achieves maximized fuel efficiency while maintaining all-around good performance. This combination offers responsive power during most driving conditions. The 2.3 litre engine is standard on all models.

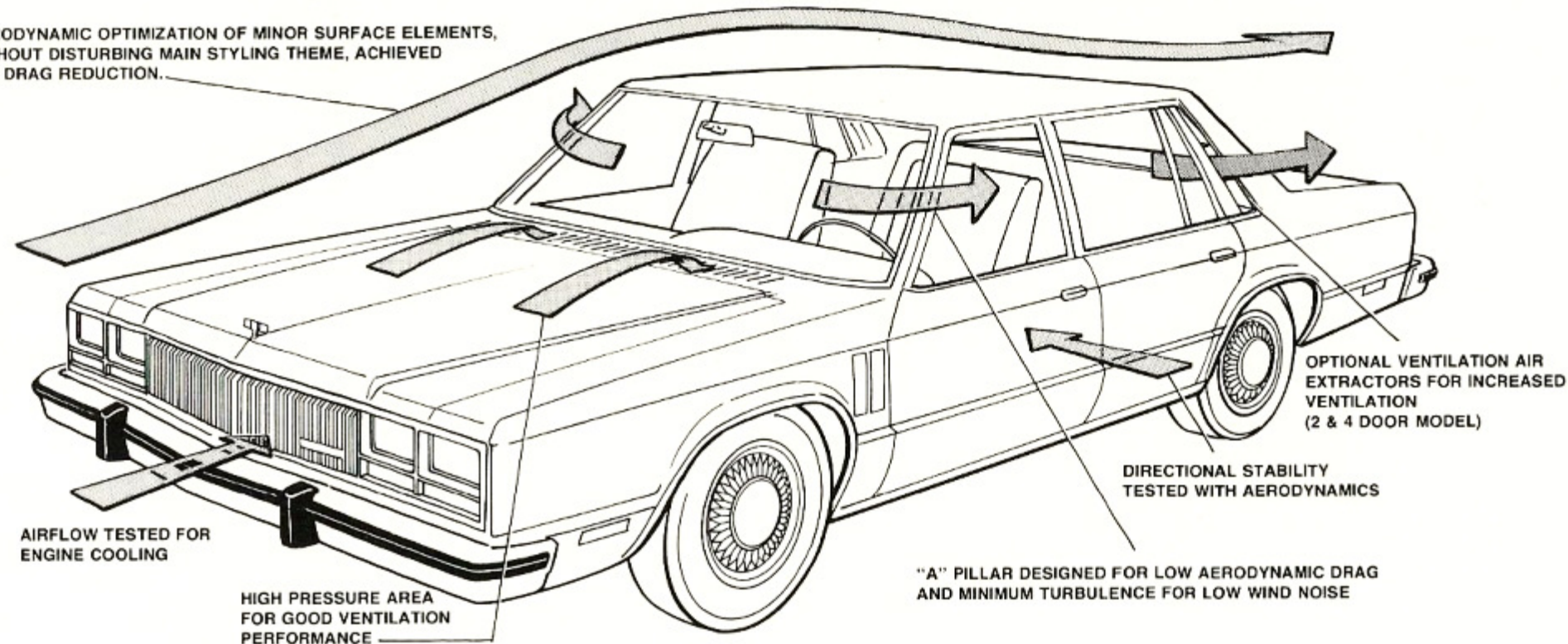


Aerodynamic Styling

Zephyr prototypes underwent a total of 320 hours in wind tunnel testing—more than any other car in Ford history. The reason for such extensive testing was to find ways and means of reducing drag or wind resistance which adversely effect fuel economy.

So successful were the changes made by Ford "wind engineers" that they reduced the drag of the initial Zephyr clay models approximately 15 per cent by the time final designs were approved. Ford tests showed that this increased fuel economy by about six per cent at 50 miles per hour.

AERODYNAMIC OPTIMIZATION OF MINOR SURFACE ELEMENTS, WITHOUT DISTURBING MAIN STYLING THEME, ACHIEVED 15% DRAG REDUCTION.

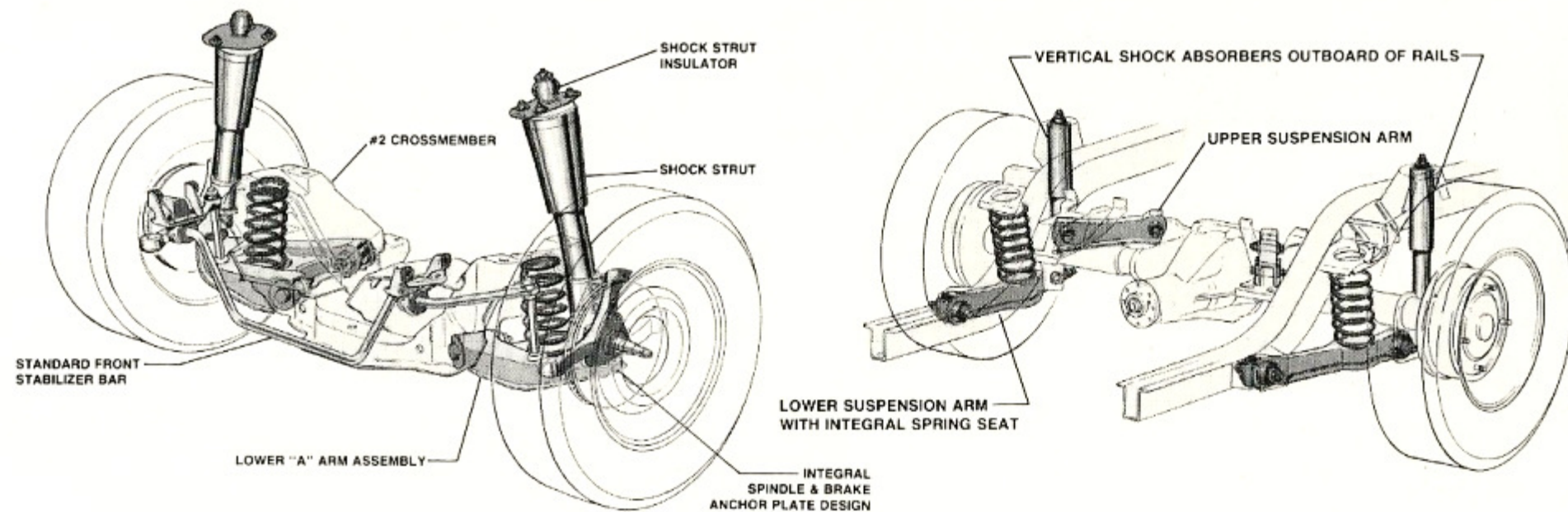


Suspension Innovations

The Zephyr front suspension features several technical innovations which contribute to its smoothness of ride, handling, and low noise, vibration and harshness factors. The front suspension also is designed in a manner that allows plenty of room to install and service even the optional 5.0-litre (302-CID) V-8 engine.

The Zephyr's four-link rear suspension, like the front suspension, has been carefully designed to provide an excellent combination of ride, handling and low noise, vibration and harshness.

The four links, two on top and two on the bottom, prevent axle rotation during acceleration and braking, helping to improve



ride. The shorter upper arms, which are positioned at a 45-degree angle and have their ends close to the axle center, effectively control the side-to-side movement that can be felt as shake in the passenger compartment.

The rear shock absorbers and coil springs are positioned

vertically outboard of the rear rails for optimum shock and ride control. The rear suspension arms, springs and shock absorbers are mounted on large rubber bushings to reduce road noise and harshness levels. Rear spring dampers also are utilized to minimize vibration.

Zephyr Paint Selections

Zephyr's design versatility is highlighted by a variety of exterior paint colors. For 1978, there are 13 exciting colors to choose from. An optional full vinyl roof is available in six colors: White, Silver, Russet, Wedgewood Blue, Dark Jade and Chamois. All the vinyl roofs are Valino grain except for the Chamois which is Lugano grain. Bodyside paint stripes are standard on sedans and steel-sided station wagons. In addition to the 13 basic paint colors, Zephyr European Sports Option offers four tu-tone exterior combinations—white with black, medium red with black, silver with black and light chamois with black.



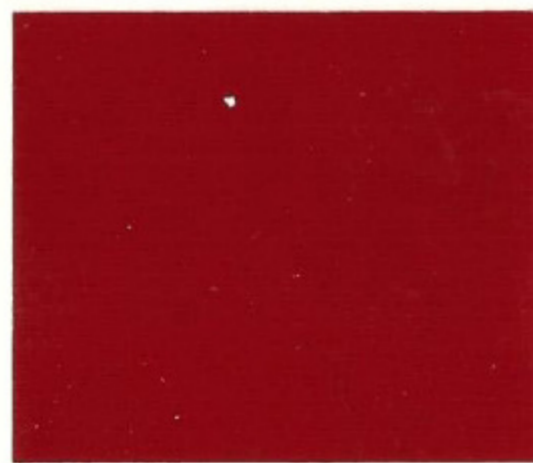
Black



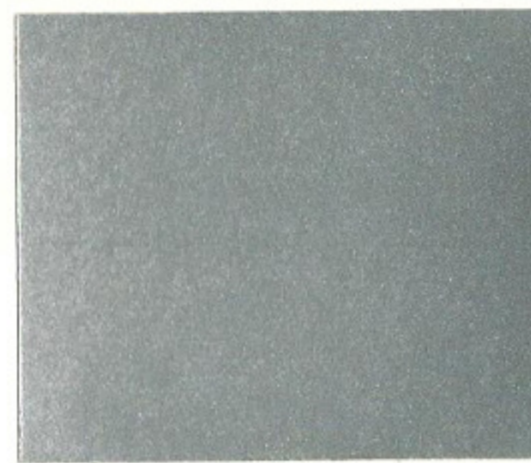
White



Russet Metallic



Medium Red



Silver Metallic



Dark Blue Metallic



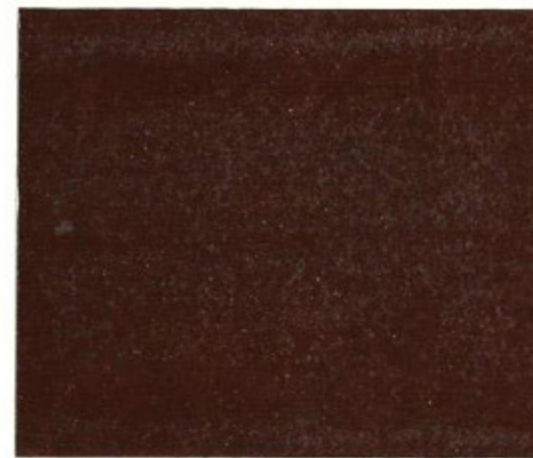
Medium Blue



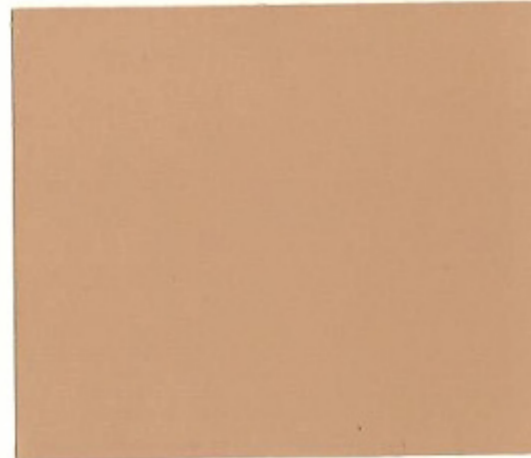
Dark Jade Metallic



Cream



Dark Brown Metallic



Light Chamois



Medium Copper Metallic



Medium Jade glamour optional

Standard & Optional Equipment

Base Model

Functional

- 2.3 litre 4-cylinder engine
- 2-V carburetor
- 4-speed manual transmission
- High/low ram air ventilation
- Wiper-mounted windshield washer jets
- Inside hood release
- Theft-resistant decklid lock/latch
- Anti-theft door latches
- Front disc brakes
- Foot-operated parking brake
- Rack-and-pinion steering
- Advanced-strut front suspension
- Four-bar link and coil rear suspension
- Front stabilizer bar
- Electronic ignition
- Electronic voltage regulator
- Coolant recovery system
- Bright, anodized, extruded aluminum bumpers
- 36 AH battery

Interior

- Continuous-loop front seat and shoulder belts
- Driver "command" seating position
- Easy-to-read gauges and instruments
- Stalk controls mounted on steering column
 - Horn, turn signals and dim switch
 - Windshield wash/wipe
- Inertia seat-back release (2-door models)
- Coin tray standard with manual transmission
- Low-back bucket seat with 2.3 litre engine
- Full crash pad
- International Safety Organization symbols for operating control designations
- Simulated woodgrain-cluster applique
- Header-mounted dome lamp
- Miles per hour/kilometer per hour speedometer
- European-style front door arm rest
- Cut pile carpeting
- Flat luggage compartment floor (16.8 cubic feet luggage compartment capacity)

Exterior

- Bright, vertical theme grille
- Bright headlamp/parking lamp doors
- Dual rectangular headlamps
- Bright hood ornament
- Bright, sculptured outside rear-view mirror
- Bright wheelip moldings
- Bright rocker panel molding
- Upper-bodyside dual-accent paint stripes
- Dual front fender louvers
- Deluxe wheel covers
- Bright windshield-surround molding
- Large glass area for improved all around visibility
- Bright backlite molding
- Large taillamps with integral back-up lights
- Bright taillamp bezels

Station Wagon Differential Over Sedans

Functional

- "Liftgate open" warning light
- Cargo area light

Interior

- Carpeted load floor and second seat back
- Flat load floor

Exterior

- Bright liftgate window molding

Villager Option Station Wagon Differential Over Base Station Wagon

Exterior

- Simulated woodgrain bodyside applique (medium cherry woodgrain color)
- Bright surround rails with simulated woodgrain insert
- Lower bodyside molding with simulated woodgrain inserts/partial wheelip moldings
- Bright door frame quarter window moldings
- Simulated woodgrain liftgate applique
- Bright liftgate rails
- Villager script

Luxury Interior Option

- Inside day/night mirror
- Glove box lock
- Deluxe steering wheel hub
- Simulated dark walnut woodgrain cluster/instrument panel/radio applique
- Flight bench seat with luxury level cloth trim (vinyl trim in Villager)
- Luxury door trim panel with simulated woodgrain insert and cut pile carpet on lower portion
- Luxury cut pile carpet
- Deluxe seat and shoulder belts
- Bright door-hardware accents
- Visor vanity mirror
- Cigar lighter
- Two rear seat ash trays

Luxury Exterior Decor Group

- Dual-accent hood paint stripes
- Deluxe bodyside protective molding—full-length bright aluminum with black vinyl inserts, including bright partial wheelip moldings
- Dual rear-view mirror—LH Remote control/RH non-remote
- Bright door frame and quarter window moldings

European Sports Option

Functional

- Dual black mirrors (both non-remote)
- Bumper protection group
- Rear stabilizer bar
- Special suspension tuning

Interior

- Black sports steering wheel (including spokes)
- Black instrument panel/crash pad
- Black package tray
- Gray engine tunnel instrument panel and cluster applique
- Black steering column
- Black carpeting
- Black door arm rest, door belt and accents
- All other components are Chamois when ordered with Chamois/Black interior color combination—Available also with all-black interior

Exterior

- Blackout grille treatment
- Black cowl grille
- Full-length bright lower-bodyside molding
- Styled wheel covers with unique "bright" treatment
- Black window frames
- Black rear window ventilation louver (2-door models)
- Black lower-back panel

1978 Zephyr Specifications and Dimensions

	2-door	4-door	Wagon
Wheelbase	105.5"	105.5"	105.5"
Overall Length	193.8	193.8	193.8
Overall Height	53.5	53.5	54.7
Overall Width	70.2	70.2	70.2
Tread, Front	56.4	56.4	56.4
Tread, Rear	57.0	57.0	57.0
Luggage Capacity—			
Cubic Feet			
(Cargo Volume-Wagons)	16.8	16.8	79.9
Fuel Tank Capacity—			
Gallons	16.0	16.0	16.0
Curb Weight (Estimated)	2704	2746	2854

Major Zephyr Options

- Pivoting front vent windows
- Engines:
 - 3.3L (200 CID)—6 cylinder engine
 - 5.0L (302 CID)—V-8 engine
- Select-Shift automatic transmission
- Power steering and brakes
- Air conditioning
- Electric rear window defroster
- Luggage rack
- Aluminum wheels
- AM/FM stereo cassette tape radio
- Rear window washer/wiper
- Rear window ventilation louvers
- Lockable stowage
- Wheel covers:
 - Styled or Wire



Lincoln-Mercury Division

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At the time of printing, 1978 EPA fuel economy ratings were not available. Availability of all models is subject to 1978 EPA vehicle certification.

Standard & Optional Equipment

Zephyr Paint Selections

Zephyr's design versatility is highlighted by a variety of exterior paint colors. For 1978, there are 13 exciting colors to choose from. An optional vinyl roof is available in six colors: White, Silver, Russet, Wedgewood Blue, Dark Jade and Chamois. All the vinyl roofs are Valino grain except

for the Chamois which is Lugano grain. Bodyside paint stripes are standard on sedans and station wagons. The 13 basic paint colors Zephyr European Sports Option offers four tu-tone exterior combinations—white with black, medium red with black, silver with black and light chamois with black.

Major Zephyr Options

Pivoting front vent windows
Engines:
3.3L (300 CID)—6 cylinder engine
5.0L (302 CID)—V-8 engine
Select-Shift automatic transmission
Power steering and brakes
Air conditioning
Electric rear window defroster
Luggage rack
Aluminum wheels
AM/FM stereo cassette tape radio
Rear window washer/wiper
Rear window ventilation louvers
Lockable storage
Wheel covers:
Styled or Wire

Model	2-Door	4-Door	Station Wagon
Overall Length	193.8	193.8	193.8
Overall Height	53.5	53.5	53.5
Overall Width	66.4	66.4	66.4
Tread, Front	57.0	57.0	57.0
Tread, Rear	57.0	57.0	57.0
Luggage Capacity—Cubic Feet	16.8	16.8	16.8
(Cargo Volume—Wagons)	16.8	16.8	16.8
Fuel Tank Capacity—Gallons	16.0	16.0	16.0
Curb Weight (Estimated)	2704	2746	2854

European Sports Option

- Special suspension tuning
- Rear stabilizer bar
- Bumper protection group
- Dual black mirrors (both non-remote)

Interior

- Black sports steering wheel (including spokes)
- Black instrument panel/crash pad
- Black package tray
- Gray engine tunnel instrument panel and cluster applique
- Black steering column
- Black carpeting
- Black door arm rest, door bell and accents
- All other components are Chamois when ordered with Chamois/Black interior color

Exterior

- Black lower-back panel (models)
- Black rear window ventilation louvers (5-door models)
- Black window frames
- Styled wheel covers with unique "diamond" treatment
- Full-length bright lower bodyside moldings
- Black cowl grille
- Blackout grille treatment

1978 Zephyr Specifications and Dimensions

Model	2-Door	4-Door	Station Wagon
Wheelbase	100.5	100.5	100.5
Overall Length	193.8	193.8	193.8
Overall Height	53.5	53.5	53.5
Overall Width	66.4	66.4	66.4
Tread, Front	57.0	57.0	57.0
Tread, Rear	57.0	57.0	57.0
Luggage Capacity—Cubic Feet	16.8	16.8	16.8
(Cargo Volume—Wagons)	16.8	16.8	16.8
Fuel Tank Capacity—Gallons	16.0	16.0	16.0
Curb Weight (Estimated)	2704	2746	2854

Station Wagon Differential Over Sedans

- Cargo area light
- "Liftgate open" warning light

Interior

- Flat load floor
- Carpeted load floor and second seat back

Villager Option Station Wagon Differential Over Base Station Wagon

- Bright sunroof rails with simulated woodgrain insert
- Bright sunroof rails with simulated woodgrain insert
- Simulated woodgrain bodyside applique (medium cherry woodgrain color)

Exterior

- Villager script
- Bright liftgate rails
- Simulated woodgrain liftgate applique
- Bright door frame quarter window moldings
- Woodgrain inserts/partial wheelip moldings
- Lower bodyside molding with simulated woodgrain

Luxury Interior Option

- Two rear seat ash trays
- Cigar lighter
- Visor vanity mirror
- Bright door-hardware accents
- Deluxe seat and shoulder belts
- Luxury cut pile carpet
- Insert and cut pile carpet on lower portion
- Luxury door trim panel with simulated woodgrain insert
- Firm fit Villager (Villager)
- Flight bench seat with luxury level cloth trim (vinyl cluster/instrument panel/radio applique)
- Simulated dark walnut woodgrain
- Deluxe steering wheel hub
- Glove box lock
- Inside day/night mirror

Luxury Exterior Decor Group

- Bright door frame and quarter window moldings
- Dual rear-view mirror—LH Remote control/RH non-remote
- Dual rear-view mirror—LH Remote control/RH non-remote
- Dual rear-view mirror—LH Remote control/RH non-remote
- Bright partial wheelip moldings
- Bright partial wheelip moldings
- Bright aluminum with black vinyl inserts, including full-length
- Deluxe bodyside protective molding—full-length
- Dual-accent hood paint stripes

Base Model

- 36 AH battery
- Bright, anodized, extruded aluminum bumpers
- Coolant recovery system
- Electronic ignition
- Front stabilizer bar
- Four-bar link and coil rear suspension
- Advanced strut front suspension
- Rack-and-pinion steering
- Foot-operated parking brake
- Front disc brakes
- Anti-theft door latches
- Theft-resistant decklid lock/latch
- Inside hood release
- Wiper-mounted windshield washer jets
- High/low ram air ventilation
- 4-speed manual transmission
- 2-V carburetor
- 2.3 litre 4-cylinder engine

Interior

- Luggage compartment capacity (16.8 cubic feet)
- Cut pile carpeting
- European-style front door arm rest
- Miles per hour/kilometer per hour speedometer
- Header-mounted dome lamp
- Simulated woodgrain-cluster applique operating control designations
- International Safety Organization symbols for operating control designations
- Full crash pad
- Low-back bucket seat with 2.3 litre engine
- Coin tray standard with manual transmission
- Interior seat-back release (2-door models)
- Windshield washer/wipe
- Horn, turn signals and bim switch
- Stalk controls mounted on steering column
- Easy-to-read gauges and instruments
- Driver "command" seating position
- Continuous-loop front seat and shoulder belts

Exterior

- Bright taillamp bezels
- Large taillamps with integral back-up lights
- Bright backlite molding
- Large glass area for improved all around visibility
- Bright windshield-surround molding
- Deluxe wheel covers
- Dual front tender louvers
- Upper-bodyside dual-accent paint stripes
- Bright rocker panel molding
- Bright wheelip moldings
- Bright, sculptured outside rear-view mirror
- Bright hood ornament
- Dual rectangular headlamps
- Bright headlamp/parking lamp doors
- Bright, vertical theme grille

Lincoln-Mercury Division



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