

**ZEPHYR Z-7 and  
ZEPHYR with  
ES option...**

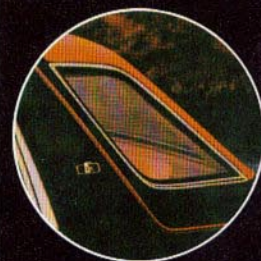
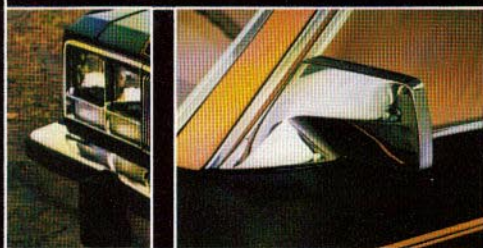
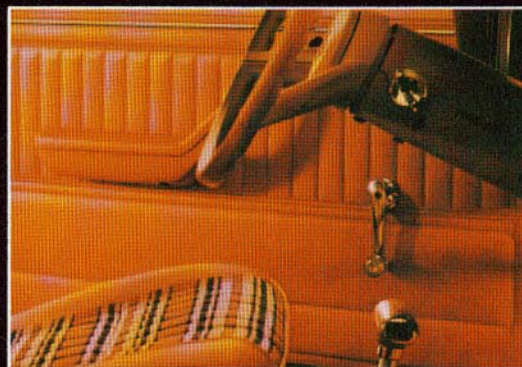
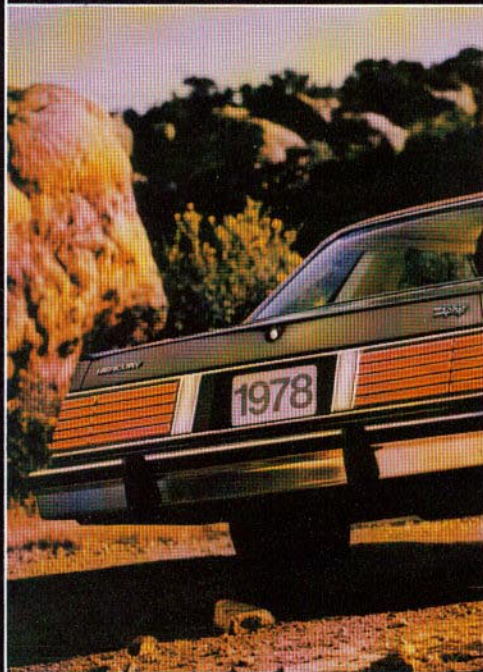
**Two exciting  
additions to the spirited  
Zephyr lineup**

# MERCURY ZEPHYR Z-7...



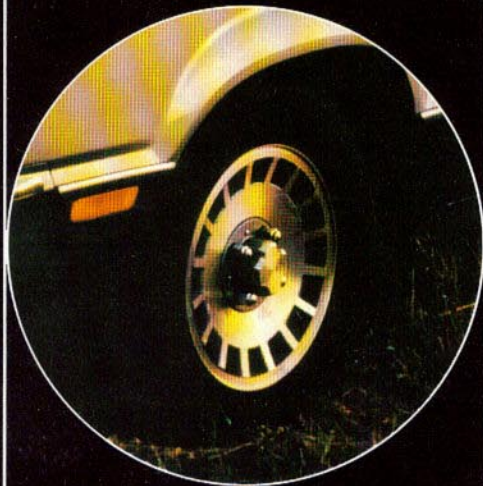
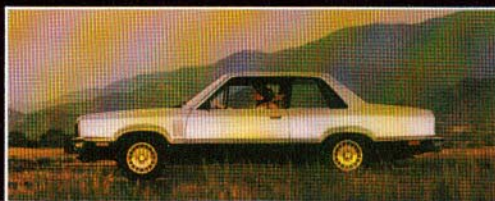
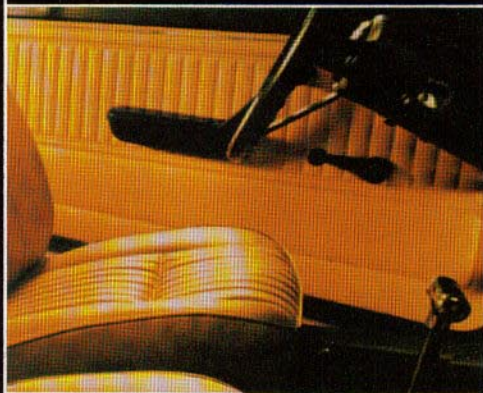
RIDE-ENGINEERED

Born to Challenge  
the Competition...



# MERCURY ZEPHYR with ES option...

The Spirit of  
America on the go...



# ZEPHYR Z-7...



The Zephyr Z-7 is styled to reflect the spirited action of today's American life style. On the road, Zephyr's low hood and expansive glass area provide a panoramic view as you drive. And, wherever you go, the Z-7's distinctive styling will be the object of admiring glances.

Impressive and Sporty . . . That's the new Mercury Zephyr Z-7. Its crisp lines define distinctive styling in a roomy, personalized car. And Z-7 is indeed beautiful to look at with its clean functional design, highlighted by a unique roof with distinctive, wide wrapover motif. From any angle, Zephyr Z-7 is an eye-pleaser. Its bright, vertical theme grille is crowned by a handsome hood and distinctive ornament. Tasteful tape stripes and full-length vinyl insert bodyside moldings add a sporty elegance to Zephyr Z-7's styling, as do its unusually large wrap-around taillamps.

Like all Mercury Zephyrs, the Z-7 is engineered for space and toughness, as well as ride. Its efficient packaging suggests the roominess of fine European sedans. The Zephyr body is designed with computer analysis to provide a balance of strength and light weight. And Zephyr has a space-efficient interior which offers surprising roominess for a car its size—comfortable seating for five passengers. In addition, Zephyr is engineered to pass the same durability tests as our big Lincolns and Mercurys.

. . . Z-7 the latest addition to the all-new Zephyr lineup . . . innovative in its smart, sporty styling . . . designed to suit the "now generation" of drivers.



The Zephyr Z-7's interior good looks match its handsome exterior. Shown is the Z-7's standard Bucket Seat interior in optional Chamois Logan cloth trim. Rich, Corinthian Vinyl trim is standard.

**Born to Challenge the Competition...**  
**with a Sporty, Personal Flair and**  
**base sticker price of only \$4,095.00\***

\*Based on manufacturer's suggested retail prices excluding title, taxes and destination charges.

# ZEPHYR with ES option...



The Zephyr ES option is available with the two-door (shown) and four-door models. The base 2-door Zephyr is shown at left.

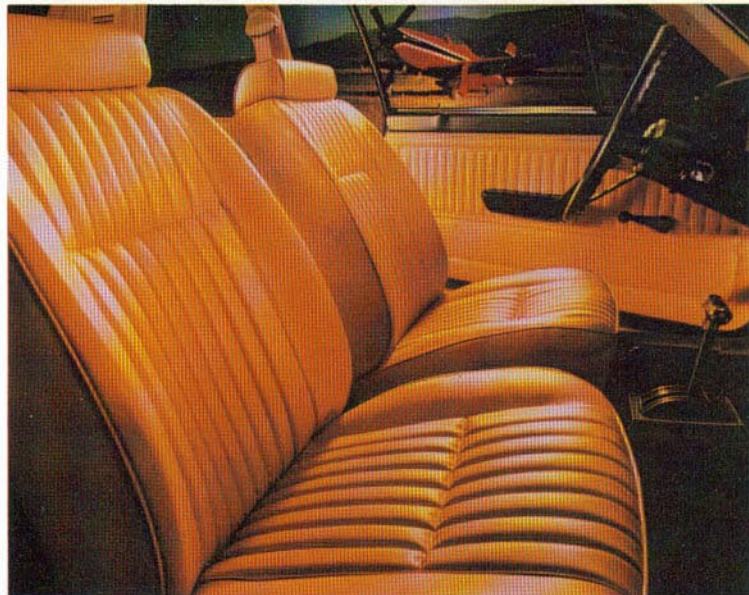
If your desire in a car extends to an exciting "different" look—to the eye-catching, youthful flair of an expensive road sedan . . . give some serious thought to the Zephyr with ES option.

Dashing and rakish, this Zephyr with ES option distinguishes itself as a trendsetting automobile.

This distinctively youthful . . . yet worldly personality which the ES option gives to the Zephyr can be seen in such special, integrated features as the blackout grille and cowl grille, window frames and rear quarter window ventilation louvers as well as the unique styled wheelcovers and optional black lower bodyside tu-tone paint treatment.

These special styling touches give Zephyr with the ES option a look of excitement, symbolizing the spirited action of today's on-the-go life style.

Inside . . . the 'ES' flair is also evident. A black sports steering wheel, black steering column and an engine-turned instrument panel applique boldly state that this is a distinctively different automobile.



Pictured above is the intriguing Black/Chamois combination interior for the ES option. The black sports steering wheel, steering column and door trim accents provide a sporty distinctive look.

**The Spirit of America on the go...**  
**an Exceptional Value**  
**for under \$4,050.00\***

\*Based on manufacturer's suggested retail prices excluding title, taxes and destination charges.



Let us answer any other  
questions you may have about either  
of these exciting new Zephyrs.

