

1980 LINCOLN-MERCURY



COMPETITIVE COMPARISON

1980 Monarch vs. Competition

49 STATES

NOVEMBER 15, 1979

FILE IN YOUR 1980 PRODUCT FACTS BOOK BEHIND THE GOLD MONARCH TAB



Monarch with Ghia
Option 4-Door Sedan

1980 MONARCH... CAREFULLY TAILORED FOR CLASS, COMFORT AND PRACTICALITY

Fuel economy ratings are a basic concern of 1980 car buyers. Based on a comparison of standard engines, the 1980 Monarch has a EPA Estimated MPG of 19 — compared with 1979's EPA Estimated MPG of 18... a 5% improvement over 1979. Compare this estimate to the estimated mpg of other cars. Actual mileage may differ, depending on driving speed, weather conditions and trip length.

Monarch's precision size and unexpected luxury make it a popular choice for buyers in the compact and mid-size market segments who want a practical car with a touch of class.

To further enhance Monarch's appeal and value, new paint colors, new vinyl roof colors and head-turning Tone-on-Tone combinations give the 1980 Monarch a new look.

Monarch comes equipped with a full complement of standard features, including front and rear bumper guards, steel-

belled radial-ply tires, 4-speed manual overdrive transmission, manual front disc brakes and a full array of bright moldings.

To meet prospects' personal requirements, Monarch complements its three distinct model offerings with an extensive selection of optional equipment... comparable to other intermediate size cars. New optional trim on Monarch's Flight Bench seat highlights its roomy interiors. The luxurious Ghia Option and the sporty ESS option feature new electronic reminder chimes for seat belts or key-in-ignition. Three versions of the Electronic AM/FM Stereo Search radio expand Monarch's entertainment offerings to a new level of sophistication. In addition to the basic unit, the system also is available with 8-track tape and cassette tape with Dolby® Noise Reduction.

To fully appreciate all that Monarch offers your prospects, you should have them test drive the 1980 Monarch. Monarch has what it takes to please the most discriminating compact or mid-size car buyer!

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1980 MONARCH vs. 1980 PONTIAC LeMANS

(All States Except California)



Monarch 2-Door Sedan*



Pontiac LeMans 2-Door Coupe*

*Cars shown may include optional equipment not covered in comparison

PRICE ANALYSIS: The Pontiac LeMans' base sticker price is \$200 MORE than Monarch. When comparably equipped, Pontiac LeMans is sticker priced \$359 MORE than Monarch.

2-DOORS	MONARCH	PONTIAC LeMANS
Base Vehicle Price*	\$5,074.00	\$5,274.00
BASE PRICE DIFFERENCE		Pontiac LeMans \$200 MORE
Automatic Transmission	340.00 (a)	358.00
Power Front Disc/Rear Drum Brakes	78.00	STD
Steel-Belted Radial-Ply Tires	STD	117.00 (b)
• White Sidewall Tires	50.00	
Front and Rear Bumper Rub Strips	41.00	STD
Front and Rear Bumper Guards	STD	48.00
Bright Bodyside Molding	STD	46.00
Full Wheel Covers	STD	45.00
Vinyl Seat Trim	STD	32.00 (c)
Bright Windshield Molding	STD	22.00 (d)
Comparably Equipped Vehicle Price*	\$5,583.00	\$5,942.00
COMPARABLY EQUIPPED PRICE DIFFERENCE		Pontiac LeMans \$359 MORE

*Based on manufacturers' suggested retail price excluding title and taxes. Destination charges, which affect comparisons, are also excluded.
(a) 4-speed manual transmission with overdrive feature is standard on Monarch, 3-speed manual transmission without overdrive feature is standard on Pontiac LeMans (b) BSW fiberglass-belted tires standard. Steel-belted radial-ply tires include white sidewalls in price (c) For optional vinyl trim. Standard seat is Dover cloth (d) Includes lower windshield (window sill) molding and hood rear edge molding

Monarch Standard Features Over Pontiac LeMans

- Flight Bench seat
- Bright window frame moldings
- Bright rear window molding
- Bright deck lid molding
- Bright door belt moldings
- Steering column-mounted stalk controls
- Molded armrest with integral door assist handle
- Bright hood ornament

Monarch Options Not Available On Pontiac LeMans

- Illuminated Entry System
- Cornering Lamps
- Lower Bodyside Protection
- Electronic AM/FM Stereo Search Radio with 8-Track Tape Player
- Electronic AM/FM Stereo Search Radio with Cassette Tape Player with Dolby® Noise Reduction
- Engine Compartment Light*
- Headlamps-On Warning Buzzer*

*Part of Light Group

MONARCH — A SUBSTANTIAL STICKER PRICE ADVANTAGE . . . PLUS A HIGH LEVEL OF STANDARD AND OPTIONAL FEATURE ADVANTAGES

1980 MONARCH vs. 1980 PONTIAC LeMANS

DIMENSIONS AND MODEL AVAILABILITY COMPARISON

MONARCH	2-Door Sedan	4-Door Sedan
Wheelbase	109.9	109.9
Overall Length	199.7	199.7
Overall Height	53.2	53.3
Overall Width	74.5	74.5
Tread, Front	59.0	59.0
Tread, Rear	57.7	57.7
FRONT, Head Room	38.0	38.2
FRONT, Shoulder Room	55.8	55.8
FRONT, Hip Room	55.9	55.9
FRONT, Leg Room	40.7	40.7
REAR, Head Room	36.5	37.6
REAR, Shoulder Room	54.4	55.8
REAR, Hip Room	50.4	51.2
REAR, Leg Room	33.9	35.6
Luggage Capacity (cu. ft.)	15.4(a)	15.4(a)
Fuel Capacity (gals.)	18.0	18.0
Curb Weight (lbs.)	3205	3250
EPA Interior Volume Index (cubic feet)		
Passenger Compartment Size	89	93
Trunk Size or Cargo Space	16	16
Total Interior Volume	105	109

Dimensions in inches unless otherwise stated.

Sources: Motor Vehicle Manufacturers Association (MVMA) Specifications. EPA Gas Mileage Guide.

(a) With optional inflatable Spare: 16.2

PONTIAC LeMANS	2-Door Coupe	4-Door Sedan
Wheelbase	108.1	108.1
Overall Length	198.6	198.6
Overall Height	53.5	54.4
Overall Width	71.9	71.9
Tread, Front	58.5	58.5
Tread, Rear	57.8	57.8
FRONT, Head Room	37.9	38.7
FRONT, Shoulder Room	56.8	57.1
FRONT, Hip Room	51.7	52.2
FRONT, Leg Room	42.8	42.8
REAR, Head Room	37.8	37.7
REAR, Shoulder Room	55.6	57.1
REAR, Hip Room	54.5	55.6
REAR, Leg Room	35.1	38.0
Luggage Capacity (cu. ft.)	16.6	16.6
Fuel Capacity (gals.)	18.1	18.1
Curb Weight (lbs.)	3110	3131
EPA Interior Volume Index (cubic feet)		
Passenger Compartment Size	98	102
Trunk Size or Cargo Space	17	17
Total Interior Volume	113	119

Dimensions in inches unless otherwise stated.

Sources: Motor Vehicle Manufacturers Association (MVMA) Specifications. EPA Gas Mileage Guide.

MONARCH DIMENSION ADVANTAGES OVER PONTIAC LeMANS

- Longer Wheelbase
- More Front Tread
- More Front Seat Head Room
- More Front Seat Hip Room

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES (49 States)

MONARCH						PONTIAC LeMANS							
	ENGINE	TRANS.	Avg. Ann. FUEL COST*	EPA EST. MPG†	EPA EST. HWY. MPG	EPA EST. COMB. MPG		ENGINE	TRANS.	Avg. Ann. FUEL COST*	EPA EST. MPG	EPA EST. HWY. MPG	EPA EST. COMB. MPG
STD	4.1L (250 CID) 1V 6-Cyl	M-40D	\$710	(19)	28	22	STD	3.8L (299 CID) 2V V-6	M-3	\$675	(20)	26	22
OPT	4.1L (250 CID) 1V 6-Cyl	A-3	\$794	(17)	23	19	OPT	3.8L (299 CID) 2V V-6	A-3	\$710	(19)	26	22
OPT	5.0L (302 CID) 2V V-8	A-3	\$794	(17)	25	20	OPT	4.3L (265 CID) 2V V-8	A-3	NA	NA	NA	NA
							OPT	4.9L (301 CID) 4V V-8	A-3	\$794	(17)	25	20

* Based on an average of 15,000 miles annually, \$0.90 per gallon average fuel cost using the "ESTIMATED MPG" miles per gallon figure.

† Compare this estimate to the estimated MPG of other cars. You may get different mileage, depending on how fast you drive, weather conditions and trip length. Actual highway and combined mileage will probably be less than the estimated highway and combined fuel economy. The estimated MPG is more likely to reflect actual overall mileage than the estimated combined fuel economy.

M-3 = 3-speed manual transmission

M-40D = 4-speed manual overdrive transmission

A-3 = 3-speed automatic transmission

1980 MONARCH WITH GHIA OPTION vs. 1980 CHRYSLER LeBARON MEDALLION

(All States Except California)



Monarch with Ghia Option 4-Door Sedan *



Chrysler LeBaron Medallion 4-Door Sedan *

* Cars shown may include optional equipment not covered in comparison

PRICE ANALYSIS: Chrysler LeBaron Medallion's base sticker price is \$1,218 MORE than Monarch with Ghia Option. When comparably equipped, Chrysler LeBaron Medallion is sticker priced \$645 MORE than Monarch with Ghia Option.

4-DOORS	MONARCH WITH GHIA OPTION	CHRYSLER LeBARON MEDALLION
Base Vehicle Price *	\$5,670.00	\$6,888.00
BASE PRICE DIFFERENCE		Chrysler LeBaron Medallion \$1,218 MORE
Automatic Transmission	340.00(a)	STD
Power Steering	165.00	STD
Steel-Belted Radial-Ply Tires	STD	
• Wide White Sidewalls	94.00	89.00 (b)
Power Front Disc/Rear Drum Brakes	78.00	STD
Full Vinyl Roof	118.00	STD
Luxury Cloth Interior	108.00(c)	STD
Wire Wheel Covers	STD	215.00
Front and Rear Bumper Rub Strips	41.00	STD
Rear Bumper Guards	STD	25.00
Vinyl Lower Bodyside Molding	STD	46.00
Bright Rocker Panel Molding	28.00	STD
Hood Accent Stripe	STD	24.00
Comparably Equipped Vehicle Price *	\$6,642.00	\$7,287.00
COMPARABLY EQUIPPED PRICE DIFFERENCE		Chrysler LeBaron Medallion \$645 MORE

* Based on manufacturers' suggested retail price excluding title and taxes. Destination charges, which affect comparisons, are also excluded

(a) 4-speed manual transmission with overdrive is standard on Monarch with Ghia Option (b) WSW glass-belted tires standard. Steel-belted radial-ply tires include wide white sidewalls in price (c) Flight Bench or bucket seats standard on Monarch with Ghia Option in all-vinyl trim. LeBaron Medallion has 60/40 split bench seats with Velour trim not available on Monarch Ghia

Monarch with Ghia Option Standard Features Over Chrysler LeBaron Medallion

- Better fuel economy ratings for standard engine
- Front seat back map pockets

Options Available On Monarch With Ghia Option Not Available On Chrysler LeBaron Medallion

- Electronic AM/FM Stereo Search Radio with 8-Track Tape
 - Console — Including Low Fuel Light
 - Tone-on-Tone Option
 - Electronic AM/FM Stereo Search Radio with Cassette Tape Featuring Dolby® Noise Reduction
 - Engine Compartment Light *
- * Part of Light Group

**MONARCH WITH GHIA OPTION — SUBSTANTIAL STICKER PRICE ADVANTAGE . . .
PLUS MANY STANDARD AND OPTIONAL FEATURE ADVANTAGES**

1980 MONARCH WITH GHIA OPTION vs. 1980 CHRYSLER LeBARON MEDALLION

DIMENSIONS AND MODEL AVAILABILITY COMPARISON

MONARCH WITH GHIA OPTION	2-Door Sedan	4-Door Sedan
Wheelbase	109.9	109.9
Overall Length	199.7	199.7
Overall Height	53.2	53.3
Overall Width	74.5	74.5
Tread, Front	59.0	59.0
Rear	57.7	57.7
FRONT, Head Room	38.0	38.2
Shoulder Room	55.8	55.8
Hip Room	55.9	55.9
Leg Room	40.7	40.7
REAR, Head Room	36.5	37.6
Shoulder Room	54.4	55.8
Hip Room	50.4	51.2
Leg Room	33.9	35.6
Luggage Capacity (cu. ft.)	15.4(a)	15.4(a)
Fuel Capacity (gals.)	18.0	18.0
Curb Weight (lbs.)	3251	3294
EPA Interior Volume Index (cubic feet)		
Passenger Compartment Size	89	93
Trunk Size or Cargo Space	16	16
Total Interior Volume	105	109

Dimensions in inches unless otherwise stated
Sources: Motor Vehicle Manufacturers Association (MVMA) Specifications, EPA Gas Mileage Guide

(a) With optional Inflatable Spare: 16.2

CHRYSLER LeBARON MEDALLION	2-Door Coupe	4-Door Sedan
Wheelbase	108.7	112.7
Overall Length	201.2	205.2
Overall Height	53.4	55.3
Overall Width	74.2	74.2
Tread, Front	60.0	60.0
Rear	59.5	59.5
FRONT, Head Room	37.6	39.3
Shoulder Room	55.9	56.0
Hip Room	55.6	56.8
Leg Room	42.3	42.4
REAR, Head Room	36.7	37.7
Shoulder Room	57.1	56.0
Hip Room	51.2	56.6
Leg Room	33.4	37.4
Luggage Capacity (cu. ft.)	15.0	15.6
Fuel Capacity (gals.)	18.0	18.0
Curb Weight (lbs.)	3470	3563
EPA Interior Volume Index (cubic feet)		
Passenger Compartment Size	92	100
Trunk Size or Cargo Space	15	16
Total Interior Volume	107	116

Dimensions in inches unless otherwise stated
Sources: Motor Vehicle Manufacturers Association (MVMA) Specifications, EPA Gas Mileage Guide

MONARCH WITH GHIA OPTION DIMENSION ADVANTAGES OVER CHRYSLER LeBARON MEDALLION

- Longer Wheelbase (2-door)
- More Front Seat Head Room (2-door)
- More Front Seat Hip Room (2-door)
- More Rear Seat Leg Room (2-door)
- Greater Luggage Capacity

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES (49 States)

MONARCH WITH GHIA OPTION						CHRYSLER LeBARON MEDALLION							
	ENGINE	TRANS.	Avg. Ann. FUEL COST*	EPA EST. MPG †	EPA EST. HWY. MPG	EPA EST. COMB. MPG		ENGINE	TRANS.	Avg. Ann. FUEL COST*	EPA EST. MPG	EPA EST. HWY. MPG	EPA EST. COMB. MPG
STD	4.1L (250 CID) 1V 6-Cyl	M-4 OD	\$710	19	28	22	STD	3.7L (225 CID) 1V 6-Cyl	A-3	\$794	17	25	20
OPT	4.1L (250 CID) 1V 6-Cyl	A-3	\$794	17	23	19	OPT	5.2L (318 CID) 2V 8-Cyl	A-3	\$900	15	23	18
OPT	5.0L (302 CID) 2V V-8	A-3	\$794	17	25	20	OPT	5.2L (318 CID) 4V 8-Cyl (a)	A-3	NA	NA	NA	NA

* Based on an average of 15,000 miles annually, \$0.90 per gallon average fuel cost using the "ESTIMATED MPG" miles per gallon figure
† Compare this estimate to the estimated MPG of other cars. You may get different mileage, depending on how fast you drive, weather conditions and trip length. Actual highway and combined mileage will probably be less than the estimated highway and combined fuel economy. The estimated MPG is more likely to reflect actual overall mileage than the estimated combined fuel economy.

(a) Designed for high altitude areas. Electronic Spark Control System

M-4 OD - 4-speed manual overdrive transmission

A-3 - 3-speed automatic transmission