

1972 MERCURY MARQUIS



Mercury Marquis Brougham pillared hardtop

Mercury Marquis Brougham 4-Door Pillared Hardtop

For 1972, Marquis comes in three superbly-crafted models. Marquis, Marquis Deluxe and Marquis Brougham. And in all the world of medium-price cars, Mercury Marquis Brougham stands alone for its blend of dramatically elegant styling and a ride, so silky, so steady that it unhesitatingly challenges the most expensive luxury cars. And remember, for all its elegance, Marquis Brougham is a medium-price car.

But you get so much more. The mystique of prestige.

And the extraordinary elegance of finely woven interiors. Standard equipment in Marquis Brougham adds even further strength to its value.

Beyond all this, Marquis Brougham is styled in the Lincoln Continental tradition. Generous interior space. Elegantly sculptured grille. Concealed headlamps.

All this is yours in the 1972 Marquis Brougham. Luxury that's well within your reach.



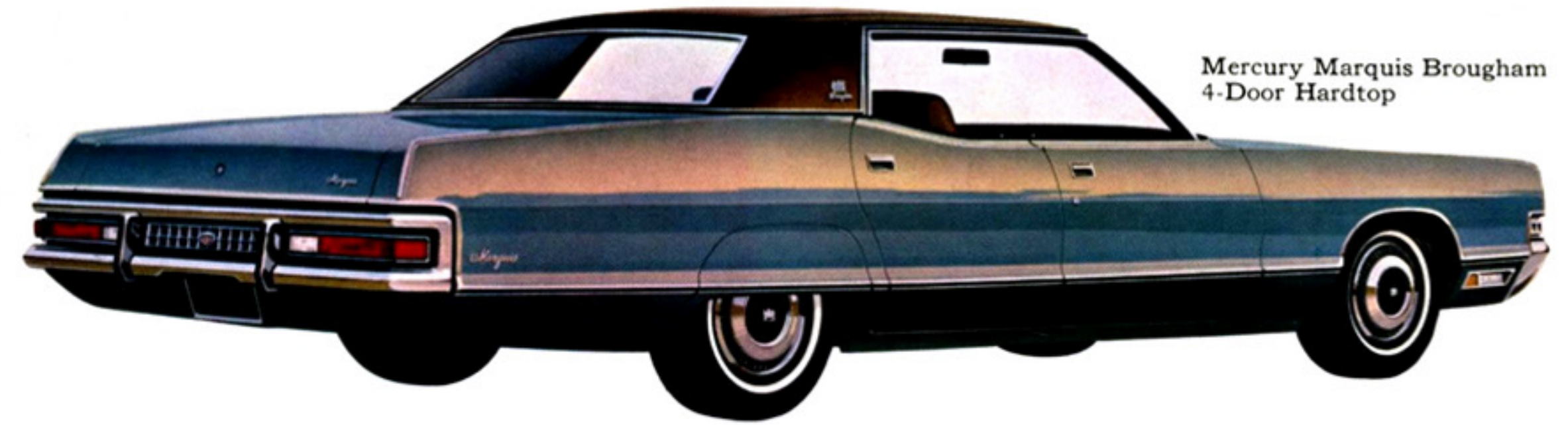
Mercury Marquis Brougham hardtops

Every drive in the Marquis Brougham is a *formal* occasion, topped off by the elegant halo vinyl roof. You arrive relaxed and refreshed, thanks to the uncommonly smooth, quiet ride, and to standard power ventilation that circulates and refreshes the air in the passenger compartment, even when the car is barely moving.

Mercury Marquis Brougham standard equipment includes: 429-4V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Power steering • Power windows* • Halo vinyl roof* • Color-keyed wheel covers* • Concealed headlamps • Fender skirts

• Deluxe sound insulation • Concealed windshield wipers • Power ventilation • H78 x 15 belted bsw tires • Cut-pile 100% nylon carpeting* • Electric clock • Luggage compartment light • Vinyl robe cord* • Carpet-lined luggage compartment* • Ashtray and lighter in rear seat armrests* • Interior pillar light* • Front door courtesy lights* • Vanity mirror on right-hand sunvisor* • Twin instrument panel ashtrays (driver's side lighted) • Full complement of Ford Motor Company Safety Design Features. Note: Other equipment shown optional.

**Brougham exclusive features over Marquis Deluxe*



Mercury Marquis Brougham
4-Door Hardtop

Mercury Marquis Brougham 2-Door Hardtop



Mercury Marquis Deluxe 4-Door Hardtop

The power-operated sunroof, shown right, is available for all full-size Marquis when equipped with vinyl roof



Mercury Marquis Deluxe hardtop

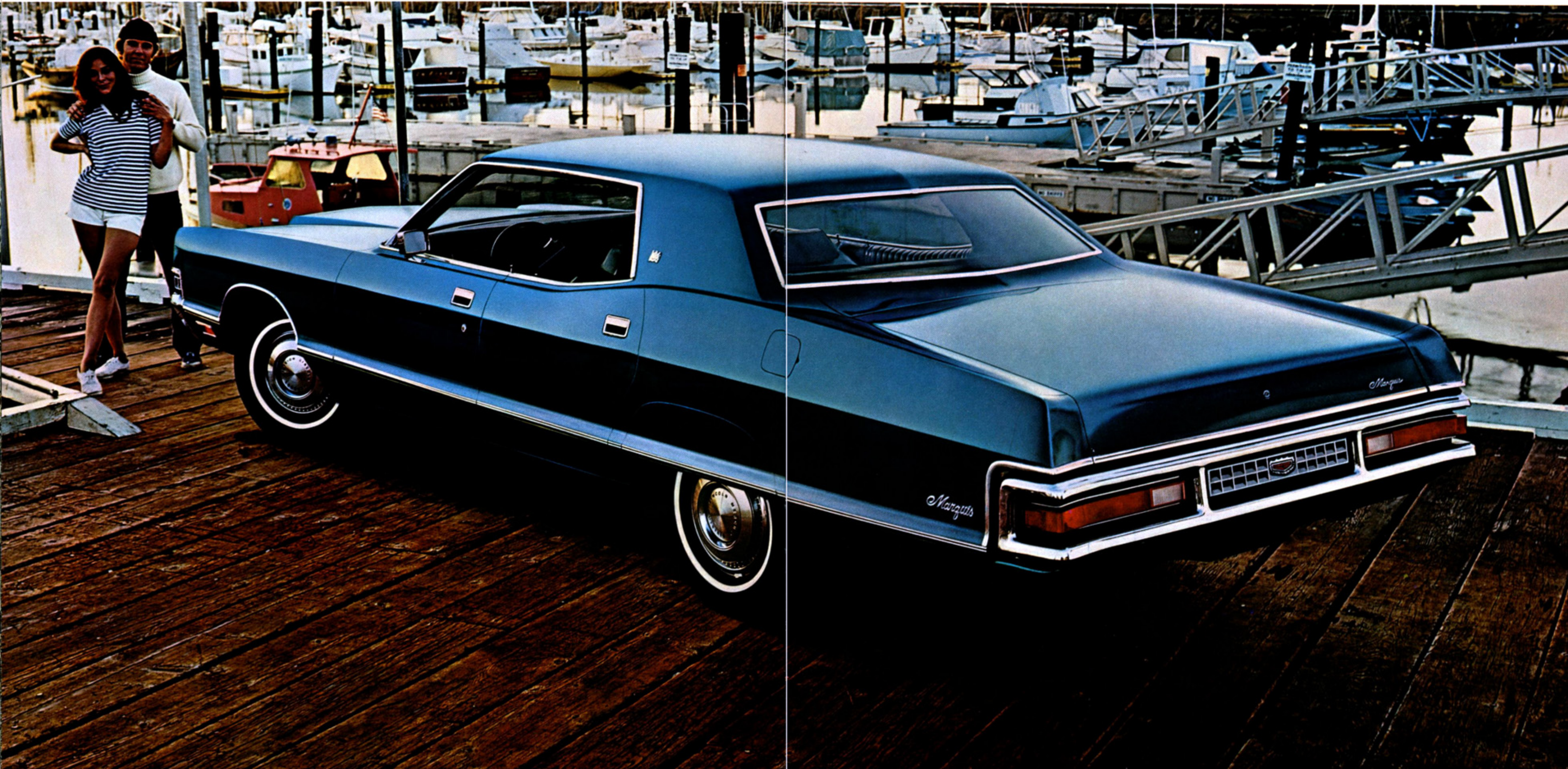
The Marquis Deluxe is a beautifully moving experience—no matter how rough the road below. Mercury engineers took their cues from the world's finest cars and gave Marquis Deluxe the same kind of smoothness and steadiness of motion you'd expect in cars costing much more. We call it cushion-link suspension because of the beautiful way it keeps road shocks a secret between you and the front wheels. We think it's an experience you should try.

Everything about the Marquis Deluxe is distinctive. From the elegant, textured grille to the concealed headlamps.

As well as the many standard features listed on the next page, Marquis Deluxe can be turned into a car that's personally yours. Add a power-operated sun roof. Air Conditioning with Automatic Temperature Control. Tilt steering wheel. Power side windows. Or any one of the many other outstanding options.

And to complement engineering excellence, you find Ford Motor Company Safety Design Features on every model.

1972 Marquis Deluxe. This is luxury that's easy to own.





Mercury Marquis
Deluxe 4-Door Pillared Hardtop

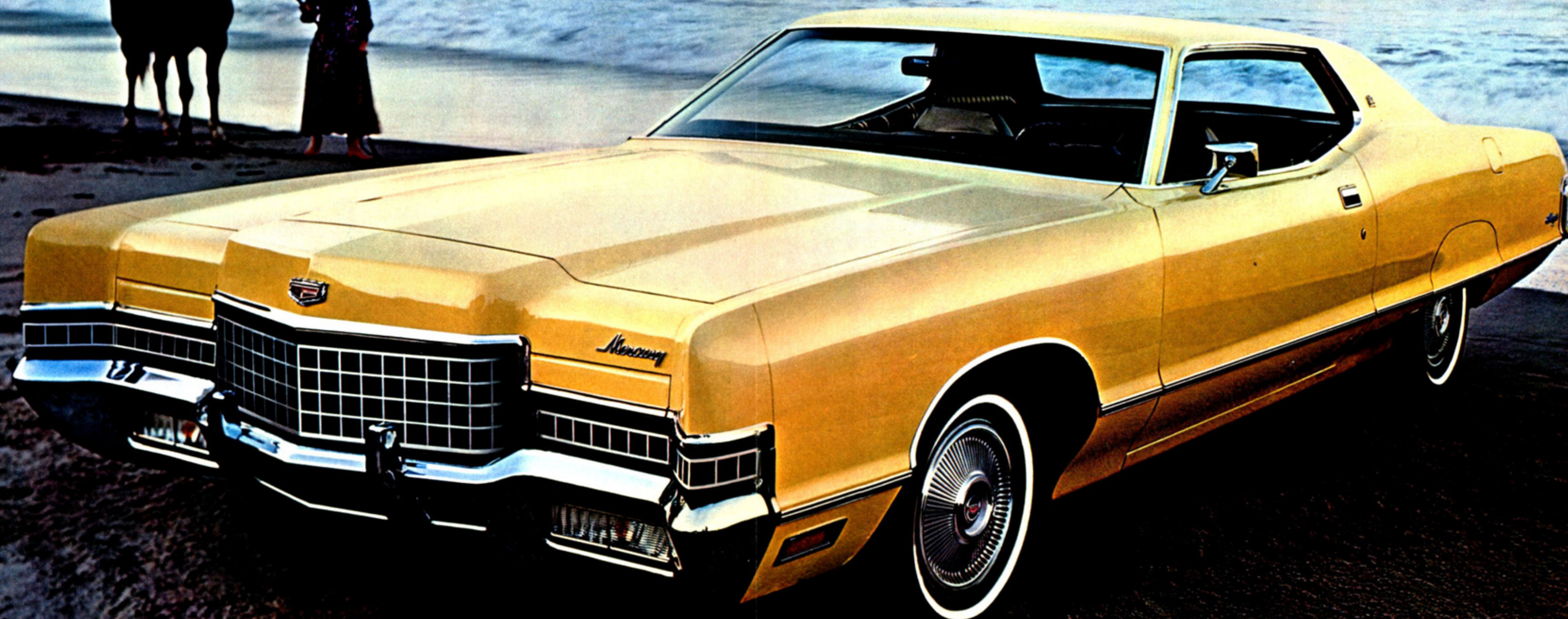
Mercury Marquis Deluxe 2-Door Hardtop

Mercury Marquis Deluxe hardtop and pillared hardtop

Each time you step into the beautiful Marquis Deluxe, you appreciate the look of luxury in the magnificently appointed cloth and vinyl interiors available in black, dark red, medium ginger, medium green. All-vinyl interiors also come in white and light gray gold. Simulated cherrywood appliques add a note of richness and contemporary decor to the handsomely appointed instrument panel.

Mercury Marquis Deluxe standard equipment includes: 429-4V V-8 engine • Select-Shift automatic transmission • Power front disc brakes • Power steering

- Deluxe sound insulation • Concealed headlamps
- Concealed windshield wipers • Power ventilation
- H78 x 15 belted bsw tires • 100% nylon loop carpeting
- Deluxe wheel covers • Full-width woodgrain instrument panel appliqué • Electric clock • Map light • Fender skirts • Luggage compartment light
- Courtesy lights under instrument panel • Bright pedal trim • Twin ashtray in instrument panel (driver's side lighted) • Full complement of Ford Motor Company Safety Design Features. Note: Other equipment shown optional.





Mercury Marquis 4-Door Hardtop

Mercury Marquis 2-Door Hardtop

Mercury Marquis hardtops

The Marquis 2-door and 4-door hardtops are the lowest-priced models in the Marquis series. Yet, you still get more. Not only is its ride a revelation—library-quiet with a boulevard smoothness—but the impressive list of standard features below is equally as eye-opening. Put Marquis to the ultimate test—out on the road where it shines.

Mercury Marquis standard equipment includes:
400-2V V-8 engine • Select-Shift automatic

transmission • Power front disc brakes • Power steering
• Deluxe sound insulation • Concealed headlamps
• Concealed windshield wipers • Power ventilation
• G78 x 15 belted bsw tires • 100% nylon loop carpeting
• Deluxe wheel covers • Full-width woodgrain instrument panel appliqué • Map light • Bright pedal trim • Twin ashtray in instrument panel (driver's side lighted) • Full complement of Ford Motor Company Safety Design Features. Note: Other equipment shown optional.





Marquis Brougham interior



Marquis interior

Mercury Marquis interiors

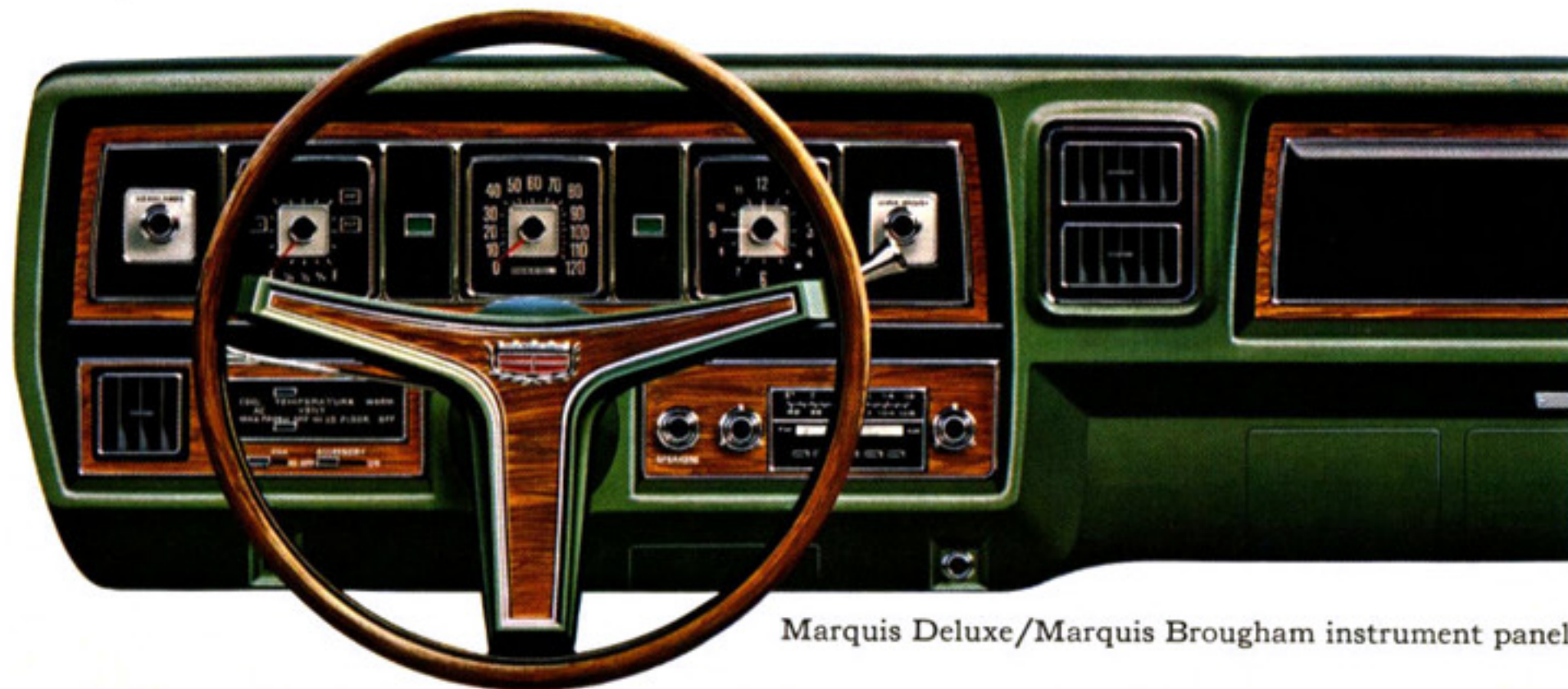
A most comforting experience awaits you inside Marquis for 1972, a level of luxury far exceeding what ordinarily is expected in a medium-price car.

1) On the page at right is shown the Marquis Brougham interior featuring optional Hi-back Twin Comfort Lounge Seats in a choice of cloth-and-vinyl or all-vinyl. Each seat is individually adjustable and has its own armrest. An optional passenger seat reclining feature is available. The Twin Comfort Lounge Seat option may be ordered for any Marquis Deluxe or Marquis Brougham model and can be yours in black, medium blue, dark red, medium ginger (all-vinyl only), medium green, as shown, light gray gold or dark tobacco.

2) The top view on this page shows the Marquis Brougham standard interior in cloth-and-vinyl. This richly designed interior with full-width bench seat has folding center armrests front and rear. The Marquis Brougham interiors are available in black, medium blue, dark red, medium green, as shown, light gray gold, and dark tobacco.

3) The lower view shows the standard Marquis interior, in medium blue cloth-and-vinyl, also available in all-vinyl. The full-width bench-type front seat is standard in this smart interior. Colors for the all-vinyl interior include black, medium blue, white (2-door hardtop only), and light gray gold. In the cloth-and-vinyl interior, medium ginger and white are not available; all other colors and dark tobacco can be selected.

Simulated cherrywood appliques add a note of richness and contemporary decor to the handsomely appointed Marquis Deluxe and Marquis Brougham instrument panel (shown with optional radio, air conditioner and luxury steering wheel).



Marquis Deluxe/Marquis Brougham instrument panel



Marquis Brougham interior with optional Twin Comfort Lounge Seats & luxury steering wheel

Options & Accessories

Comfort and Convenience

- Power Side Windows (standard on Marquis Brougham)
- Power Door Locks • Power Trunk Lid Release
- Tilt Steering Wheel • Speed Control • AM Radio
- AM/FM Stereo Radio • AM Radio with Stereo Tape System • Dual Rear Seat Speakers • Power Antenna • Whisper-Aire Conditioning with Manual Temperature Control • Air Conditioning with Automatic Temperature Control • Tinted Glass—Complete • Electric Rear Window Defroster • Cornering Lamps • Remote Control Left-Hand Mirror • Interval Windshield Wipers • Deluxe Seat and Front Shoulder Belts • Convenience Group • Luxury 3-spoke Rim-blow

- Steering Wheel • Front and Rear Floor Mats • Power Seat

Exterior

- Sun Roof • Luxury Wheel Covers • Appearance Protection Group • Bumper Guards (Front and Rear)
- Rear fender skirts (Marquis only) • Conventional vinyl roof (Marquis only) • Halo vinyl roof (Marquis Deluxe) • Paint, Glamour Metallic

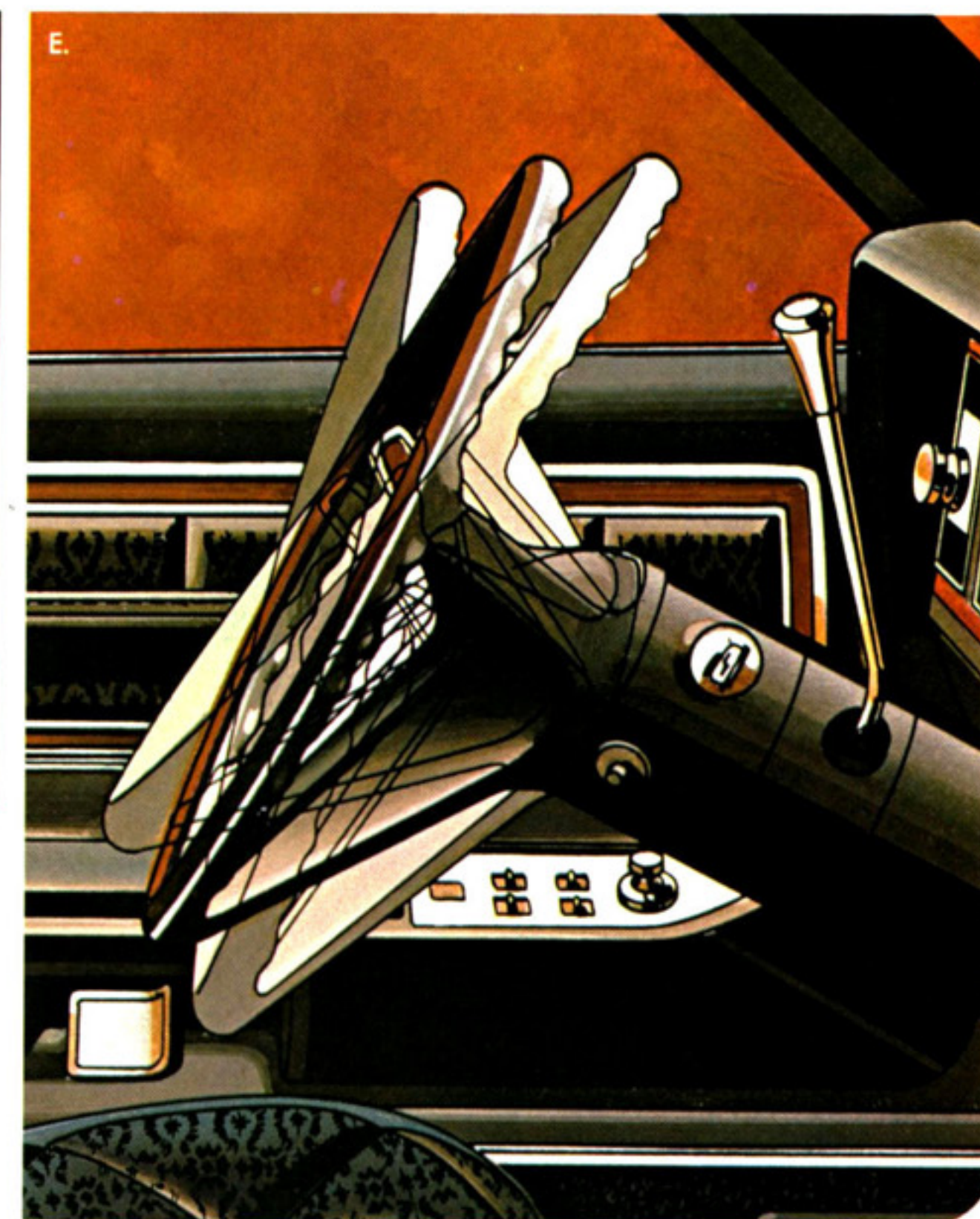
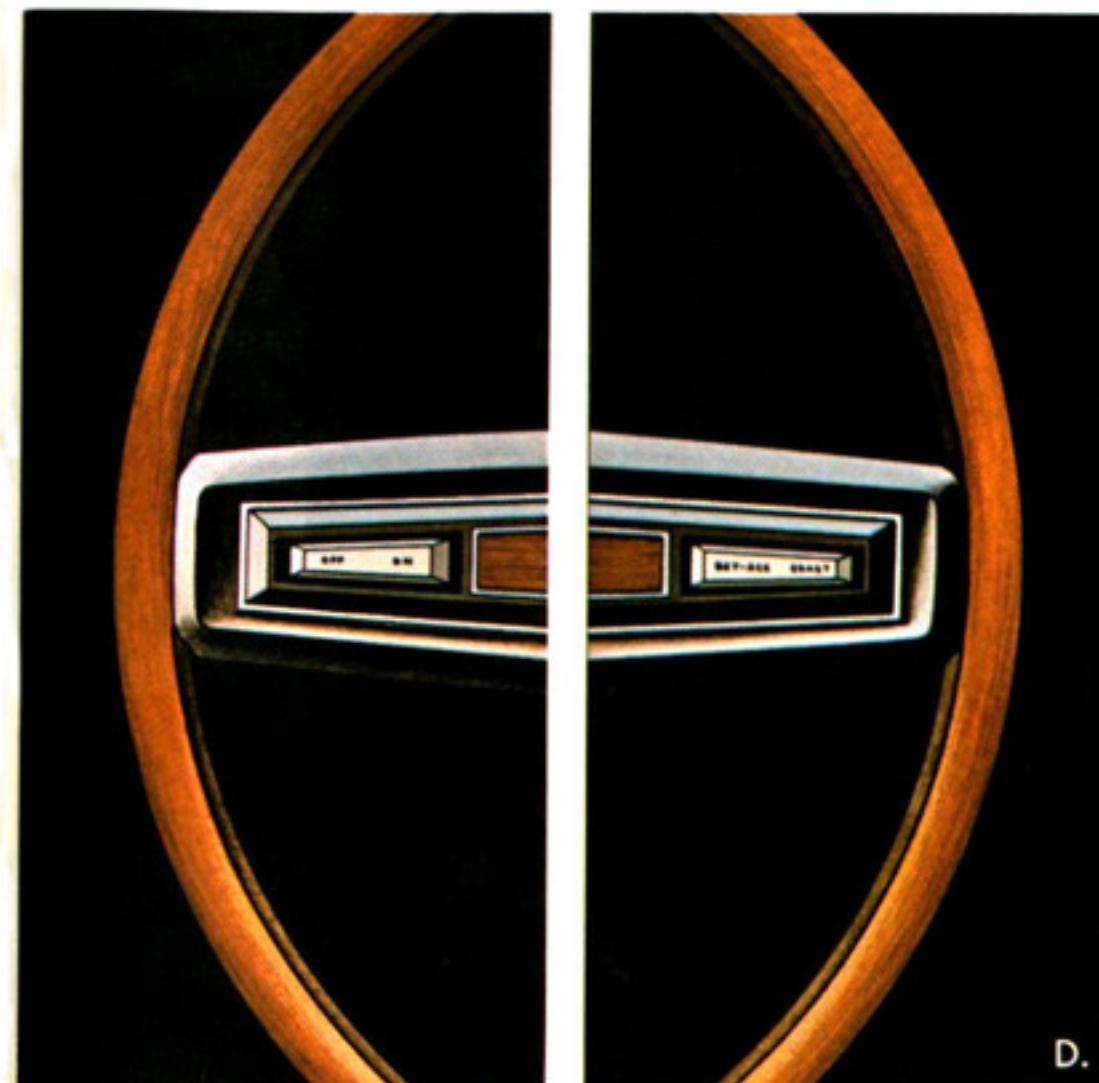
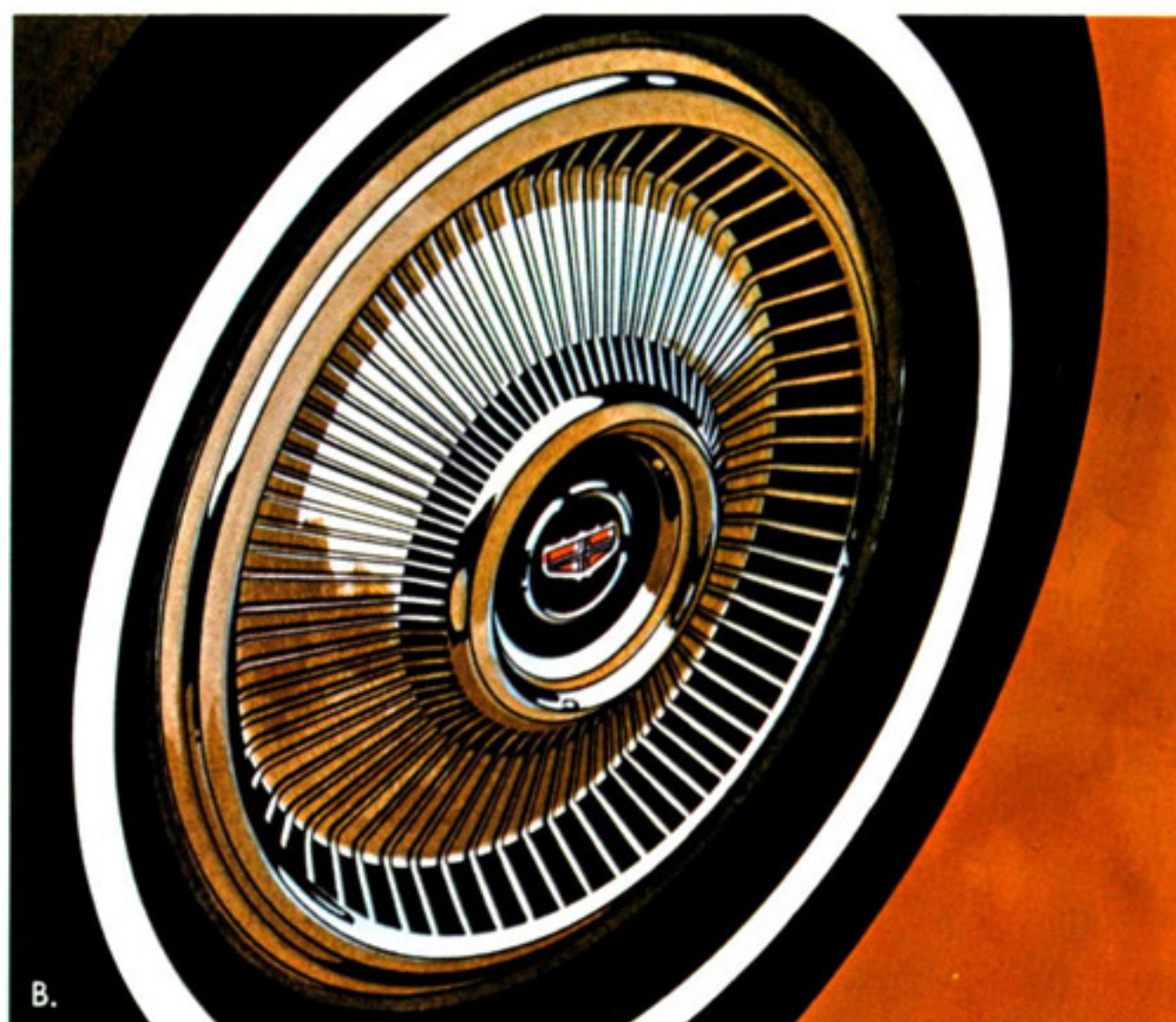
Performance

- Traction-Lok Differential • Cross Country Ride Package • Trailer Towing Package • Automatic Load Adjuster • Brakes, Sure-Track

- A. Cornering lights help light up dark areas when turning. Available for Marquis, Marquis Deluxe and Marquis Brougham.
- B. Luxury wheel covers in a handsome cast rib design accent the overall elegance of the Marquis, Marquis Deluxe or Marquis Brougham.
- C. Air conditioning with automatic temperature control maintains a pre-selected temperature without adjustment through summer heat and winter cold.

Offered on Marquis, Marquis Deluxe and Marquis Brougham.

- D. Speed control allows you to maintain a pre-set speed without holding down the accelerator. Available for Marquis, Marquis Deluxe and Marquis Brougham.
- E. Tilt steering wheel adjusts to five positions to help you find the most comfortable driving position. Available for Marquis, Marquis Deluxe and Marquis Brougham.



MARQUIS MAJOR SPECIFICATIONS

Power team specifications

Availabilities:	400-2V "V8"	429-4V "V8"	Tires:	
Marquis	Std.	Opt.	G78 x 15 BSW	Std. on Marquis
Marquis Deluxe	Opt.	Std.	G78 x 15 WSW	Opt. on Marquis
Marquis Brougham	N.A.	Std.	H78 x 15 BSW	Std. on Marquis Deluxe & Brougham
Specifications:			H78 x 15 WSW	Opt. on Marquis Deluxe & Brougham
Displacement	400 cu. in.	429 cu. in.	Snow tread available on both sizes	
Torque ft. lbs. @ RPM	400 @ 2200	480 @ 2800	BRAKES: Dual hydraulic system with warning light. Power brakes (disc front—drum rear). Standard on all models.	
Carburetor	2-Barrel	4-Barrel	STEERING: Power steering is standard on all models.	
Fuel*	Regular	Regular	BATTERY: 80 amp/hr. is standard on all models.	
Exhaust	Single	Single		
Transmissions:				
Select-Shift Automatic		Std.		

Dimensions:	Exterior	Interior		
		FRONT	2-Dr.	4-Dr.
Wheelbase	124.0"	Head room	37.7	37.7
Overall length	224.8"	Leg room	41.7	41.7
Overall width	79.3"	Shoulder room	62.0	62.0
Tread—front	63.3"	REAR		
—rear	64.3"	Head room	36.5	36.7
Luggage capacity	20.4 cu. ft.	Leg room	35.6	39.7
Fuel tank capacity	18.5 Imp. Gallons	Shoulder room	60.6	61.8

*All 1972 engines are designed to operate on regular gasolines with an octane rating of at least 91 when engine is adjusted to factory recommended specs.

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

1972 Anti-Pollution Systems—All 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.

Ford Motor Company Safety Design 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 pillar
- Energy-absorbing steering column and steering wheel
- Fuel tank evaporative emission control system
- Energy-absorbing armrests and safety-designed door handles
- Three-point restraint system with locking retractor, shoulder belt and mini-buckle for front outboard passengers
- Front and rear lap belts, all other passengers
- Turn indicators with lane-changing signal feature
- Inside day/night yield away rearview mirror
- Energy-absorbing instrument panel with padding
- Padded sun visors
- Two speed or variable speed windshield wipers
- Windshield washers
- Double-thick laminate safety glass windshield
- Double-yoke safety door latches and safety hinges
- 4-way emergency flasher
- Backup lights
- Side marker lights and reflectors, coupled with turn indicators
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs (2-door vehicles only)
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons
- Outside rearview mirror, driver's side
- Safety rim wheels and belted bias angle tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant
- Parking lamps coupled with headlamps
- External headlight aiming adjustment
- Non-reversing odometer
- Safety design front end structure
- Front seat head restraints for outboard passengers
- Theft-Guard Ignition with warning buzzer, steering and transmission selector lever lock
- Guard rails in every door

While the information herein was in effect when approved for printing, Ford Motor Company of Canada, Limited 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; a full listing of options and accessories is available at your local authorized dealer.

MERCURY MARQUIS

