

PRESENTING

THE

MERCURY

MONTEREY

S

Fifty Five

MERCURY'S NEW-FASHIONED PAIR FOR THE
MAN WITH FLAIR **S** *Fifty Five* CONVERTIBLE AND HARDTOP

Take the sports-car dash of bucket seats, add big-car luxury, combine with sizzling performance and you have the matchless Monterey S-Fifty-Five! Newest of the stunning Mercury line for 1962, the S-Fifty-Five is available in two superb models. The beauty you see here is the Monterey S-Fifty-Five 2-door hardtop. Now lift the page for a look at its rakish running mate, the S-Fifty-Five convertible... plus the features that place this power-packed pair in a class by themselves for elegance and action!



Mercury Monterey S-Fifty-Five 2-door hardtop. Color: Carnival red with red crush-vinyl interior.

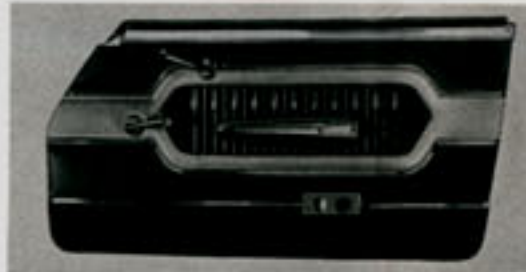
HEAD-TURNING STYLE...PULSE-STIRRING SPIRIT IN THE NEWEST OF THE MAN-SIZE MERCURY MONTEREYS!



Mercury Monterey S-Fifty-Five convertible. Color: Carnival red with red crush-vinyl interior.



Luxury wears a new look! Slip into the *S-Fifty-Five's* plush cockpit for a new experience in luxury, comfort and convenience. Up front the deep-contoured bucket seats are individually adjustable, foam padded and upholstered with a sleek, leather-soft vinyl. Within easy reach, between the front seats, is the *S-Fifty-Five's* transmission selector lever. It is mounted on a smart, bright-metal console, which also provides a spacious utility compartment for maps, packages and other personal effects.



There's a fresh accent in color, too, in the deep, rich carpeting underfoot, the graceful, 3-spoke safety steering wheel, the padded instrument panel. Even the doors are distinctive. Center sections have a bright mylar trim with special armrests. Lower panels are carpet-covered and feature exclusive, door-operated safety-courtesy lamps.

Rear seats are also foam padded with large, comfortable armrests at each side. A cleavage in the seat back, accented with a lustrous metal plate and medallion, conceals an optional radio speaker in the *S-Fifty-Five* convertible. (Other options, at extra cost, include console-controlled power windows and power seat for driver's side only.)

Quality "extras" at no extra cost! Standard equipment in both *S-Fifty-Five* models includes padded instrument panel, smartly styled electric clock, back-up lights, pedals edged and ribbed with bright metal, and heater duct through console to rear seat. The *S-Fifty-Five's* exclusive styling also offers you a choice of six excitingly new interior color combinations.

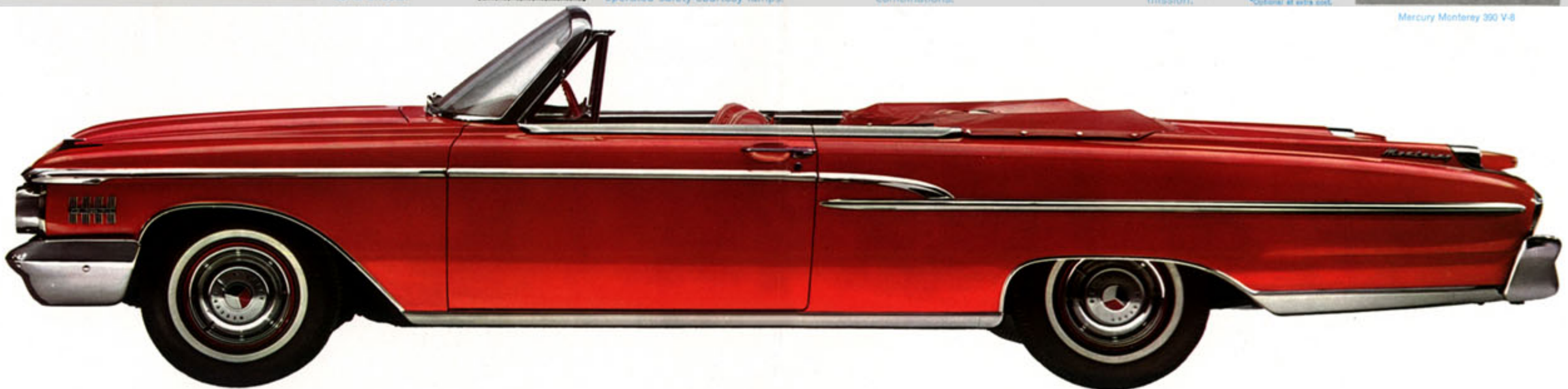
Thrilling new go-power!

Choose one of many Monterey *S-Fifty-Five* power-team combinations! Standard is the Monterey 292 V-8 with Multi-Drive Merc-O-Matic. Monterey 352 V-8* and 390 V-8*—both available with either 4-speed manual transmission or Multi-Drive Merc-O-Matic transmission. Available on special order, to add to driving fun, are two sizzling "limited edition" engines*—Mercury's Marauder V-8 with 385 hp or the Marauder 406 V-8 with 405 hp, both equipped with a 4-speed manual transmission.

*Optional at extra cost.



Mercury Monterey 390 V-8



1962 MERCURYS

best-looking buys...now in each size



COMPACT MERCURY COMET

NEW STANDARD-SIZE MERCURY METEOR

BIG LUXURIOUS MERCURY MONTEREY

THE **S** *Fifty Five* JOINS THE 1962 MERCURY BUCKET-SEAT SIZZLERS



Each seat is individually adjustable

Go Mercury for the best-looking bucket-seat buys . . . now in each size! Five luxury models, each with bucket seats, to suit every purse and personality . . . the compact Mercury Comet S-22, smartly ahead of the compact crowd . . . the compact Comet Villager, newest, most luxurious 6-passenger station wagon with optional front bucket seats . . . the new standard-size Mercury Meteor S-33, the beautiful balance between big cars and compacts . . . and, now, for the big-car man, the ultra-luxurious Mercury Monterey *S-Fifty-Five* in convertible or hardtop! See them—try them—and buy the one that suits you best!



COMPACT
MERCURY
COMET **S-22**



COMPACT MERCURY COMET
VILLAGER



NEW
STANDARD-SIZE
MERCURY METEOR **S-33**

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Lincoln-Mercury Division

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