

MERCURY 1972

MONTEGO/COMET/COUGAR/METEOR/MARQUIS



We made them the way you want them

1972 MERCURY MONTEGO

Mercury Montego. A totally new car with a ride that challenges larger cars. We gave it a wider track, a new suspension system, a trim 114-inch wheelbase on the 2-door hardtops, 118-inch on the 4-door models. It all adds up to make this one of the most maneuverable, easy-to-handle cars you've ever had your hands on.

Here is the forward look for '72 — Montego, Montego MX, Montego MX Brougham, Montego GT in fastback styling, Montego MX Wagon and Montego MX Villager. They're all new, all over. A clean, uncluttered sweep from the front grille to the smartly styled rear bumper with integral tail lights.

Inside, luxury is the keynote. The notch-



Montego MX Brougham Interior

back, deep foam-padded seats give you the feel and comfort of a much bigger car.

As for value, we'll match it to any big car on the road. Standard equipment includes 250-1V 6-cylinder engine, 3-speed manual transmission, front manual disc brakes, belted tires, ventless side windows, two-spoke steering wheel, sound insulation package and the full complement of Ford Motor Company Safety Design Features.

Among the many options available to personalize your Montego is a choice of V-8's up to a 429 cubic inch four barrel.

In all, the Mercury Montego is one of the few cars you can call completely new for today's lifestyle.



Montego MX 4-Door Pillared Hardtop

Montego MX Brougham 2-Door Hardtop



1972 MERCURY COMET

Mercury Comet for '72 offers you everything you buy a small car for—and more. It's easy to handle, quick to park, simple to maintain. Comet's gas mileage rivals many imports. You get big car styling with lots of room inside. Comet offers you a choice of engines, from three economical "Sixes" to the extra power of a performance-proven 302-2V cu. in. V-8. And Mercury Comet comes in three models, a 2-door sedan with a 103-inch wheelbase that seats four comfortably. A slightly larger 4-door sedan that seats five. And a sporty GT that gives you colour-keyed hood-scoop, dual racing mirrors, wheel trim rings and hub caps, dual body tape stripes, high-back bucket seats and a host of other features.

Optional better ideas for this little car include Select-Shift 3-speed automatic transmission, air conditioning, power steering and vinyl roof.

Mercury Comet. The little car with bigger and better ideas.

Comet Interior in Optional Tu-Tone Comfort Knit Vinyl



Comet 4-Door Sedan with Exterior Decor Group Option



Comet 2-Door Sedan with Exterior Decor Group Option



1972 MERCURY METEOR

We put more into it so you can get more out of it. Mercury Meteor is a big, luxurious looking car with crisp, clean lines. The ride is superb. Its handling is positive and sure with a true feel for the road. There's a choice of eight exciting models in three great series: the lowest-priced Rideau, the popular Rideau 500 and the luxurious Montcalm.

Whichever you choose, you get more. Standard equipment includes an economical 351-2V, V-8 engine, power steering, 3-speed Select-Shift automatic transmission, power ventilation system, nylon loop carpeting, deeply foam-padded seats covered in rich fabric and vinyl, concealed windshield wipers. Outside, we've given every Meteor a deep-lustre paint finish that lasts and protects against rust. Noise is kept to a minimum with special sound-deadening materials.



Left: Montcalm Interior

And, there's a full complement of Ford Motor Company Safety Design Features in every Meteor. These include front bumper guards, steel guard rails in every door, extra-strength door hinges and latches, a safety-designed S-frame that increases the frame's energy-absorbing ability.

But, we've left some decisions up to you. If you're after something more powerful, there's a choice of either a 400-2V or a 429-4V cubic inch V-8 engine. You can add fender skirts, power disc brakes, an air conditioner with or without automatic temperature control, electrically-operated rear window defroster, full wheel covers and power door locks.

Mercury Meteor is big car value for 1972. Whichever one you choose Rideau, Rideau 500 or Montcalm, you'll find your money gets you more.



Rideau 500 2-Door Hardtop

Montcalm 4-Door Hardtop



1972 MARQUIS

Each time you step into any of this year's three superbly-crafted models—Marquis, Marquis Deluxe or Marquis Brougham—you'll appreciate the look of luxury in the magnificently appointed interiors. The ride is a beautiful moving experience. It's one of the smoothest rides on the road. A ride that challenges the most expensive luxury cars.

But, beyond all this, Marquis is styled in the Lincoln Continental tradition. The interior space is generous. The grille is sculptured elegantly. And the headlamps are concealed.

Marquis has an impressive list of standard features. You get a 400-2V cubic inch V-8 in Marquis while a 429-4V cubic inch V-8 powers the Marquis Deluxe and Marquis Brougham. Three-speed Select-Shift automatic transmission,



Marquis Brougham 2-Door Hardtop

power steering, power front disc brakes, power ventilation, steel guard rails in every door, stylized wheel covers, nylon loop carpeting are standard on all models. Plus the full complement of Ford Motor Company Safety Design Features.

As well, there is a long list of options that will make your choice even more luxurious. You can have air conditioning with automatic temperature control, optional 460-4V CID engine available with air conditioning only, rear window defroster, tilt steering wheel, AM/FM stereo radio and speed control added to your 1972 Marquis.

Marquis. Luxury that is well within your reach.



Marquis 4-Door Hardtop

Marquis Brougham Interior with Optional Twin Comfort Lounge Seats & 3-Spoke Deluxe Steering Wheel



1972 MERCURY WAGONS

Here are the newest wagons from Mercury, with the most magnificent collection of better station wagon ideas in '72.

Start with the totally redesigned Montego MX and Montego MX Villager. Both have a longer 118.0" wheelbase and wider stance. Cargo space is big enough to carry a 4' x 8' plywood panel flat with the tailgate down. Both are loaded with features. There's a unique three-way tailgate that swings down for long loads and swings open for people and luggage. Standard features include an economical 250 cu. in. "Six" engine, 3-speed manual transmission, power front disc brakes, all-vinyl interiors and deep loop pile carpeting. The MX Villager also features "Yacht Deck" panelling on body sides and tailgate.

Moving up in size, there are two Meteor wagons—the Rideau 500 and the Montcalm. The styling is elegant; the interior luxurious. There's extra smooth riding on a 121 inch wheelbase. The cargo area has 96.2 cubic feet of space. A unique three-way tailgate makes for especially easy loading and entry. There's

also an additional 9.1 cubic feet of space in a lockable storage compartment under the load area floor. Power steering, 3-speed Select-Shift automatic transmission, forced air ventilation system and 351-2V cubic inch V-8 are all standard. To personalize your Mercury Meteor Wagon there's a wide choice of options available.

And, then there are the luxury wagons from Mercury. Marquis and Marquis Colony Park. Each is 18 feet of luxury car styling with a limousine ride and magnificently appointed interiors. The seats are deeply foam-padded with all-vinyl upholstery. You get nylon loop carpeting. A 400-2V V-8 engine, Select-Shift automatic transmission, three-way tailgate, power steering, power front disc brakes, power rear window and concealed headlamps are all standard. The Colony Park also features as standard equipment a handsome "Yacht Deck" body side and tailgate panelling of simulated cherrywood.

1972 Mercury wagons. Beautiful examples of better station wagon ideas. Make them your choice.



Meteor Montcalm Station Wagon



Montego MX Villager



Marquis Colony Park Station Wagon

1972 MERCURY MAJOR SPECIFICATIONS

Models	Wheelbase	Overall Length	Standard Engine	Standard Transmission	Optional Engines	Luggage Capacity
Marquis Brougham	124.0"	224.8"	429-4V V8	Select-Shift	400-2V V8** 429-4V V8 460-4V V8***	20.4 cu. ft.
Marquis Deluxe	124.0"	224.8"	429-4V V8	Select-Shift		20.4 cu. ft.
Marquis	124.0"	224.8"	400-2V V8	Select-Shift		20.4 cu. ft.
Marquis Station Wagons	121.0"	220.5"	400-2V V8	Select-Shift		105.3 cu. ft.
Meteor Montcalm	124.0"	224.7"	351-2V V8	Select-Shift	302-2V V8* 400-2V V8 429-4V V8	20.4 cu. ft.
Meteor Rideau 500	124.0"	224.7"	351-2V V8	Select-Shift		20.4 cu. ft.
Meteor Rideau	124.0"	224.7"	351-2V V8	Select-Shift		20.4 cu. ft.
Meteor Station Wagons	121.0"	220.4"	351-2V V8	Select-Shift		105.3 cu. ft.
Montego GT 2-door	114.0"	208.1"	302-2V V8	3-speed manual	302-2V V8 351-2V V8 351-4V V8 400-2V V8 429-4V V8	16.2 cu. ft.
Montego MX Brougham 4-door	118.0"	212.1"	250-1V "6"	3-speed manual		16.2 cu. ft.
Montego MX 4-door	118.0"	212.1"	250-1V "6"	3-speed manual		16.2 cu. ft.
Montego 4-door	118.0"	212.1"	250-1V "6"	3-speed manual		16.2 cu. ft.
All 2-door models	114.0"	208.1"	250-1V "6"	3-speed manual		16.2 cu. ft.
Montego Station Wagons	118.0"	215.4"	250-1V "6"	3-speed manual		92.8 cu. ft.
Cougar XR7	112.0"	196.9"	351-2V V8	3-speed manual		351-4V V8
Cougar	112.0"	196.9"	351-2V V8	3-speed manual	10.4 cu. ft.	
Comet 2-dr Sedan	103.0"	181.7"	170-1V "6"	3-speed manual	200-1V "6"	10 cu. ft.
Comet GT	103.0"	181.7"	170-1V "6"	3-speed manual	250-1V "6"	10 cu. ft.
Comet 4-dr Sedan	109.9"	188.6"	170-1V "6"	3-speed manual	302-2V V8	9.9 cu. ft.

*Available as delete option on Meteor Rideau and Rideau 500 hardtop models.

**Available as delete option on Marquis Deluxe

***Available W/AIR Cond. only.

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
- Positive reminder light and buzzer for front seat belts
- 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
- Back-up 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.

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