

LINCOLN-MERCURY 1973 BUILT BETTER TO RIDE BETTER

LINCOLN CONTINENTAL · MARK IV · MERCURY · MONTEGO · COUGAR · COMET · CAPRI





Continental Mark IV

The 1973 Continental Mark IV. Quite simply, the most beautiful automobile in America. Perhaps because it is the only one that successfully blends both classic and contemporary styling.

From the bold grille through the graceful sweep of the roofline, to the traditional rear deck spare tire design, there is no mistaking a Continental Mark IV. This is the unique personal luxury car.

Every Mark IV comes with Automatic Temperature Control . . . to hold the interior temperature within a selected comfort range, and to reduce dust, pollen and humidity in the air.

Individualized seating comfort comes with six-way powered movement of Twin Comfort Lounge Seats. The power controls for driver and passenger are switches conveniently mounted in the door armrest.

On the road, Mark IV is predictably smooth, steady, and quiet. Riding comfort is extraordinary. The Sure-Track Brake System is standard for safe, even stops.

Other standard features include Cavalry twill vinyl roof, opera window with an imbedded handground Continental star, steel-belted radial ply tires, and cornering lights.

Mark IV option choices range, appropriately, from the adventure of a power sunroof to the practical convenience of a tilt steering wheel and electric rear window defroster.



Continental Mark IV Interiors

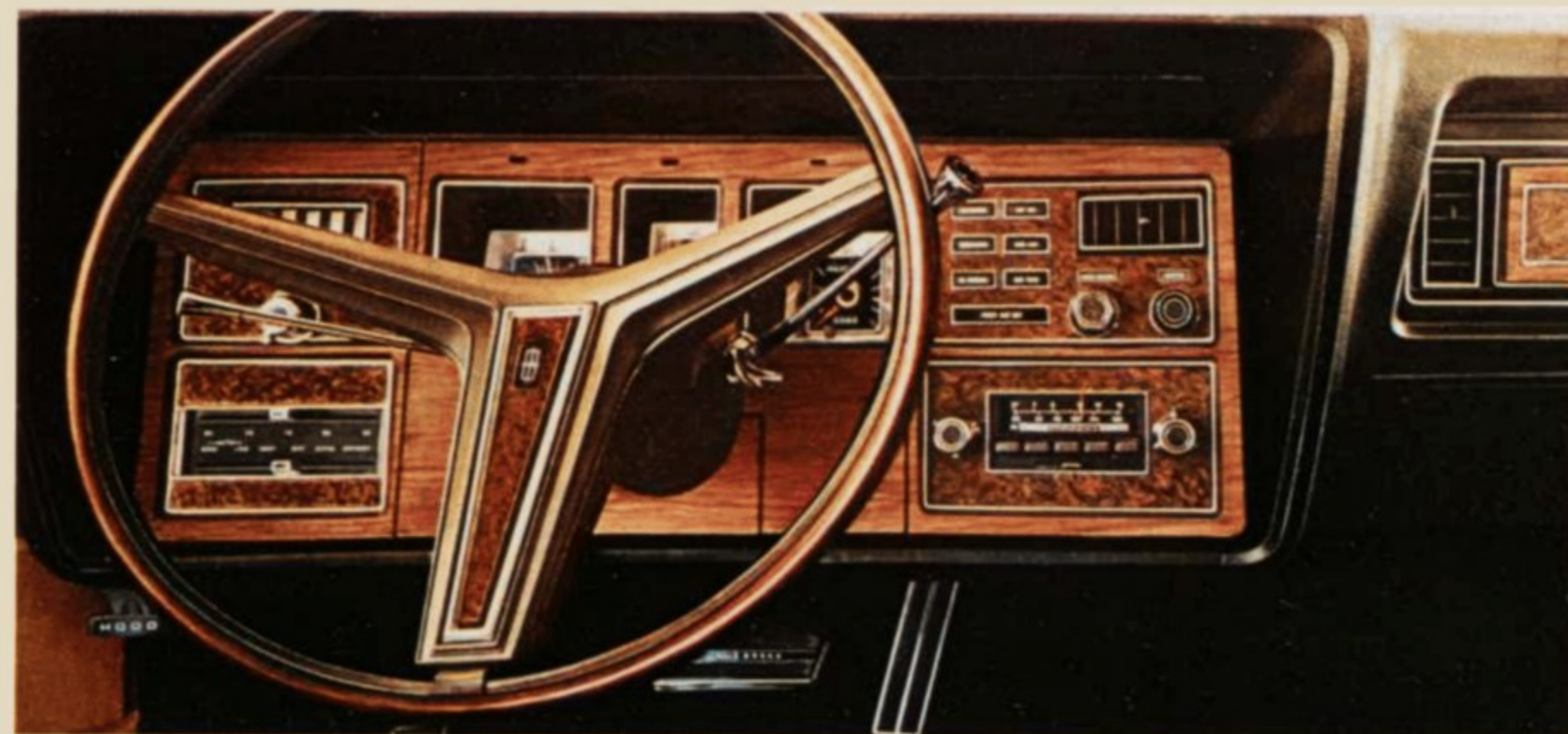
The interior of the Continental Mark IV is every bit as beautiful as the exterior.

Twin Comfort Lounge Seats, covered in Westminster cloth, a soft-textured tricot, are standard equipment. The glove-soft leather seating surfaces shown here (above) are available at extra cost. The cranberry Victoria velour decor (below) is available as part of the Mark IV Silver Luxury Group Option.

Continental Mark IV standard features include:

Interior · Automatic temperature control · Power ventilation system · Power windows with lock feature · Tinted glass · AM Radio with power antenna · New anti-theft spare tire lock · Twin Comfort Lounge Seats with 6-way/6-way power and cloth-and-vinyl upholstery · Deep cut-pile carpeting · Automatic parking brake release · Instrument panel warning lights · Interior lighting: ashtray light, courtesy lights, glove box light, luggage compartment light, engine compartment light, combination dome/map light, rear "C" pillar mounted reading lights, courtesy lights beneath instrument panel · Fully carpeted luggage compartment · Carpeted spare tire cover · Electric Cartier Timepiece · Front and rear center armrests · Instrument panel gauges: fuel, speedometer, trip odometer · New inside hood latch release · Seat belt warning buzzer. Other equipment shown is optional.

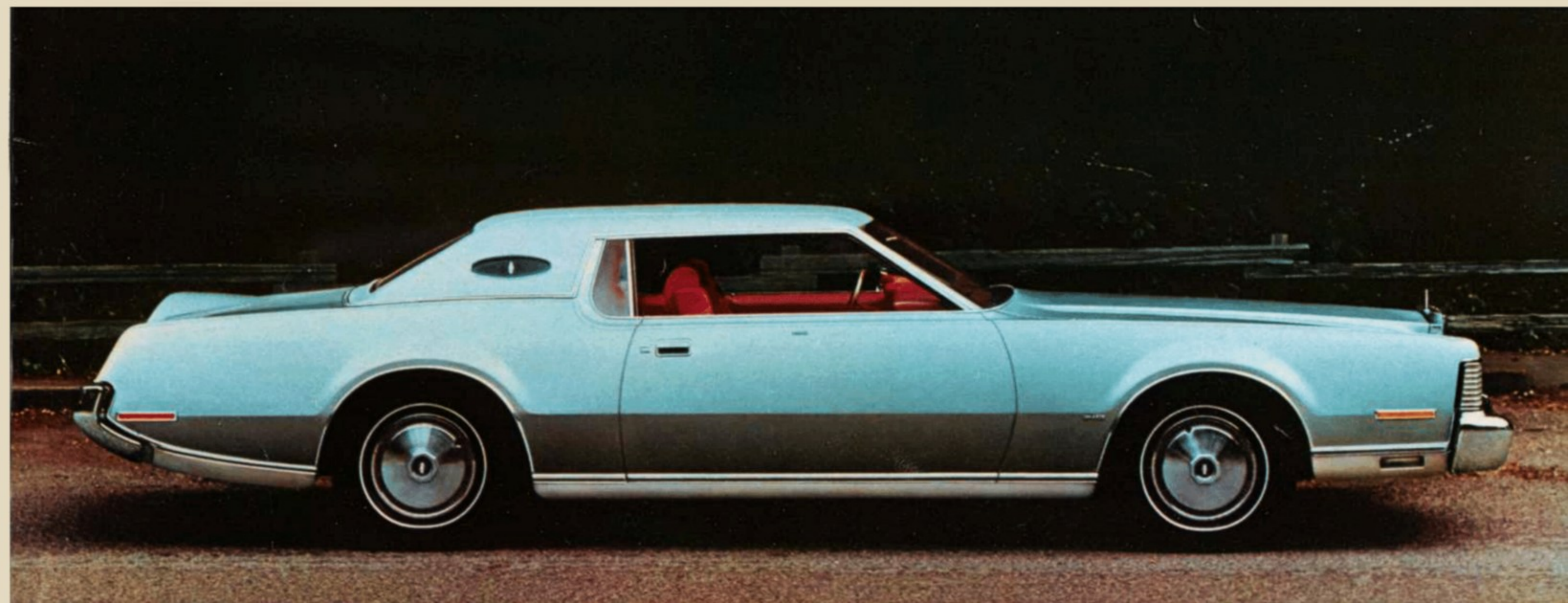
Exterior · 460 CID 4V V-8 engine · Select-Shift transmission · Sure-Track Brake System · 230R15 WSW steel-belted radial ply tires · Power steering · Luxury wheel covers · Concealed dual headlamps · Custom pin stripe · Vinyl roof · Opera window · Cornering lamps · Customer monograms · Front bumper guards · Remote control left-hand sideview mirror.



The instrument panel is Kashmir walnut woodgrain matina and burl walnut woodgrain applique. All the most important gauges are located directly within the driver's line of sight. Warning lights tell you if the door is ajar, remind you to fasten seat belts, and monitor the alternator, engine temperature, oil pressure, fuel level, and brake system.

The Cartier timepiece, signed by the famous Fifth Avenue jeweler, is standard equipment, as is an AM radio with power antenna. The AM/FM multiplex stereo radio illustrated is optional.

The silver Mark IV, newly minted with optional silver vinyl roof, cranberry interior and silver moondust metallic exterior.





Lincoln Continental Town Car (left), Town Coupé (right)

Lincoln Continental

We always believed ours the finest cars built in America. Until last year you had only our word for it. Then, in a ride and handling test of '72s, our Continentals won out over the other luxury car. We now believe our 1973 Continentals are even better, superb in luxury and handling, in the quiet of their ride. Our luxurious Lincoln Continental 4-Door Sedan and Coupé, and even more luxurious Town Car and Town Coupé.

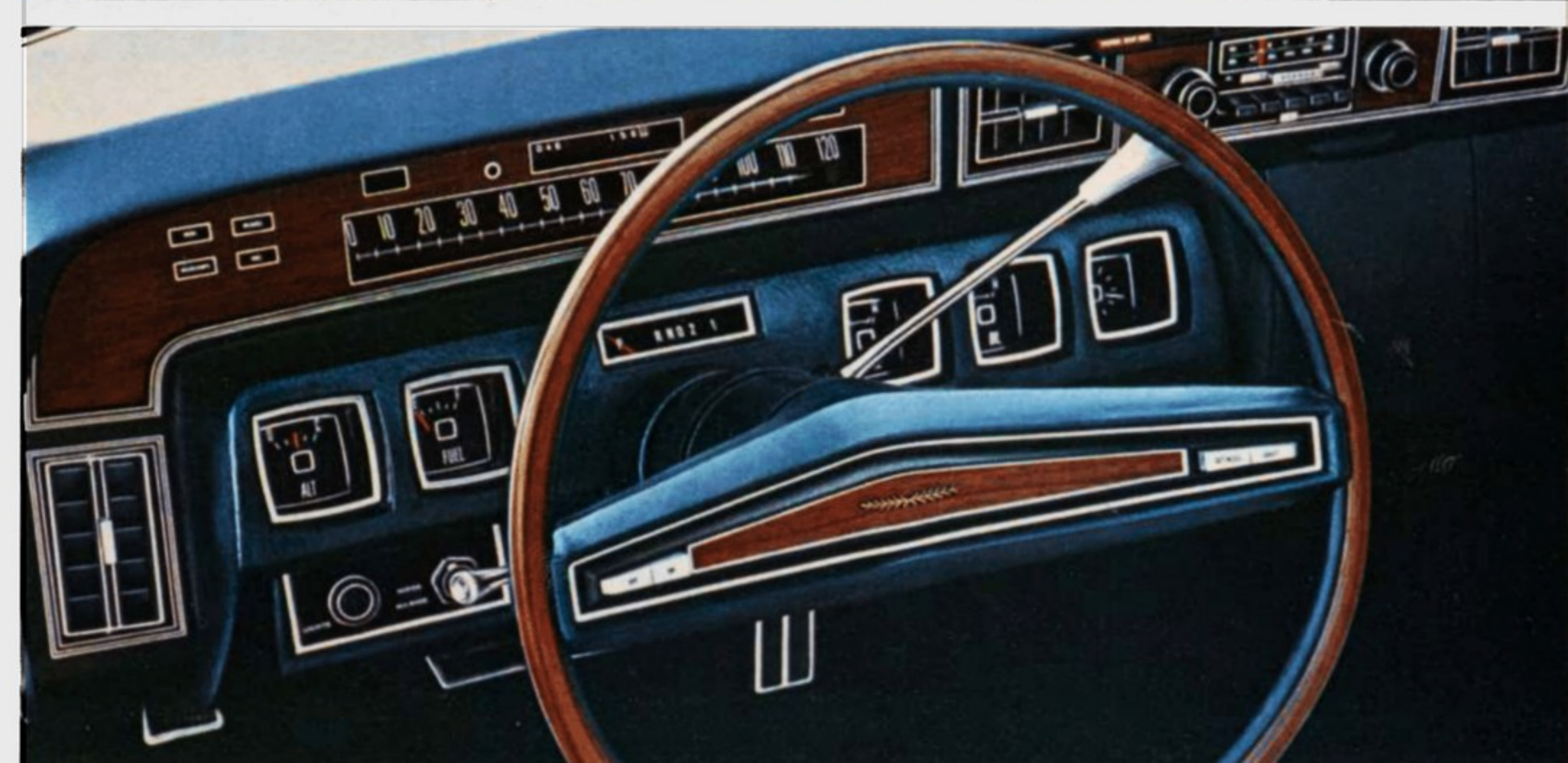
Lincoln Continental standard features include:

460 CID 4V V-8 engine · Select-Shift automatic transmission · Steel-belted radial ply white sidewall tires · Power steering · Power front disc brakes · Deluxe wheel covers · Concealed dual headlamps · Cornering lights · Dual custom stripes · Front bumper guards · Concealed windshield wipers · Power ventilation system · Power windows with lock feature · 2-way power seat with cloth-and-vinyl upholstery · Automatic temperature control · AM Radio with power antenna · Cut-pile carpeting · Interior lighting: ashtray lights, courtesy lights, glove box light, luggage compartment light, map light, rear seat reading lights · Seat belt warning buzzer · Electric clock · Rim-Blow steering wheel · Folding center armrests in front and rear · Carpeted luggage compartment · Tinted glass · Visor-mounted vanity mirror · Remote control left-hand sideview mirror · Automatic parking brake release · Spare tire lock · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.

In addition, the Town Car and Town Coupé offer these exclusive features:

Cavalry twill vinyl roof · Seat back robe cords and carpeted inserts · Power vent windows (4-door only) · Personalized owner's initials · Distinctive Town Car insignia · Glove box vanity mirror · Flocked headlining and sun visors.

Lincoln Continental 4-Door Sedan





Mercury Marquis Brougham 4-Door Pillared Hardtop



Mercury Marquis Brougham 4-Door Hardtop

Mercury Marquis Brougham

So smoothly and steadily does this car ride that you might pay several times its price and still not surpass it for its elegance and quietness of movement. Yet Marquis, despite its look of luxury and richness, is still a medium-price car.

Mercury Marquis Brougham features as standard equipment: 429-4V engine · Select-Shift automatic transmission · Power front disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · Power windows* · Power ventilation · Automatic parking brake release · Energy absorbing bumper · Front bumper guards · Halo vinyl roof* · Concealed headlamps · Fender skirts · Deluxe wheel covers with inserts* · Deluxe sound insulation package · Electric clock · Left-hand remote control mirror · Shag cut-pile carpeting* · Vanity mirror on right-hand sun visor* · Special lighting for luggage compartment, under instrument panel*, front* and rear doors, and rear pillars* · Door pull straps · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.

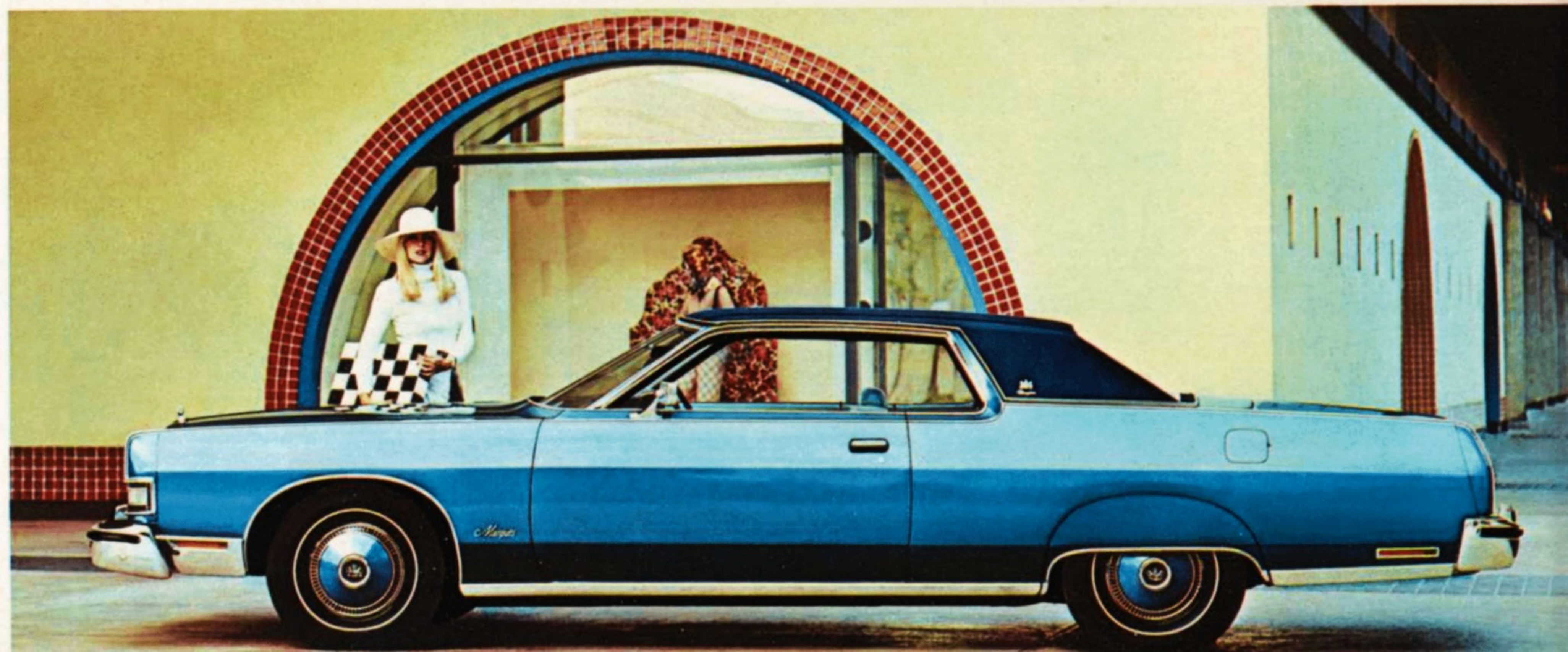
*Brougham extra features over Marquis

Shown right is the Marquis Brougham interior with optional Twin Comfort Lounge Seats in cloth-and-vinyl. Seats, each with its own armrest, can be adjusted individually. You can also choose this interior in all-vinyl. Marquis Brougham interiors are available in black, medium and light blue, medium green or dark tobacco. Note: The standard Marquis Brougham interior is shown on the following page.

Marquis Brougham optional interior



Marquis Brougham instrument panel



Mercury Marquis Brougham 2-Door Hardtop



Mercury Marquis 2-Door Hardtop



Mercury Monterey Custom 4-Door Pillared Hardtop

Mercury Marquis

In a blindfold test last year, Mercury's ride rated better than a limousine costing several times as much. For '73 it was hard to improve on. But we've done it. New radial ply tires, for example, give more precise steering and directional control.

The Marquis interior is available in cloth-and-vinyl or all-vinyl. Bench seat is standard, Twin Comfort Lounge Seats optional. Colors include black, medium blue, medium green, light beige and dark tobacco. Note: Shown at right is the Marquis Brougham standard interior.

Mercury Marquis features as standard equipment:

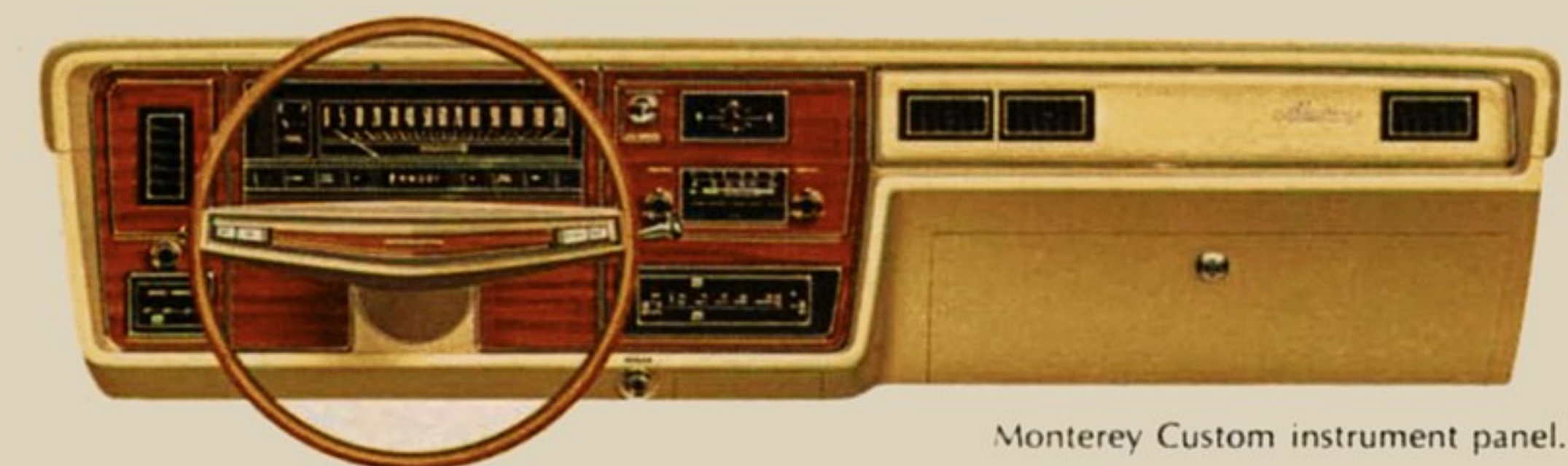
429-4V engine · Select-Shift automatic transmission · Power front disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · Automatic parking brake release · Energy absorbing bumper · Front bumper guards · Concealed headlamps · Fender skirts · Deluxe wheel covers · Deluxe sound insulation package · Electric clock · Inside hood latch release · Dome light · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Marquis Brougham standard interior



Monterey Custom standard interior



Monterey Custom instrument panel.

Mercury Monterey Custom

Steel-belted radial ply tires, standard on every full-size Mercury for '73, help dramatically improve the ride, make most roads seem newly paved.

Mercury Monterey Custom features as standard equipment:

400-2V V-8 engine · Select-Shift automatic transmission · Power front disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · Automatic parking brake release · Energy absorbing bumper · Front bumper guards · Deluxe wheel covers · Inside hood latch release · Dome light · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Mercury Monterey 2-Door Hardtop

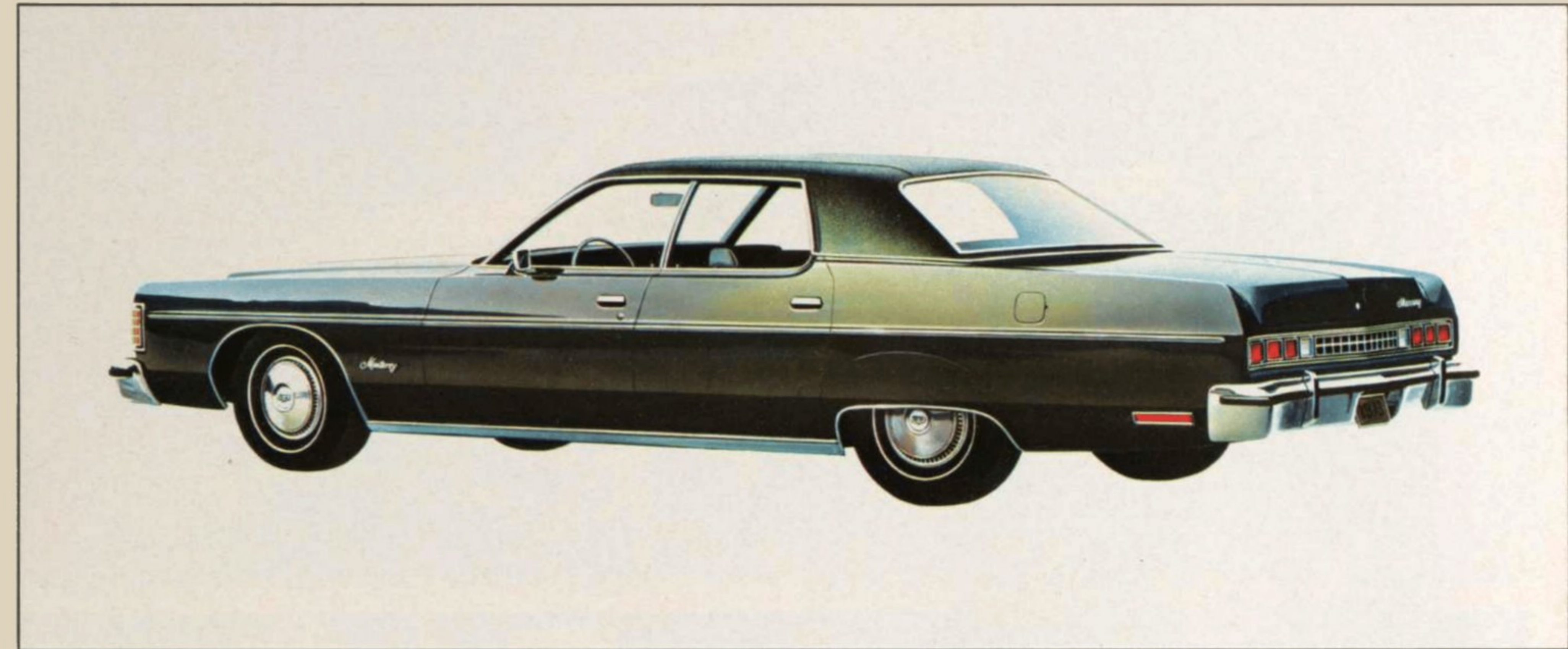


Monterey standard interior

Mercury Monterey

Incomparable comfort as you drive—and you arrive relaxed and refreshed. The secret is in Mercury's steel-belted radial ply tires and highly refined suspension system, in the way it tunes out most harshness and vibration and helps to free you from fatigue on even the longest trips! Yours in Mercury's lowest priced, high value full-size car!

The Monterey standard bench seat interior is available in cloth-and-vinyl or, at slight additional cost, in all-vinyl. Colors are black, medium blue, medium green and light beige.



Mercury Monterey 4-Door Pillared Hardtop

Mercury Monterey features as standard equipment:

351-2V V-8 engine · Select-Shift automatic transmission · Power front disc brakes · HR78-15 steel-belted radial ply BSW tires · Power steering · 100% nylon loop carpeting · Automatic parking brake release · Energy absorbing bumper · Front bumper guards · Inside hood latch release · Power ventilation · Bright body side molding · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Mercury Montego MX Brougham 2-Door Hardtop

Mercury Montego MX Brougham

Montego is trimmer by as much as a foot overall compared to some "full-size" cars. It helps make this luxurious personal-size car a breeze to handle. It is tailored in two wheelbase lengths and gives you smoothness and steadiness of ride on almost any type of road. Actually Montego boasts the same type of finely honed suspension design as our most expensive luxury cars. And that's pretty fine!

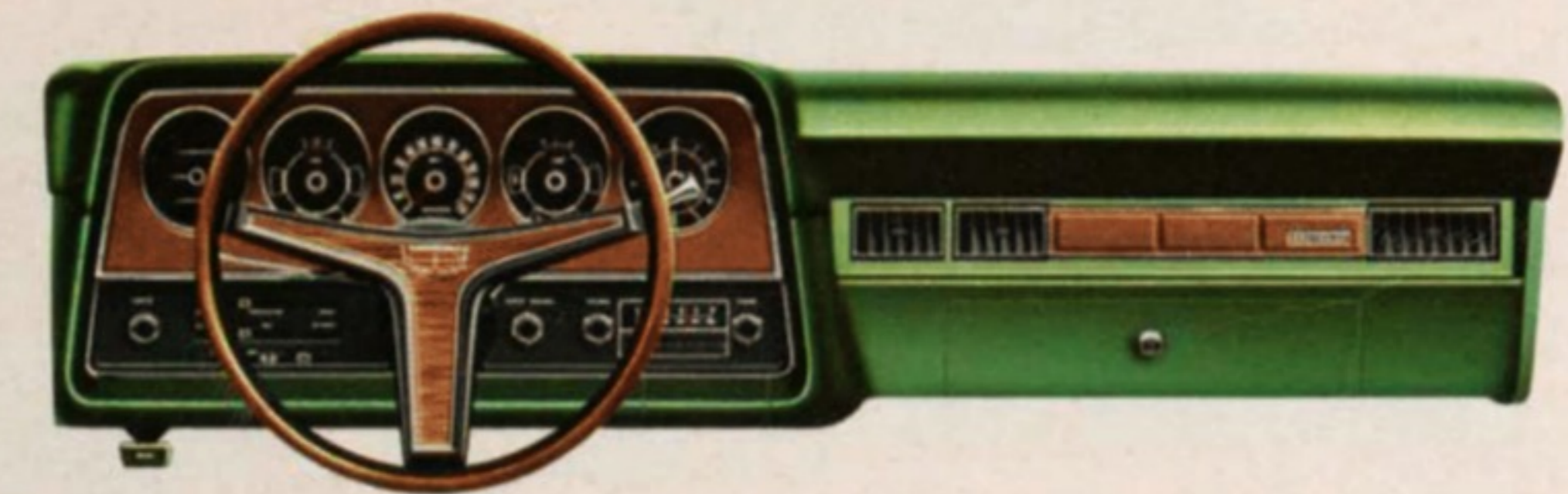
The Montego MX Brougham interior, illustrated at right, features newly designed Flight Bench seats with a fold-down center armrest. It is standard in either cloth-and-vinyl as shown, or in super-soft all-vinyl. Interior color schemes available are black, medium blue, medium ginger, medium green, dark tobacco and light beige.

Mercury Montego MX Brougham features as standard equipment:
 250-IV 6-cylinder engine · 3-speed manual transmission
 · Front disc brakes · E78-14 BSW tires · Dual headlamps
 · Energy absorbing bumper · Deluxe sound insulation
 · Concealed windshield wipers · Deluxe wheel covers
 · Deluxe 2-spoke steering wheel with woodgrain insert · Inside hood release · Color-keyed deep loop carpeting · Locking steering column · Dual note horn · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.

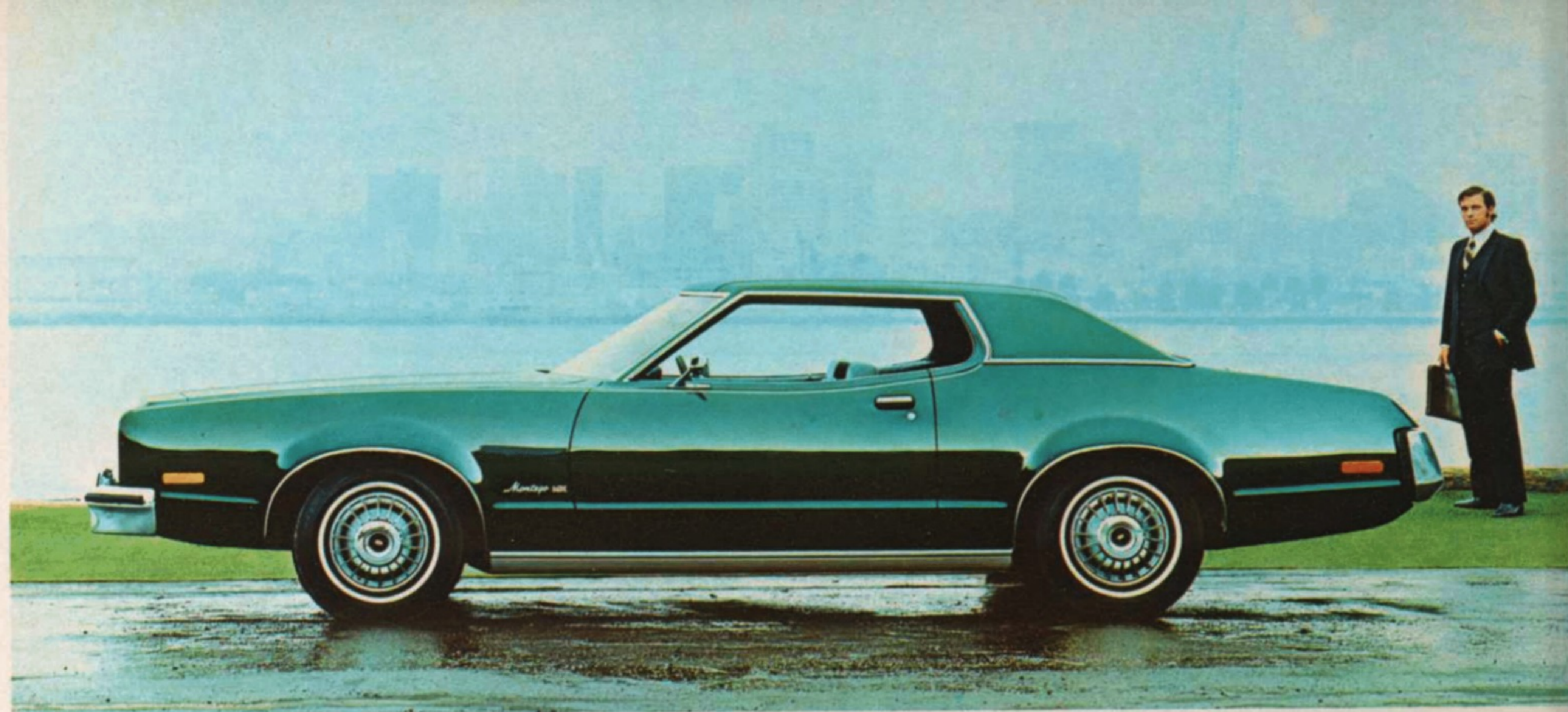
Montego MX Brougham interior



Mercury Montego MX Brougham 4-Door Pillared Hardtop



Montego MX Brougham instrument panel



Mercury Montego MX 2-Door Hardtop

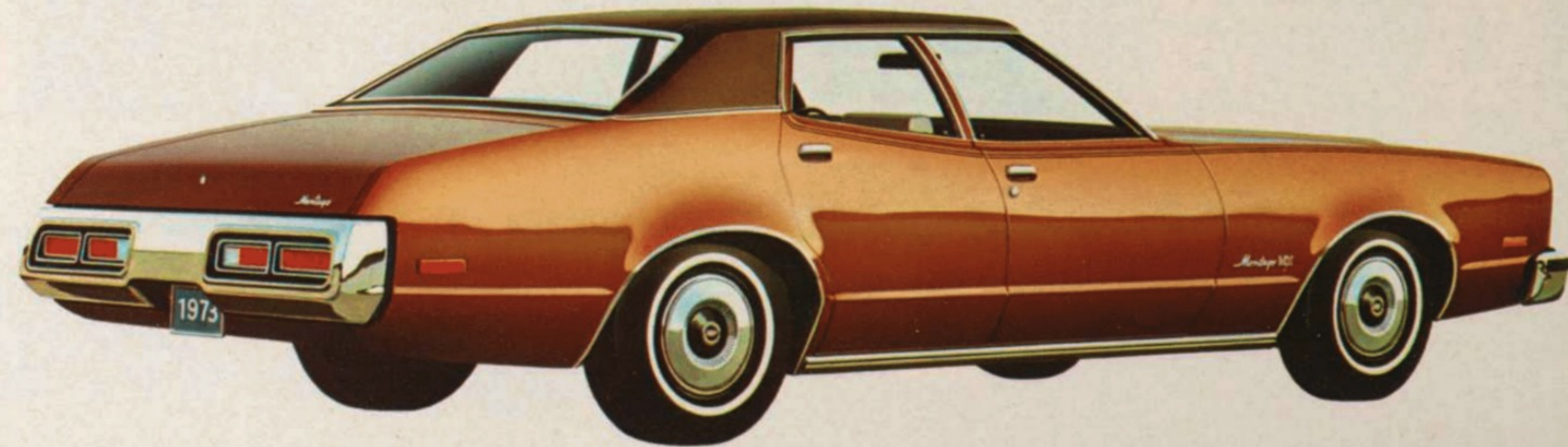
Mercury Montego MX

A drive in the 1973 Montego is uniquely pleasing—the ride smooth and stable. You'll never be concerned again about what kind of roads you travel. You've no idea how Montego's wider tread and high-stability suspension can add to your driving pleasure—until you try this better idea personal-size car with the big-car ride!

Shown here is the Montego MX standard bench seat interior in cloth-and-vinyl. This interior, may also be selected in all-vinyl. An all-vinyl interior featuring front bucket seats is optional in the Montego MX 2-Door Hardtop model. Colors available are black, medium blue, medium green and light beige. Dark tobacco is also available in cloth-and-vinyl only, and medium ginger in all-vinyl only.

Mercury Montego MX features as standard equipment:

- 250-IV 6-cylinder engine · 3-speed manual transmission
- Front disc brakes · E78-14 BSW tires · Dual headlamps
- Energy absorbing bumper · Deluxe sound insulation
- Concealed windshield wipers · Inside hood release · Color-keyed deep loop carpeting · Locking steering column · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Mercury Montego MX 4-Door Pillared Hardtop

Montego MX interior



Montego MX instrument panel



Mercury Montego 4-Door Pillared Hardtop



Mercury Montego GT 2-Door Fastback



Mercury Montego 2-Door Hardtop

Mercury Montego

Montego's road-smoothing front suspension design and special butyl rubber bushings help isolate your car's frame, reducing road noise and harsh vibrations. The wheels take the punishment—not you!

Mercury Montego features as standard equipment: 250-IV 6-cylinder engine • 3-speed manual transmission • Front disc brakes • Concealed wipers • E78-14 BSW tires • Dual headlamps • Energy absorbing bumpers • Locking steering column • Inside hood release • Ford Motor Company Liteguard Design Safety Features. Note: Other equipment shown is optional.



Montego interior in cloth-and-vinyl; also available in all-vinyl.



Montego GT interior

Mercury Montego GT

This fastback dares to be different—and does it beautifully! A special performance flair, from hood scoops to dual racing mirrors. Start with the 302-2V V-8 and go from there. Full instrumentation including tachometer. GT—for the go generation!

The Montego GT interior is available either with Flight Bench seat in super-soft vinyl or with bucket seats in all-vinyl. Choose from black, medium blue, medium ginger, medium green and light beige.

Mercury Montego GT features as standard equipment: 302-2V V-8 engine • 3-speed manual transmission • Front disc brakes • E78-14 WSW tires • Deluxe sound insulation • Performance hood with dual scoops (non-functional) • Dual racing mirrors • Energy absorbing bumpers • Dual headlamps • Concealed wipers • Deluxe wheel covers • Full complement of performance instruments including tachometer • Sports-type 3-spoke steering wheel • Color-keyed deep loop carpeting • Locking steering column • Inside hood release • Ford Motor Company Liteguard Design Safety Features. Note: Other equipment shown is optional.



Mercury Marquis Colony Park Station Wagon



Montego MX and Villager (foreground): WSW tires, luggage rack and wheel covers shown optional

Mercury Station Wagons

The most magnificent car of its type in America, Colony Park brings limousine luxury to the wagon set and, with radial ply tires standard for 1973, an unsurpassed ride to match. The elegant Colony Park interior shown at right features the luxury trim option in super-soft all-vinyl. Not shown are the Mercury Marquis and Monterey station wagons. Both are fine, full-size wagons and each offers a wagon-load of better ideas for station wagon living in 1973.

Mercury Colony Park features as standard equipment: 400-2V V-8 engine · 3-way tail-

gate · Select-Shift automatic transmission · Power front disc brakes · JR78-15 steel-belted radial ply BSW tires · Power steering · Power rear window · Automatic parking brake release · Energy absorbing bumpers · Front bumper guards · Concealed headlamps · Cherry woodgrain yacht deck exterior paneling with planking · Deluxe sound insulation · Electric clock · Deluxe two-spoke steering wheel · Cargo area light · Dome light · Inside hood latch release · Deluxe wheel covers · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Optional Colony Park Luxury trim interior



Montego MX Villager interior

The look is long and low, like a hardtop—the ride is smooth like an expensive sedan's. Mercury's personal-size wagons are big on glamour and loaded with the better idea features. The Montego MX Villager interior (left) is shown with standard Flight Bench seat with center folding armrest.

Mercury Montego MX Villager and Montego MX feature as standard: 302-2V V-8 engine · 3-way tailgate · 3-speed transmission · Dual headlamps · Energy absorbing bumpers · Front and rear bumper guards · G78-14

BSW tires · Power front disc brakes · Cherry woodgrain instrument cluster face · Two-spoke steering wheel · Deluxe sound package · Color-keyed carpeting · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional. **In addition, the Villager offers these exclusive features:** Woodgrain bodyside and tailgate paneling · Flight Bench seat with center armrest · Deluxe wheel covers · Deluxe steering wheel · Valino instrument panel cluster face with right side panel applique.



Mercury Cougar XR-7



Mercury Cougar Convertible

Mercury Cougar

When you want a luxury car that's also a sporty car, you want Mercury Cougar. No car lives two lives so beautifully. Better than just a sports car, better than just a luxury car. It's a car not like anybody else's car!

Shown at right is the Cougar XR-7 interior. Deep foam padded Hi-Back bucket seats with leather seating surfaces are standard, in black, medium blue, medium ginger, tan, avocado and white with black, white with medium blue, white with medium ginger, and white with avocado. In XR-7 only, Upbeat Stripe cloth-and-vinyl may be ordered as a credit option, in black, medium blue, medium ginger, avocado and tan.

Bottom view, this page, is shown the Decor Group interior, standard in the Convertible and optional at slight additional cost in the Cougar Hardtop. You can select this decor either in Tu-Tone woven vinyl or Upbeat Stripe cloth-and-vinyl. Colors are black, medium blue, medium ginger, tan, avocado and white with black, avocado and tan complements. In Tu-Tone woven vinyl only, you may also select from white with medium blue, white with medium ginger and white with avocado.

Mercury Cougar features as standard equipment:

351-2V V-8 engine · Select-Shift automatic transmission with floor shift · Sequential turn signals · Hi-Back front bucket seats with leather seating surfaces · Unique vinyl roof · Power front disc brakes · E78 x 14 BSW tires · Energy absorbing bumpers · Flow-Thru ventilation · Locking steering column · Concealed wipers · Special XR-7 wheel covers · Remote control racing mirror, left-hand · Rim-Blow wood-grain steering wheel · Tachometer, trip odometer, alternator and oil pressure gauges · Toggle switches · Door assist strap · Instrument panel assist handle · Map light · Warning lights for low fuel, door ajar · Headlamp-on warning signal · Rocker panel molding · Deluxe seat belts · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Cougar XR-7 instrument panel



Cougar XR-7 interior



Cougar optional Decor Group interior



Mercury Cougar 2-Door Hardtop

Mercury Cougar

Year after year Cougar retains its reputation as a sleek, sophisticated tourer, the best equipped luxury/sports car in America.

At right is the standard Cougar interior in all-vinyl, with standard bucket seats. In addition to white, shown, you may order it in black, medium blue, medium ginger, avocado, tan, white with black, white with medium blue, white with medium ginger and white with avocado.

Mercury Cougar features as standard equipment: 351-2V V-8 engine · Select-Shift automatic transmission · Sequential turn signals · Hi-Back bucket seats · Power front disc brakes · E78-14 BSW tires · Flow-Thru Ventilation · Locking steering column · Energy absorbing bumper · Concealed windshield wipers · Console with ashtray · Wheel lip moldings · Two-spoke oval color-keyed steering wheel · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Cougar standard interior



Mercury Comet GT with optional tires and forged aluminum wheels

Mercury Comet GT

When you'd like to come on like a winner, but you're not ready to go for "broke," you're probably ready for Comet GT. This tough little car has stamina and sporty styling to go with it! Dual racing mirrors, hood scoop, sporty hub caps, blackout front end and back panel, full-length stripes, Hi-Back bucket seats—all standard! (See second following page for standard equipment list.)

At left is shown the Comet GT interior with standard bucket seats in super-soft all-vinyl. Colors are black, medium blue, orange, medium ginger, and avocado.



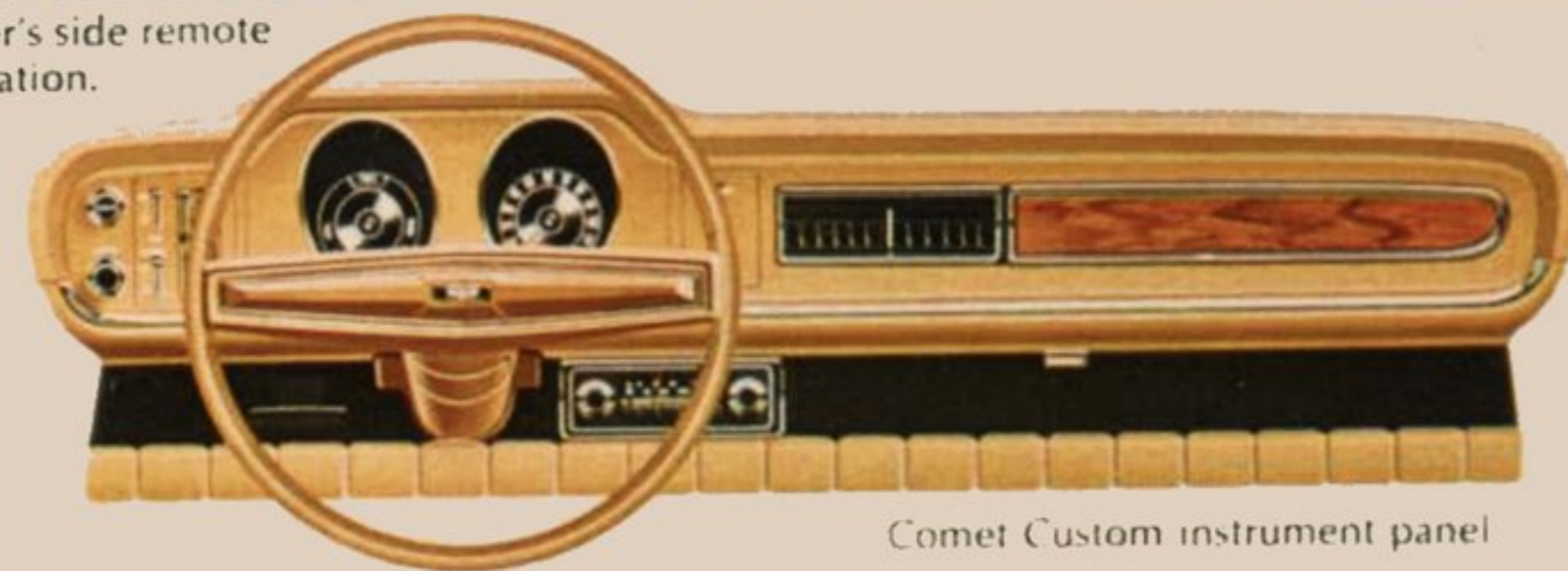
Comet GT interior



Comet Custom exterior option with special-grained vinyl roof, radial tires, deluxe wheel covers, driver's side remote control mirror and other distinctive ornamentation.



Comet Custom interior option



Comet Custom instrument panel

Mercury Comet

Comet—Mercury's better small car. Priced right down with the small imports, but built tough with the same gauge steel as our full-size Mercurys. For '73 more powerful, quiet, smooth riding. Firmly welded, rugged unibody. A tradition for durability. One tough little car. Shown left is the Comet Custom interior option—with touches of European luxury. Available in both 2- and 4-door models. The bucket seats are reclining and upholstered in super-soft expanded vinyl. In tan only, as shown, with color-keyed deluxe seat belts and luxurious cut-pile carpeting. Deluxe sound package also included.



Mercury Comet 2-Door Sedan

The view at right shows the Comet Deluxe Trim interior option, available in 2- and 4-door models in either cloth-and-vinyl or super-soft all-vinyl. Color choices are black, medium blue, medium ginger and avocado. Orange all-vinyl is available in the 2-Door Sedan only. Carpeting is cut pile. This option also includes Deluxe Sound Package.

Mercury Comet features as standard equipment:

200-1V 6-cylinder engine · Fully synchronized 3-speed manual transmission · Dual hydraulic brakes with warning light system · 6.45-14 BSW tires · Blend-Air heater with 3-speed blower · 2-speed windshield wipers/washers · Energy absorbing bumper · Locking steering column · Rearview outside mirror · Wheel lip moldings · Rocker panel moldings · Color-keyed carpeting · Front and rear ashtrays, front lighted · Ford Motor Company Lifeguard Design Safety Features. Note: Other equipment shown is optional.



Mercury Comet 2-Door Sedan

Mercurys ride better.
We couldn't say it
if we couldn't prove it!

Most cars promise you a smooth ride. Mercurys go out and prove it in test after test.

First against some of the world's most expensive luxury cars. Then in some even tougher tests.

And each time we've come up a winner.

Why do Mercurys ride better?
Because we make them that way.

Our theory is: To get a better ride,
you've got to build a better car.

It's that simple.

Mercurys are built better to ride better.



June, 1970. Mr. and Mrs. Dabney Coleman of Beverly Hills have a tea party in a Mercury Marquis—without spilling a drop.



Jan., 1971. Marquis' ride is rated better than a \$16,000 limousine and a \$26,000 European touring car in official blindfold test.



June, 1971. Even at 60 m.p.h. a phonograph needle stays in the groove while a Mercury Montego travels over 7 miles of typical roadway.



June, 1971. 36 out of 50 blindfolded professional chauffeurs rate the Marquis' ride superior to a \$34,000 European limousine.



July, 1971. Joseph Briffel splits a Cartier diamond now worth \$125,000, while riding in a Marquis over cobblestone streets at 35 m.p.h.



Dec., 1971. Personal size Mercury Montego's overall ride is rated superior to our competitor's best selling full-size car almost 2 to 1.



Jan., 1972. Sixth grade penmanship champion matches her prize-winning style while riding in the back of a Montego station wagon.



Feb., 1972. A Mercury Monterey carries high explosive nitro carbol connected to a sensitive detonator over rough Texas terrain.



Capri 2600 V-6 Sport Coupe with Decor Group option

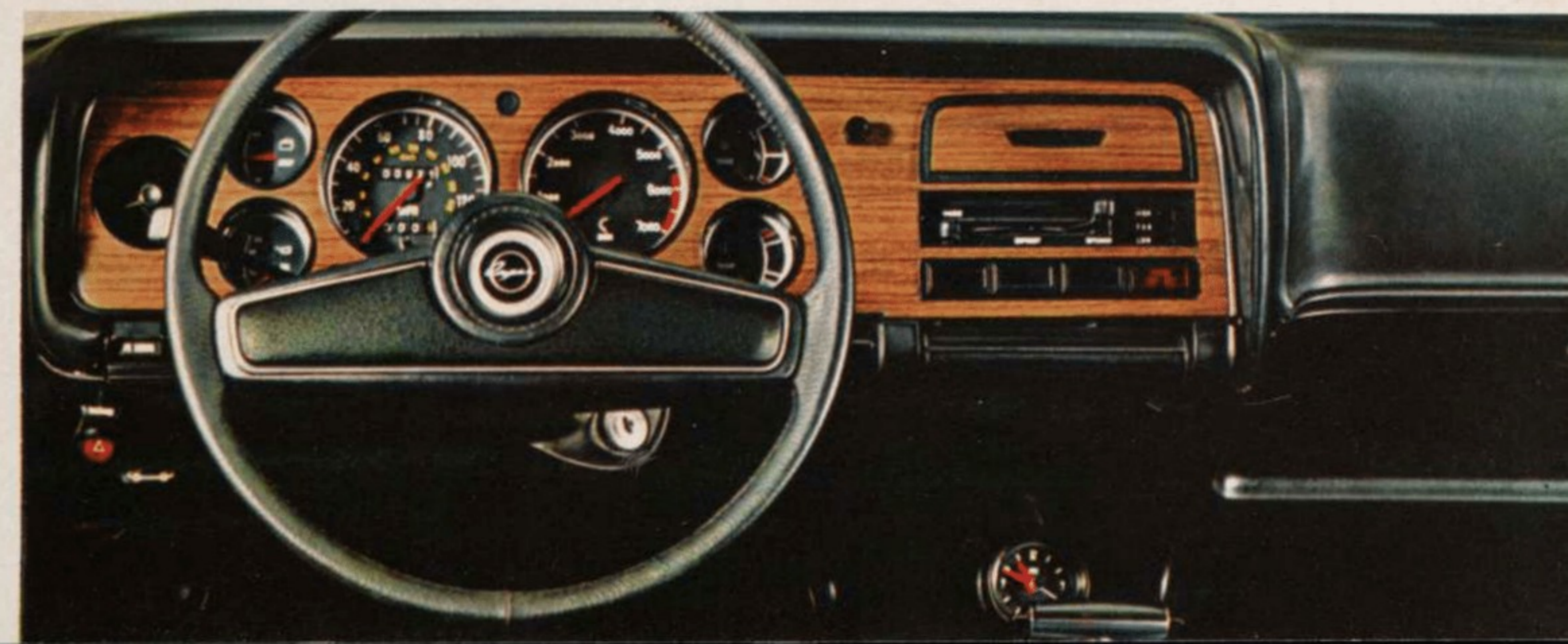
Capri

Capri's beautiful: an authentically European car with sports car looks and GT road manners. Sexy but inexpensive, it comes in two versions. The 2000 has an overhead cam "Four." The 2600 is more spirited with a vigorous V-6 under the hood. On both models, radial tires are standard. So are power front disc brakes, rack-and-pinion steering and a silky smooth 4-speed gearbox. Inside there's a sophisticated look and lots of luxury. Soft vinyl bucket seats. Rich

woodgrain effect on the dash. Full carpeting. Flow-Thru ventilation. Seating for four adults. You get it all without spending extra. If you insist on spending more, you can order an optional sunroof, vinyl top, a Decor Group interior, Instrumentation Group (std. on V-6), AM or AM/FM radio, automatic transmission, air conditioning. Either way you'll know why Capri sold more cars in its first two years here than any other import!

Optional Decor Group interior

You can order either Capri 2000 or 2600 with the optional Decor Group interior shown. The front bucket seats are fully reclinable; the seat backs fold completely forward, too, for easier entrance to the rear compartment. The rear seat is bucket style, body-contoured for extra comfort. The console houses an integral suspended clock. There is a map light on the passenger's side. Both Decor Group and standard interiors include full-loop carpeting, front armrests, recessed door handles and heater controls, cigar lighter and instrument panel ashtray, day/night mirror, rear ashtrays, passenger-side assist bar, lockable glove compartment, inside hood release lever. The lower illustration shows the 2600 instrument panel with its full set of instruments including temperature gauge, ammeter, speedometer, trip odometer, tachometer, oil pressure and fuel level gauges. At each end of the dash, registers are located to provide Flow-Thru ventilation in conjunction with the highly efficient heater-defroster blower system.



1973 LINCOLN-MERCURY MAJOR SPECIFICATIONS

| Model | Wheel-base | Overall Length | Standard Engine | Standard Transmission | Optional Engines | Luggage Capacity |
|---|-------------------|-------------------|--|------------------------|---|------------------------------|
| Continental Mark IV | 120.4" | 220.1" | 460-4V V-8 | Select-Shift Automatic | N.A. | 13.9 cu. ft. |
| Lincoln Continental | 127.0" | 229.5" | 460-4V V-8 | Select-Shift Automatic | N.A. | 18.1 cu. ft. |
| Marquis Brougham Marquis | 124.0" | 222.5" | 429-4V V-8 | Select-Shift Automatic | 460-4V V-8 | 18.2 cu. ft. |
| Monterey Custom Monterey | 124.0" | 222.5" | 400-2V V-8 351-2V V-8 | Select-Shift Automatic | 429-4V V-8 460-4V V-8 400-2V V-8 | 18.2 cu. ft. |
| Mercury Station Wagons | 121.0" | 223.4" | 400-2V V-8 | Select-Shift Automatic | 429-4V V-8 460-4V V-8 | 105.3 cu. ft. |
| Montego MX Brougham Montego MX Montego Montego GT Montego Station Wagons | 114.0"† 118.0" | 211.3"‡ 218.5" | 250-1V Six 302-2V V-8 302-2V V-8 | 3-Speed Manual | 302-2V V-8 351-2V V-8 351-CJ V-8* 400-2V V-8 429-4V V-8 | 14.8 cu. ft. 91.0 cu. ft. |
| Cougar XR-7 Cougar | 112.1" | 199.5" | 351-2V V-8 | Select-Shift Automatic | 351-CJ V-8 | 10.4 cu. ft. |
| Comet Comet GT | 103.0"## | 185.4"### | 200-1V Six | 3-Speed Manual | 250-1V Six 302-2V V-8 | 9.5 cu. ft. |
| Capri 2000 Capri V-6 | 100.8" | 173.8" | 1998 cc OHC 4-cyl. 2600 cc V-6 | 4-Speed Manual | N.A. | 7.2 cu. ft. |

*GT, Montego and MX 2-door models only; 4-speed manual transmission standard.

†118.0" on 4-door models.

‡215.3" on 4-door models.

#109.9" on 4-door models.

##192.3" on 4-door models.

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

Ford Motor Company Lifeguard Design Safety Features

- Dual Hydraulic Brake System with warning light
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety-designed door handles
- Front and rear lap belts with mini buckles for all seating positions and retractors for front and rear outboard occupants
- Shoulder belts for front outboard occupants (except convertibles)
- Positive reminder warning light and buzzer for front outboard seat belts
- Turn indicators with lane-changing signal feature
- Inside yield-away rearview mirror
- Energy-absorbing instrument panel with padding for center and outboard passengers
- Padded sun visors
- Locking steering column with warning buzzer
- Two speed or variable speed windshield wipers
- Windshield washers
- Improved impact absorbing laminated safety glass windshield
- Double-yoke safety door latches and safety hinges
- Steel guard rails in side doors
- Hazard warning flasher
- Backup lights
- Side marker lights
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on 2-door vehicles
- Safety-designed coat hooks (except convertibles)
- Safety-designed radio control knobs and push buttons (on all cars equipped with radios)
- Outside rearview mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant (on all cars equipped with automatic transmissions)
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety design front end structure
- Improved front and rear bumpers
- Head restraints or high back seats for front outboard occupants
- Safety glove box latch (on all cars equipped with glove boxes)

All 1973 Lincoln-Mercury models have substantially improved impact-resistant front and rear bumpers. Specifically, the bumpers meet the Federal safety standards.

A BETTER IDEA FOR SAFETY: BUCKLE UP.

NOTE: Availability of cars shown depends on federal emissions certification. Information shown here was correct when approved for printing. Lincoln-Mercury Division reserves the right to discontinue or change at any time, specifications or designs without incurring any obligations. Some features shown or described previously are optional equipment items which are available at extra charge. Some options are required in combination with other options.

MERCURY

LINCOLN-MERCURY DIVISION



Form No. M-73-6

Printed in U.S.A.

