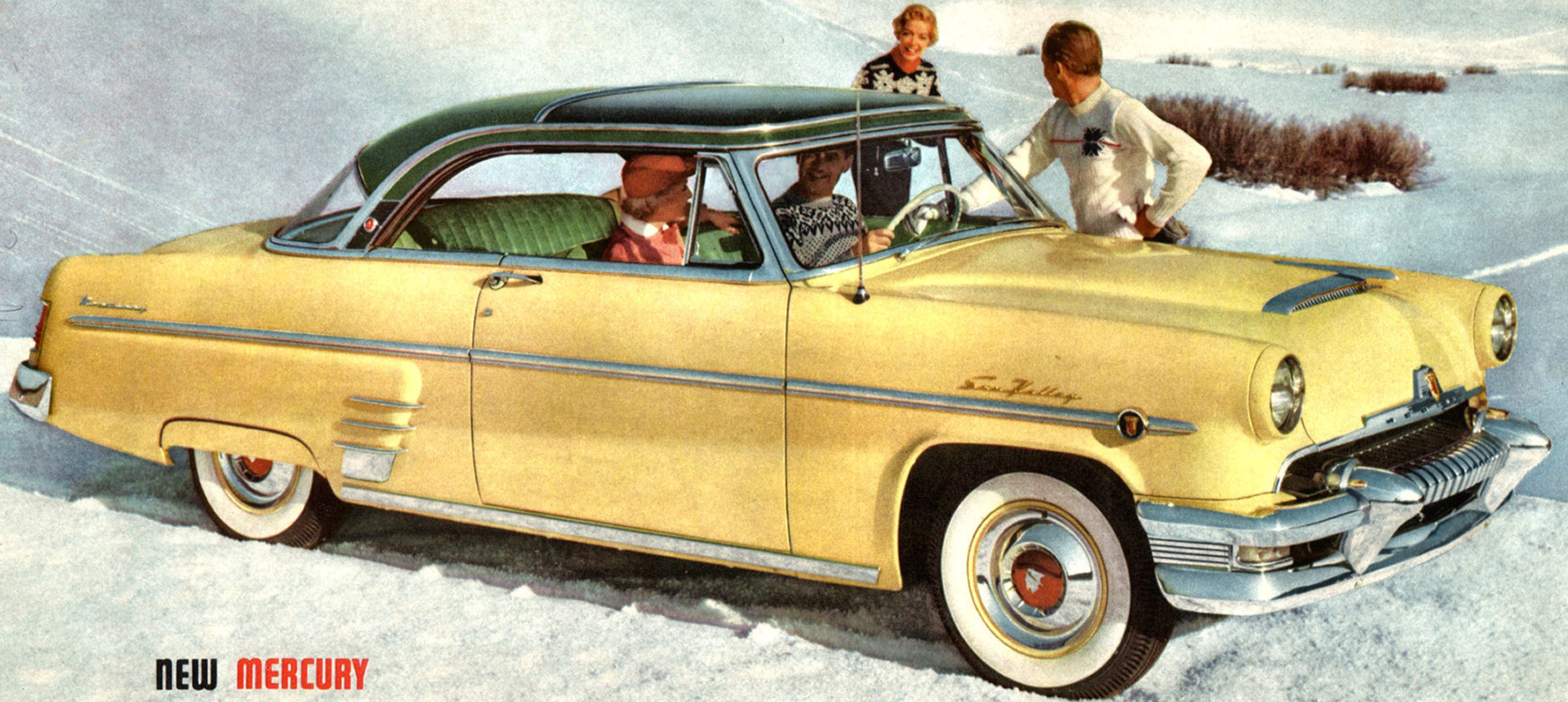
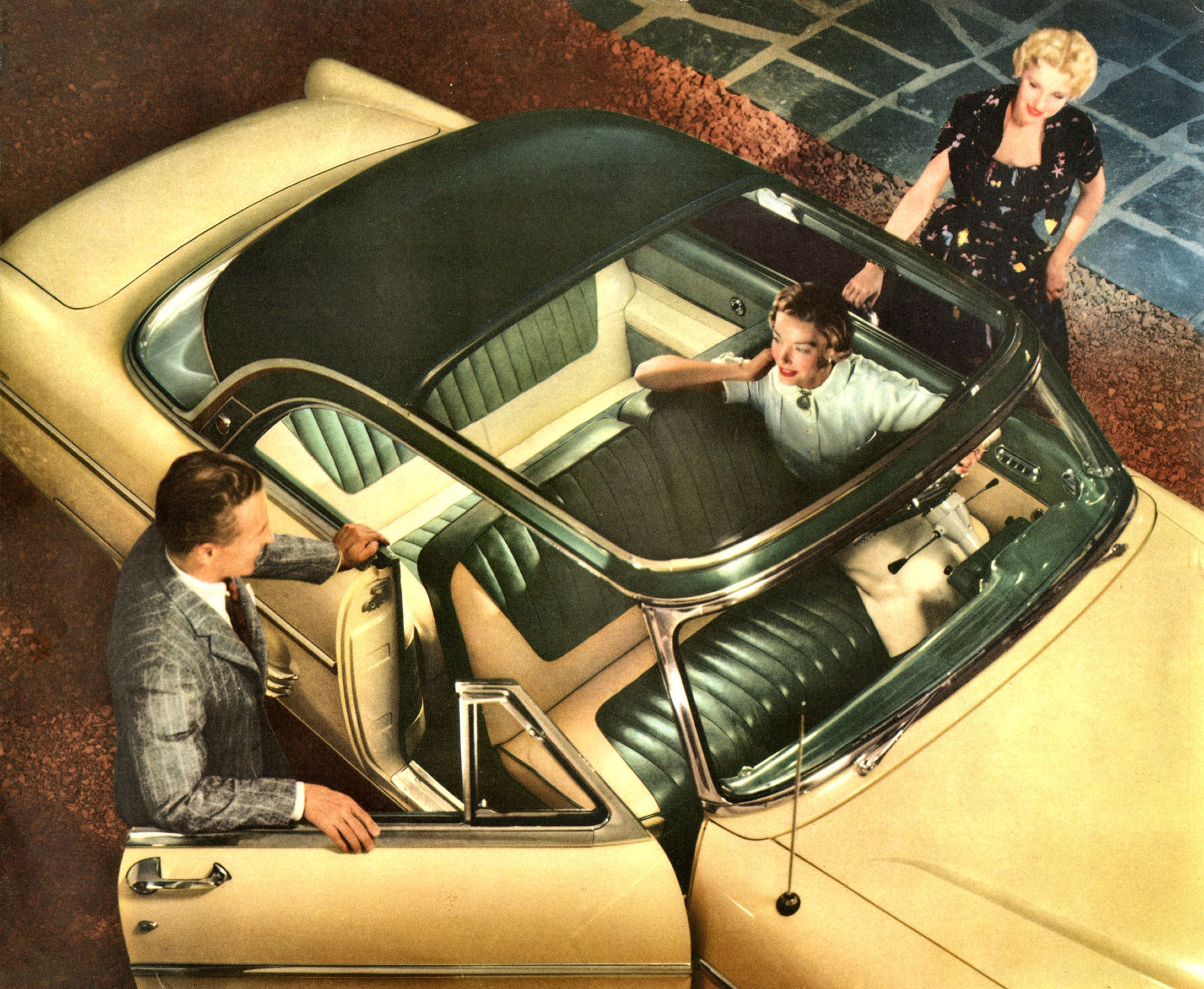


America's first transparent-top car



NEW MERCURY

Sun Valley



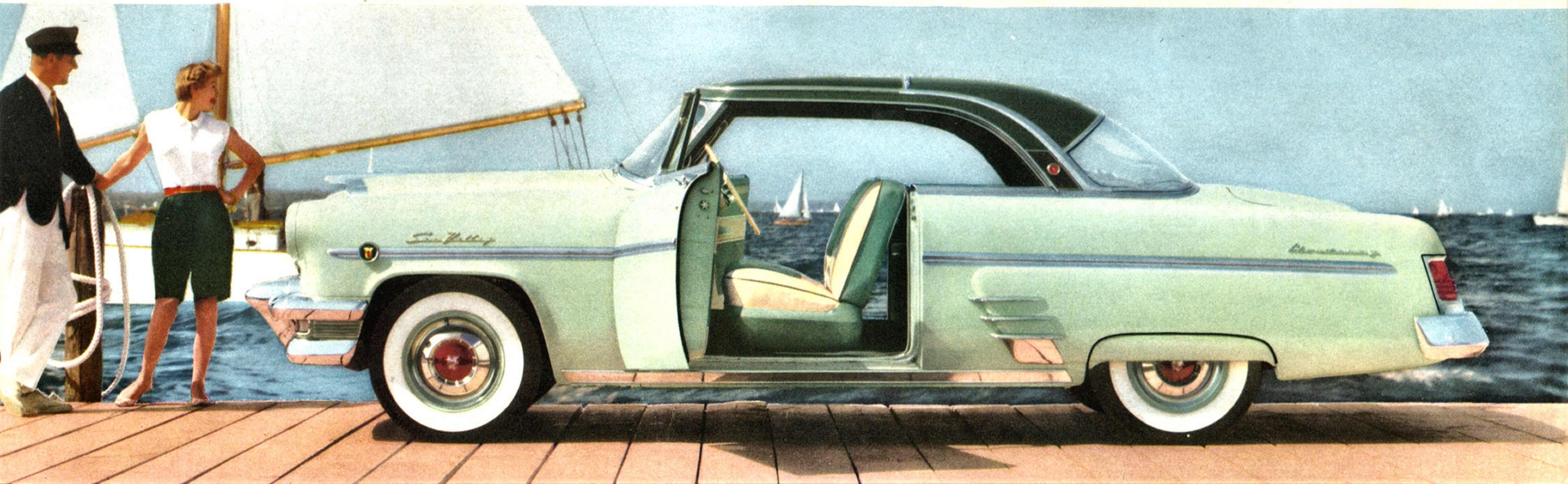
*you're comfortably "out of doors"
all year long...
with that wonderful feeling
of being fashionably first*



A freshness of view, a new gaiety and glamour, vast new areas of visibility, a whole new concept of light and luxury—all this is yours in the fabulous 1954 Mercury Sun Valley—America's first transparent-top production car.

In the Sun Valley, you're practically outdoors night and day. All the expansive zest of a convertible is yours, and yet you have all the comfort, assurance, and weather-protection of a closed coupe as well. The accent is on viewing—there is more significant visibility than any other closed car can even approach.

You'll notice something else, too, and it's a wonderful thing to experience. Every time you motor in the Sun Valley, you'll see a lot of new faces—for everyone will be looking your way.



*a new feeling
of light and luxury...
new motoring horizons
wherever you go*

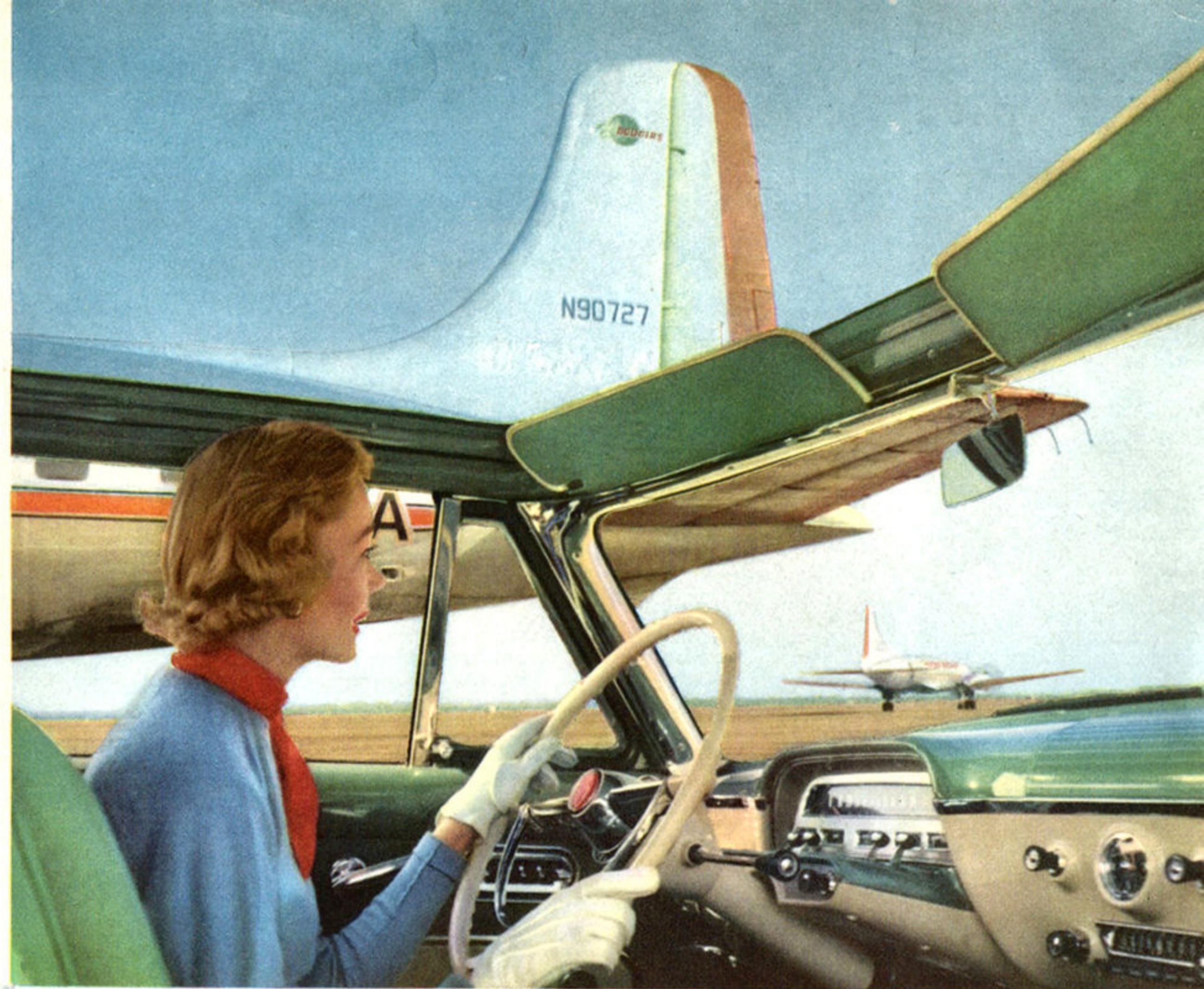
Filtering softly through the tinted plastic of the transparent top, light in abundance brightens the interior of the Sun Valley. All the exquisite details of interior styling take on a new luxury—a new elegance.

In a Sun Valley, you sit completely relaxed, your motoring enjoyment enhanced by the new vistas of scenic beauty wherever you go. You can see more, see better, see longer. Your horizon expands. Your visibility has new scope—new dimension.

And when you travel in a Sun Valley, expect to be seen—for this is a new, an excitingly different kind of American car.



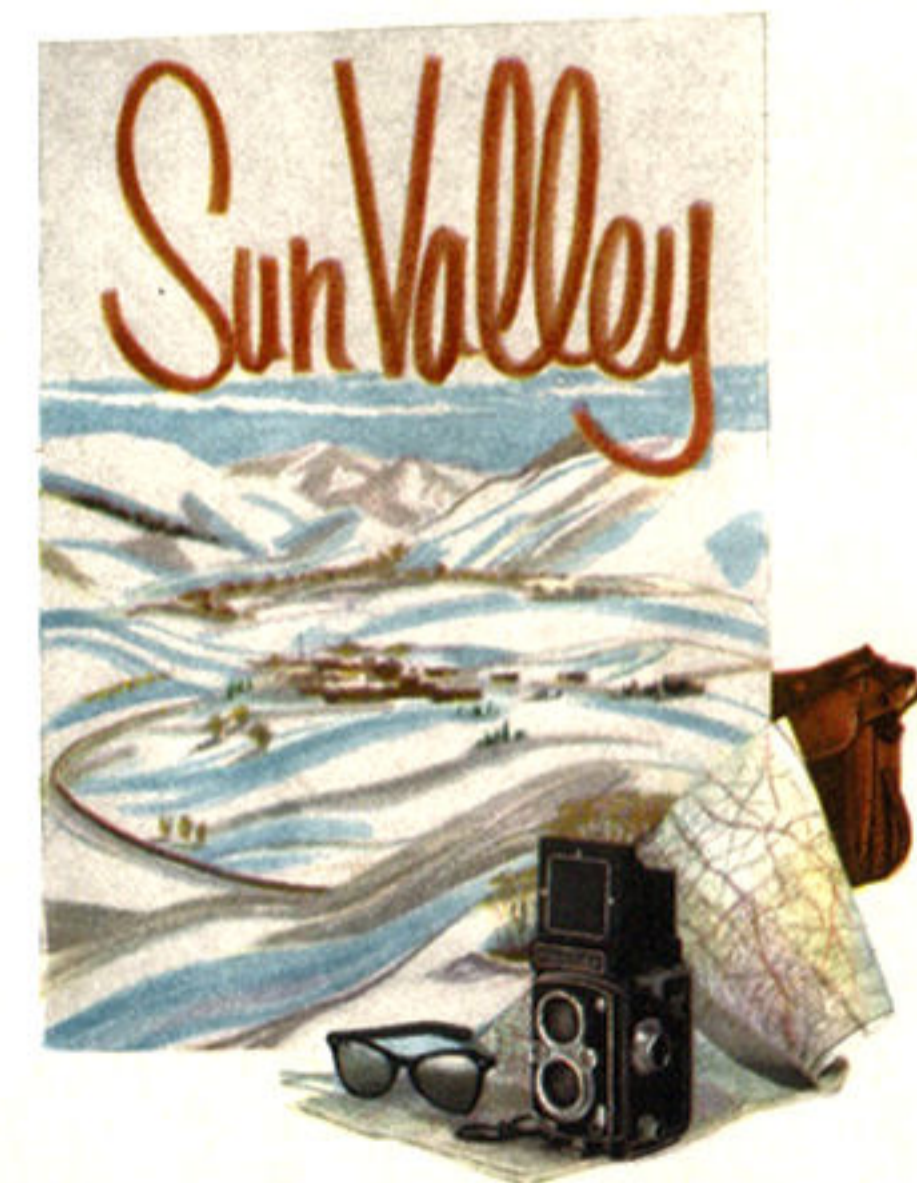
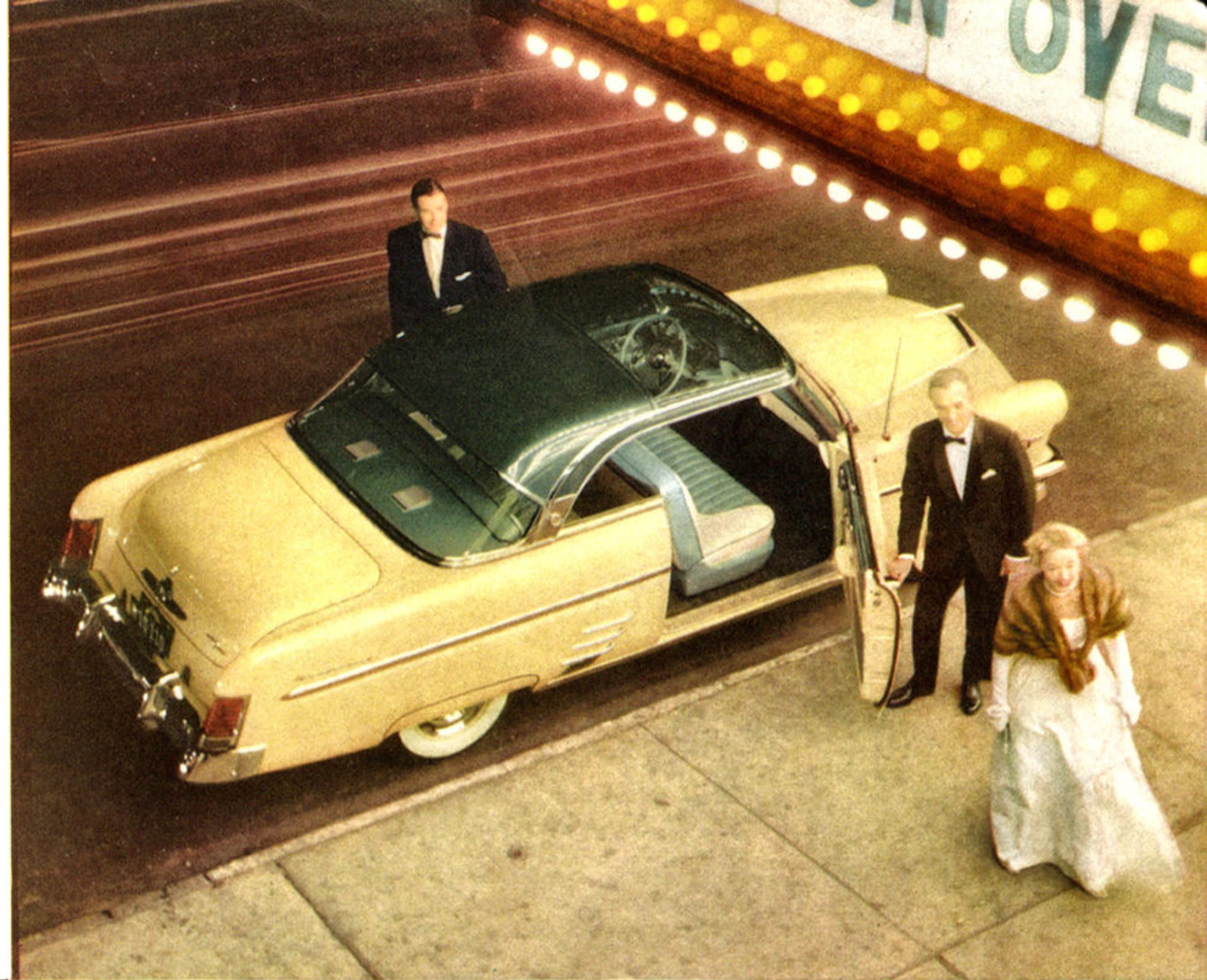
*you'll know the sun...
and the stars...*



The sky seems closer, friendlier when you're cruising easily up a mountain highway in a Sun Valley. The splendor of all nature comes in new proportions—you see so much more of it.

And driving is so easy in a Sun Valley, you have more time for viewing. So sit back in the deep comfort of the soft cushions, take full pleasure in the unprecedented visibility, and be confident that in the Sun Valley, as in all Mercurys, performance is there—the basis of your motoring enjoyment.

The heart of a city at night gleams with its own stars of neon and marquee. This is a magnificent sight, to be best appreciated from the seat of a Sun Valley. All the richness and color reaches you. Yet the intensity is softened, filtered by the tint of the plastic roof. So you guide your Sun Valley easily, effortlessly through the city—power features giving you ease, comfort and convenience in new measure. You stop for a traffic light. You glance up through the top at the overhead signal. It turns green and you continue your pleasant journey—completely, wonderfully at ease.



*inspired by a new
kind of power
that makes
any driving easy!*



A new kind of power gives the Sun Valley spirited response, complete convenience, and top performance in every driving range. It is power for ease, for relaxation—so sure, so lively is its action. There's 161 hp from a new overhead valve V-8—power that is efficiently metered and controlled by Mercury's new vacuum-operated four-venturi carburetor. There is power to aid your steering and stopping . . . power to increase your comfort and convenience.

To back up this power, Mercury alone in its class offers ball-joint front suspension to make curving, cornering, driving through traffic easier. As do all Mercury models, the Sun Valley offers a choice of transmissions: Merc-O-Matic Drive, Touch-O-Matic Overdrive, and silent-ease standard transmission.

Standard equipment, accessories and trim illustrated are subject to change without notice. Power steering, power brakes, four-way power seat, Merc-O-Matic Drive, Touch-O-Matic Overdrive, white side-wall tires and full-disc hubcaps are optional at extra cost.

