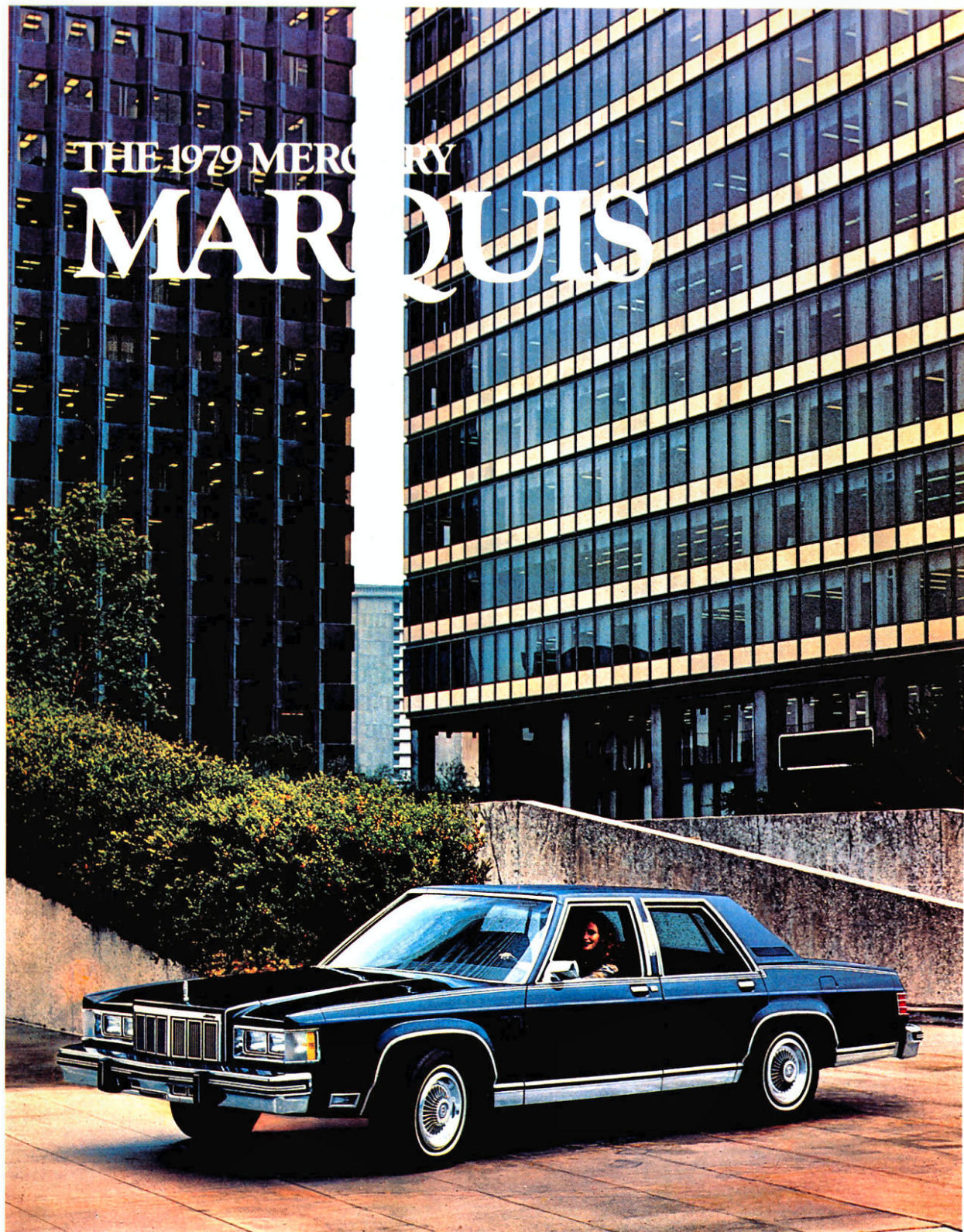


THE 1979 MERCURY
MARQUIS



NOTE: Some items are optional. See notable standard features, measurements, and colour code reference listed throughout this catalogue.



THE ALL-NEW 1979 MERCURY MARQUIS. THE MOST SCIENTIFICALLY DESIGNED MARQUIS IN HISTORY.

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It began with a frame of mind ... an idea to start with the *frame of the car* and design a totally new automobile. An entirely new vehicle that would take advantage of the many technological advances brought about by the space age, and still retain the styling excellence and luxury that you expect with Mercury Marquis.

For '79 Marquis offers its usual wide choice in models. Shown above is the Grand Marquis, the most elegant Marquis, which is also available as a 2-door model. Then

there's the Marquis Brougham, the Mercury Marquis and the economical Marquis Meteor each in 2 and 4-door models, the Marquis Colony Park Station Wagon, Mercury Marquis Wagon, and the Marquis Meteor Wagon.

In addition, in celebration of Ford of Canada's 75th Anniversary, the Marquis Diamond Jubilee Feature Car is offered in 2 and 4-door models.

Mercury Marquis for 1979 is brand new. Its body/frame units are new. Its base engine is new. Its suspension is new. You see a totally new car with many advantages over 1978.

Room: The '79 Marquis is actually bigger inside than in '78, with even more comfort for six passengers. It has more head and shoulder room, front and rear, and 3.4 inches more front hip room. Its trunk has more luggage volume with its new mini spare tire.* (See the X-Ray view of the Marquis interior and trunk shown above.)

Ride: Extensive computer analysis was used by designers to help provide an even distribution of stresses throughout the vehicle, and help control harshness and vibration. In addition, body, frame and suspension units were each expressly redesigned for this all new car, each complementing and harmonizing with the other so you have

a new Marquis "ride package" - a new experience for you and your family.

Steering: The new for '79, 14:1 steering ratio for Marquis sedans - a four foot (122 cm.) less turning diameter than '78 - provides more responsive steering and helps improve manoeuvrability.

Command Seating: You view the road from the vantage point of new re-engineered seating, enhanced by more glass area than in '78 to give you a commanding view of the road.

Engines: The standard engine for the new Mercury Marquis is the 5.0 litre (302 CID) V-8. The 5.8 litre (351 CID) V-8 is optional.



Insulation: We believe you'll find the 1979 Marquis, with its new sound insulation package, is a quiet experience on the road. The sound package, with carpet and insulation bonded and moulded into one piece for good fit, surrounds the passenger compartment, forming a barrier that helps reduce external noise and temperature extremes.

NOTE: See page 16 for detailed information about 1979 Marquis engineering.

* Available about Nov. 1, 1978.

1979 MERCURY GRAND MARQUIS. THE ULTIMATE IN MARQUIS LUXURY.

Pictured below is the Mercury Grand Marquis in dark cordovan metallic, one of twelve standard and four optional exterior paint choices. Note the refinement of the standard full vinyl roof in a harmonizing dark cordovan, one of ten available colours.

Power windows, power steering and power brakes represent just three of the many quality standard features that contribute to the ease of driving Grand Marquis.

Grand Marquis standard features in addition to Marquis standard equipment on page 10 or 11 include:

- Tinted glass throughout
- Coach lamps
- Twin Comfort Lounge seats
- Full-length door armrests w/woodtone appliques and courtesy lights
- Analog clock
- Luxury door panels w/nylon carpet on lower areas, and pull straps
- Luxury steering wheel

RIDE-ENGINEERED

- Deluxe wheel covers
- Visor vanity mirror
- Rear seat centre armrest; pull straps and map pockets on front seat backs
- Fully carpeted luggage compartment
- Bodyside paint stripes
- Hood and decklid stripes
- Power windows
- Sail-mount, LH remote control mirror
- Vinyl roof
- 18 ounce Tiffany carpeting

When you choose Mercury Grand Marquis, the plush elegance of Twin Comfort Lounge seats with individual centre armrests is standard. You see them below in cordovan cloth, with optional leather and vinyl also available. Other interior colour choices are dove grey, dark red, medium Wedgewood blue, pine green and camel. Note the tasteful trim on the door panels, highlighted with woodtone appliques on upper areas and carpeting below.

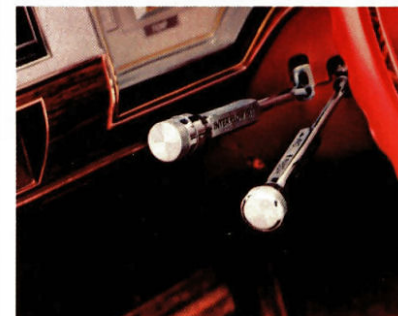
Other Grand Marquis interior elegance accents include woodtone appliques on the instrument panel. The Grand Marquis is equipped with a luxury steering wheel and two stalk-mounted controls (seen right) that bring finger-tip convenience when you activate windshield wiper/washer controls and turn signals. Also shown below right, the driver's side armrest with optional door lock controls.



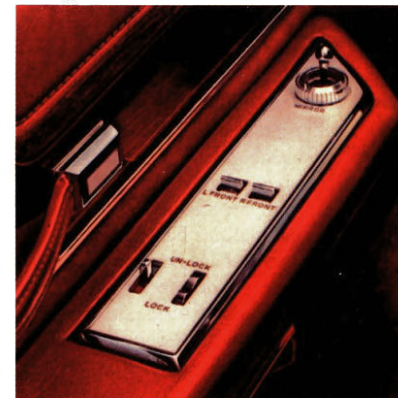
Grand Marquis 4-door in dark cordovan metallic



Standard Grand Marquis Twin Comfort Lounge seat interior



Steering column w/stalk-mounted controls



Door lock controls in driver's side armrest

NOTE: Some items are optional. See notable standard features, measurements, and colour reference listed throughout this catalogue.

1979 Marquis Diamond Jubilee Feature Car

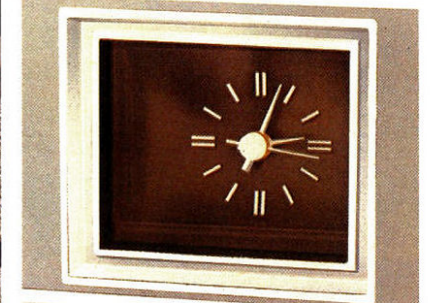


NOTE: Some items are optional. See notable standard features, measurements, and colour code reference listed throughout this catalogue.

Grand Marquis Twin Comfort Lounge Seat interior in grey leather and vinyl trim



Optional AM/FM Stereo "search radio" w/Quad-8 tape



Optional Analog clock



Marquis spacious trunk

THE 1979 MARQUIS DIAMOND JUBILEE FEATURE CAR.

A limited edition car in celebration of Ford of Canada's 75th Anniversary.

In celebration of three-quarters of a century of producing quality cars, Ford of Canada presents a regular production automobile with unique features of its own.

This special Marquis Feature Car features a Diamond Jubilee 'logo' and accent line on the fixed second window of the 2-door sedan and on the fixed portion of the rear door window of the 4-door model. Unique to this car is one tu-tone paint colour option: Medium Blue Glow and

Dark Blue Metallic. (shown above in 2-door model).

Marquis Diamond Jubilee Feature Car standard features in addition to Grand Marquis standard equipment on page 4 include:

- Wire Wheel Covers
- Cornering Lights
- Speed Control
- Tilt Steering Column
- Tu-tone Paint
- Diamond Jubilee 'Logo'

1979 MERCURY GRAND MARQUIS.

The 1979 Mercury Grand Marquis still offers a fine blend of six-passenger roominess and luxury. Its shoulder room and front hip room offer six-passenger comfort, even for adults.

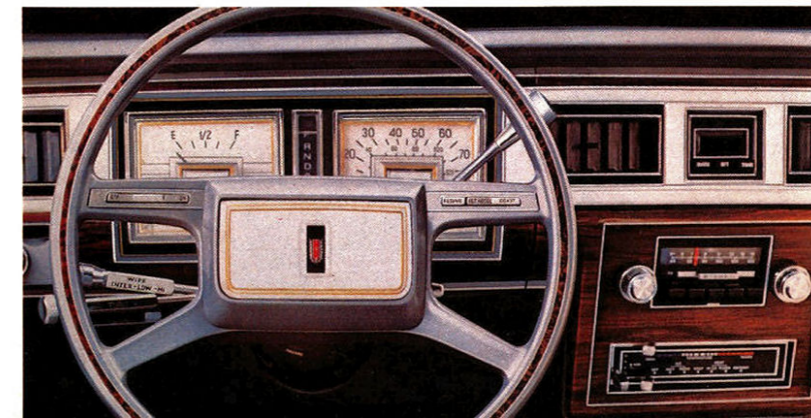
Grand Marquis spaciousness extends into the luggage compartment, shown right. It provides more luggage volume (660 litres-23.3 cu. ft.), with its mini-spare, than even last year's Marquis, which had the largest trunk capacity available in any North American car. And the luggage com-

partment is fully carpeted.

Displayed above is the Grand Marquis standard Twin Comfort Lounge seat interior in optional dove grey leather-and-vinyl trim. Cloth trim is standard.

The Grand Marquis instrument panel, shown below, features tastefully coordinated-woodtone appliques to enhance interior luxury and a driver-convenient instrument cluster.

An outstanding selection of options and accessories provides you with multiple means of enhancing comfort and convenience and increasing driving pleasure; some of which are shown above.



Marquis instrument panel

NOTE: Some items are optional. See notable standard features, measurements, and colour code reference listed throughout this catalogue.



1979 MERCURY MARQUIS BROUGHAM.

In Marquis Brougham for 1979 the quiet elegance that means "brougham" is available as a 4-door or 2-door sedan. The Marquis Brougham 2-door is portrayed above in the optional medium red metallic Glamour paint and white-vinyl landau roof, which is standard on the 2-door Marquis Brougham. A full vinyl roof is standard on the Brougham 4-door.

The hood and decklid of the Marquis Brougham are set off with tasteful paint

stripes. Lower bodyside mouldings and door frames are bright. Deluxe wheel covers and a sail-mounted left-hand rear view mirror are among the fine features for Marquis Brougham.

Marquis Brougham standard features in addition to Marquis standard equipment on page 11 include:

- Dual instrument panel lights
- Luggage compartment light
- Power windows
- Sail-mounted LH remote control mirror

- Full vinyl roof on 4-door, landau vinyl roof on 2-door
- Wide, bright lower bodyside mouldings
- Bright door frames
- Hood/decklid paint stripes
- Deluxe wheel covers
- Flight Bench seat in Ardmore cloth
- Analog clock
- Luxury door trim
- 18-ounce Tiffany carpeting
- Full-length armrests
- Door pull straps
- Nylon carpet on lower door panels
- Seat back side shields
- Colour-keyed seat belts



Sail-mounted remote control mirror



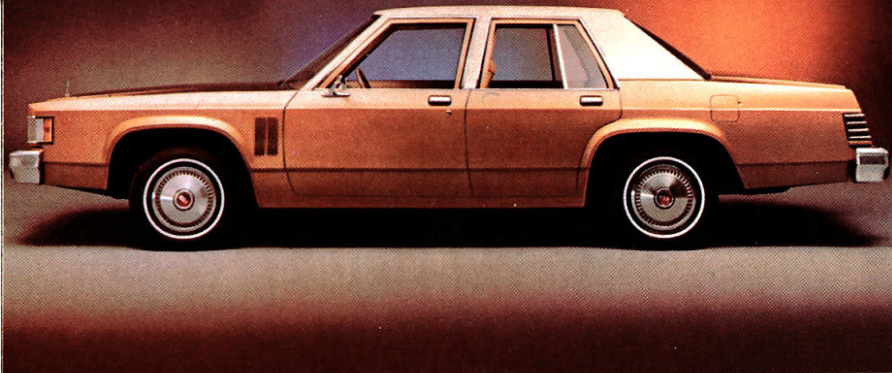
Twin Comfort Lounge Seat w/RH and LH recliner



Optional electronic date/elapsed time clock

Shown left is the standard Marquis Brougham interior with the optional power Flight Bench seat in dark red cloth. The optional power Flight Bench seat is also available with left and right-hand recliners. Shown above are just three of the many standard convenience features for Marquis Brougham. From the top down you see the sail-mounted left-hand remote control rear view mirror, the optional Twin Comfort Lounge seat with left and right-hand recliners, and Date/Elapsed Time Digital clock. Other options to add driving pleasure to your Marquis Brougham will be found on pages 14 and 15, with many illustrated.

Marquis Brougham interior



1979 Marquis Meteor 4-door sedan

1979 MERCURY MARQUIS AND MARQUIS METEOR.

From computerization and modal analysis to sophisticated electronics, applicable modern techniques were applied in our determination to bring you the most scientifically designed car in Mercury history. The end result: Mercury Marquis for '79, a new generation of automobiles, sized and built through modern science. Affordable luxury in all-new styling.

Marquis Meteor shown left, is the

easiest-to-own full-size Mercury. And yet, it has many of the same features as the luxurious Grand Marquis. Six-passenger roominess that's more spacious than ever before. A more controlled ride. And traditional interior luxury without comparison.

Included in the long list of Marquis Meteor standard features:

- A fuel-efficient 5.0 litre (302 CID) engine.
- Select-Shift automatic transmission,
- Power steering and brakes
- Comfortable Bench seat in Dublin cloth
- Nylon cut-pile carpeting
- BSW steel-belted radial tires

- High-level sound insulation
- Concealed electric windshield wipers
- Windshield washer jets in wiper arms
- Coolant Recovery System
- 4-Spoke colour-keyed steering wheel
- Dual pod instrument cluster
- Steering column stalk-mounted controls for washer/wiper, hi-low headlamp beam, horn
- Bright LH outside mirror
- Bright mouldings
- Horizontal wraparound taillamps w/integral side marker lights
- Bright rear window moulding
- Vertical backup lamps



Windshield washer jets in wiper arms

Additional equipment on Mercury Marquis:

- Rocker panel moulding
- 'C' pillar louvres
- Bright wheelip mouldings
- Full wheel covers
- Flight bench seat in cloth or vinyl
- Seat cushion side shields
- Woodgrain instrument panel appliqué
- Bright hood rear moulding
- Upgraded sound insulation



1979 Mercury Marquis 4-door sedan

NOTE: Some items are optional. See notable standard features, measurements, and colour code reference listed throughout this catalogue.



Optional AM/FM stereo radio



Optional CB-Radio



Standard Marquis interior in camel Ruffino vinyl

1979 Mercury Marquis Colony Park Station Wagon



NOTE: Some items are optional. See notable standard features, measurements, and colour reference listed throughout this catalogue.

Colony Park Twin Comfort Lounge seat option in leather-and-vinyl



Optional wagon centre facing seats

1979 Marquis Meteor Station Wagon



FOR 1979: THREE NEW STATION WAGONS IN THE MERCURY TRADITION.

As in the past, Mercury Marquis offers a three-way choice in station wagons. There's the Mercury Marquis Meteor Station Wagon, the Marquis Station Wagon, and the ultimate in Mercury Wagon luxury, the Marquis Colony Park, shown above in white, with full-length bodyside and tailgate in rosewood woodtone appliques. Shown left is the 1979 Marquis Meteor Station Wagon in White.

Each is a beautiful wagon in its own right. Each is spacious. And each has excellent interior capacity — over 50 litres (2 cu. ft.) more than 1978 Meteor wagon models. And, with a 122.4 cm. (48.2") width between wheel housings, the new '79

retains the capability of accommodating four foot by eight foot sheets of plywood.

Marquis Meteor Wagon and Marquis Station Wagon standard features in addition to pertinent standard features on page 11:

- Lockable storage compartment
- Removable load floor carpet
- 3-way tailgate
- Power tailgate window
- Heavy-duty frame
- Integral backup lights and tail lamps
- Bright and black tailgate window moulding
- Left and right moulded quarter trim storage trays.

Colony Park standard features in addition to Marquis and Marquis Meteor Wagon standard features:

- Full-length bodyside and tailgate

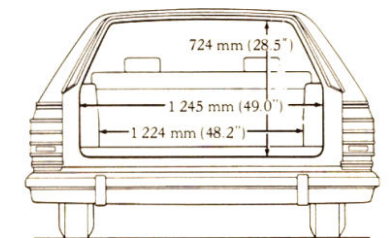
rosewood woodtone appliques, matching bright and woodtone rails

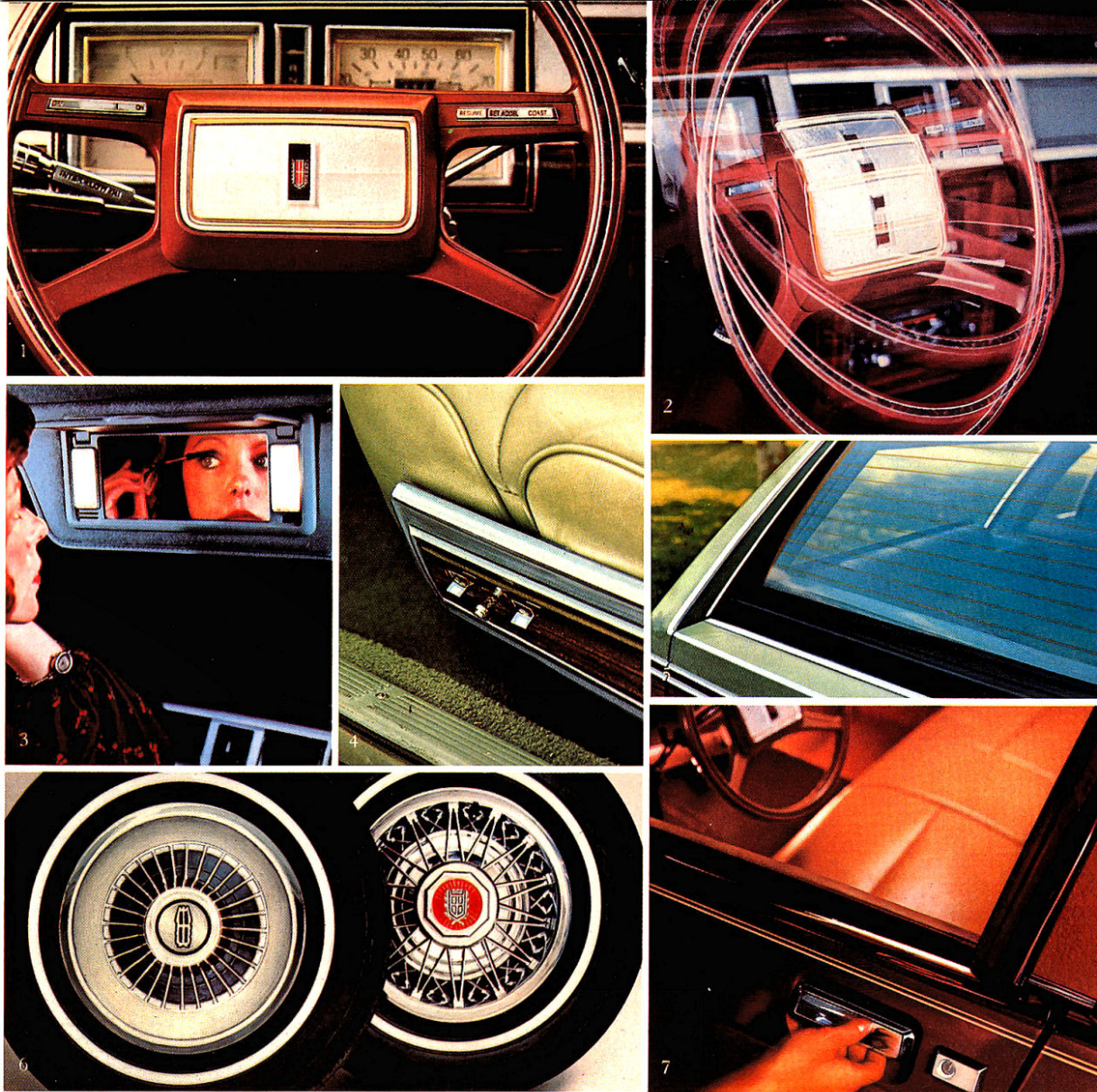
- Sail-mounted LH remote control mirror
- Coach lamps
- Deluxe wheel covers
- 18-ounce Tiffany carpeting
- Tailgate activated cargo compartment light
- Analog clock
- Deluxe seat belts
- Power windows

Marquis wagon interiors are designed to provide luxurious surroundings as well as comfort. Shown above is the Colony Park optional Twin Comfort Lounge seat in pine green leather-and-vinyl, also available in dark red, camel, cordovan and medium Wedgewood blue, with the same colours also available in vinyl.

The 3-way tailgate pictured above is one

of many Marquis Wagon convenience features. Left-to-right, you see it opening out with the power window down; opening out with the power window up; and with the gate down and level with the load floor for extra platform length.





OPTIONS TO PERSONALIZE YOUR MARQUIS

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest that you verify that it includes the optional equipment you ordered or if there are changes they are acceptable to you. Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.

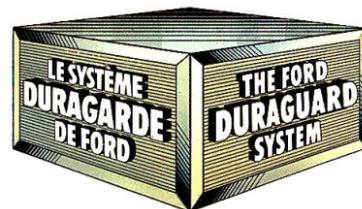
- 1979 Speed Control w/new "resume" feature
- Tilt Steering Wheel
- Illuminated Passenger Side Visor Vanity Mirror
- Four choices in power seats, depending on seat choice
- Electric Rear Window Defroster
- (l) Luxury wheel covers, (r) wire wheel covers (not shown: deluxe wheel covers available Meteor only)
- Illuminated Entry System for keyhole and interior lights

CORROSION PROTECTION

All Marquis cars are protected with the DURAGUARD System, which includes 7 processes built in at the factory as standard equipment, to provide corrosion protection as follows:

- pre-coated steel on doors, quarter panels and other selected areas;
- galvanized steel on rocker panels, selected cowl tops and underbody parts;
- vinyl sealer on the underside of rear wheelhouses;
- phosphate coating on the entire car body after a super cleaning process;
- electrocoat process to apply corrosion resistant primer paint, also on the entire body;

- aluminized wax sprayed into hard-to-reach-lower body areas, the inside surfaces of doors and quarter panels;
- protective vinyl coating behind the wheel openings and along the lower bodyside area.



The DURAGUARD System is backed by a no-extra-charge, 36-month unlimited mileage manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system parts excluded. The basic 12 month/20,000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.

MARQUIS OPTIONS

AVAILABILITY

PERFORMANCE RELATED

| | Marquis, Meteor | Marquis Brougham | Grand Marquis | Wagons |
|-------------------------------|-----------------|------------------|---------------|--------|
| 5.8 litre (351 CID) 2V Engine | X | X | X | X |
| 71 amp. Heavy-Duty Battery | X | X | X | X |
| Heavy-Duty Suspension | X | X | X | X |
| Trailer-towing Package | X | X | X | X |

COMFORT & CONVENIENCE

| | | | | |
|---|----|-----|-----|------|
| Air Conditioning, Automatic or Manual Control | X | X | X | X |
| Clock, Analog | X | Std | Std | X(*) |
| Clock, Electronic Digital | X | X | X | X |
| Convenience Group (1) | X | X | X | X |
| Defroster, Electric Rear Window | X | X | X | X |
| Illuminated Entry System (2) | X | X | X | X |
| Mirror, LH Remote Control | X | Std | Std | X(*) |
| Mirror, Illuminated Visor Vanity | X | X | X | X |
| Paint, Glamour | X | X | X | X |
| Paint, Tu-tone (8) | X | X | X | X |
| Power Antenna | X | X | X | X |
| Power Seat, Flight Bench (8) | X | X | NA | X |
| Power Seat, Reclining Flight Bench (8) | X | X | NA | X |
| Power Seat, 6-way Driver Side(3) | NA | X | X | X |
| Power Seat, 6-way both sides (3) | NA | X | X | NA |
| Seat, Reclining Twin Comfort | NA | X | X | NA |
| Power Side Window | X | Std | Std | X(*) |
| Radio, AM (10) | X | Std | Std | X(*) |
| Radio, AM/FM Stereo | X | X | X | X |
| Radio, AM/FM w/ Tape | X | X | X | X |
| Radio, AM/FM Stereo w/Cassette | X | X | X | X |
| Radio, AM/FM Stereo Search w/Quad-8 Tape | X | X | X | X |
| Radio, Citizens' Band (4) | X | X | X | X |
| Seats, Removable Rear Dual Facing | NA | NA | NA | X |
| Speed Control (5) | X | X | X | X |
| Steering Wheel, Tilt | X | X | X | X |
| Visibility Light Group (6) | X | X | X | X |

APPEARANCE & PROTECTION

| | | | | |
|--|----|-----|-----|-----|
| Appearance Protection Group (7) | X | X | X | X |
| Hood Stripes (8) | NA | Std | Std | X |
| Lock Convenience Group | X | X | X | X |
| Moulding, Protective Bodyside (Narrow) | X | X | X | X |
| Paint Stripes, Bodyside | X | X | Std | X |
| Rocker Panel Moulding (9) | X | Std | Std | X |
| Roof, Full vinyl (4-door models) | X | Std | Std | NA |
| Roof, Landau vinyl (2-door models) | X | Std | Std | NA |
| Trim, Flight Bench vinyl (8) | X | X | NA | Std |
| Trim, Vinyl Bench Seat (9) | X | NA | NA | X |
| Wheel Covers, Luxury | X | X | X | X |
| Wheel Covers, Wire | X | X | X | X |
| Wheel Covers, Deluxe (9) | X | NA | NA | X |

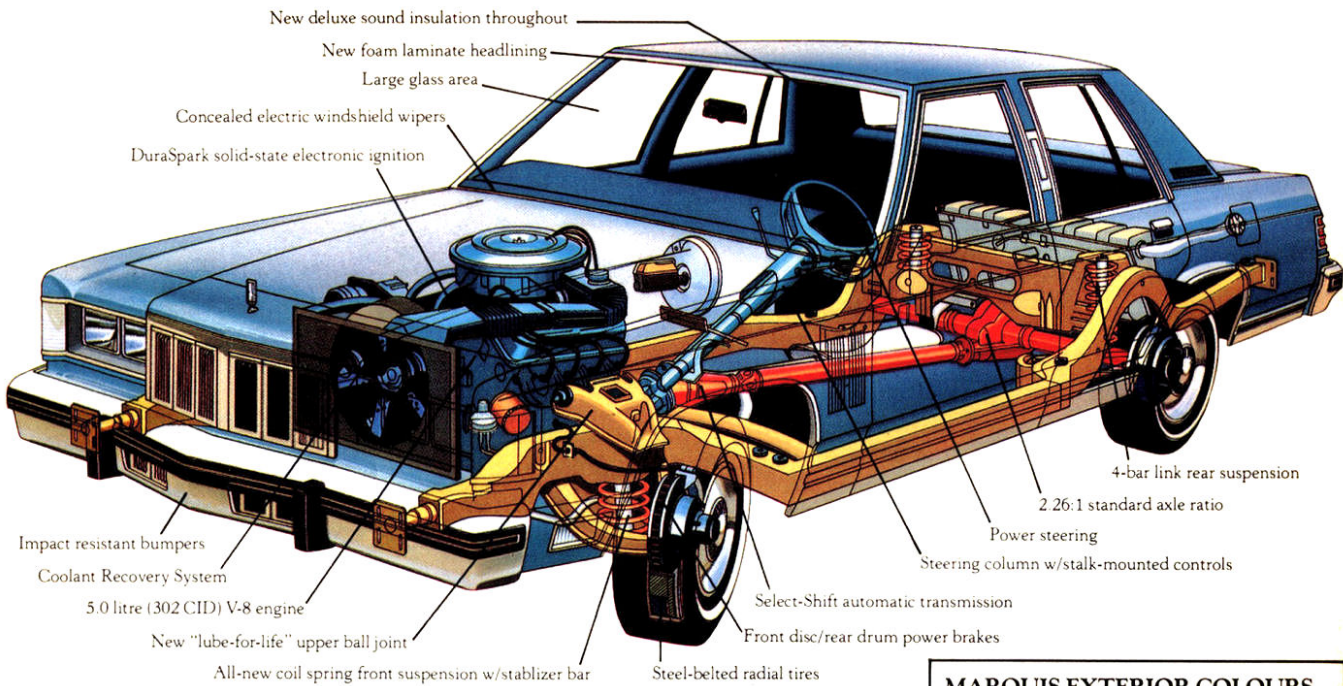
X-Available Std-Standard NA-Not Available *Std w/Colony Park option
The above is only a partial list of options. See your dealer for a complete list. Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.



Consider the Ford Extended Service Plan. When you're considering options for your Mercury Monarch, give a thought to ordering Ford of Canada's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company of Canada, Limited and honoured by participating Ford and Mercury dealers throughout Canada (excl. Saskatchewan) and the United States. Ask your dealer for details.

- (1) Includes RH remote control mirror; LH remote control mirror (standard on Grand Marquis, Marquis Brougham and Colony Park); interval windshield wipers; visor vanity mirror (standard on Grand Marquis); electric decklid lock (tailgate lock on wagons); trip odometer and warning light cluster (standard on Grand Marquis).
- (2) Includes activation of a ring of light around key hole and interior lights by pulling the outside door handle.
- (3) Available only with Twin Comfort Lounge seats.
- (4) Requires a regular radio option.
- (5) Includes new "resume-speed" feature and luxury steering wheel.

- (6) Includes engine compartment light; dome, dual beam map light (std. on Grand Marquis); dual instrument panel courtesy lamps and trunk/cargo lamps (both std. on Grand Marquis, Marquis Brougham and Colony Park); and headlamp-on warning buzzer.
- (7) Includes door edge guards, front and rear floor mats and licence plate frames (rear only unless front plate is ordered).
- (8) Not available on Marquis Meteor models.
- (9) Available on Marquis Meteor models only.
- (10) Also standard on Marquis Sedans & Wagons.



DIAGRAMMATIC STUDY OF MERCURY MARQUIS ENGINEERING.

Marquis Engines: Standard engine for all-new Marquis models is the 5.0 litre (302 CID) V-8. An optional 5.8 litre (351 CID) V-8 is available. (Standard transmission is the Select-Shift automatic.)

Marquis Suspension: Marquis' front suspension with stabilizer bar has a new low

friction design upper ball joint requiring no lubrication. Rear suspension is a 4-bar link design incorporating coil springs.

Marquis Brakes: For 1979 a new pin slider front disc brake system was designed for Marquis. This system offers improved pedal sensitivity.



Mercury Grand Marquis 4-door sedan



Mercury Grand Marquis 2-door sedan



Mercury Marquis Brougham 4-door sedan



Mercury Marquis Brougham 2-door sedan



Mercury Marquis 4-door sedan



Mercury Marquis 2-door sedan



Mercury Marquis Colony Park Wagon



Mercury Marquis Wagon

MARQUIS EXTERIOR COLOURS

Standard Colours Available

| | |
|----------------|--------------------|
| Black | Dark Pine Met. |
| White | Lt. Med. Pine |
| Silver Met. | Antique Cream |
| Dark Maroon | Dark Cordovan Met. |
| Lt. Med. Blue | Pastel Chamois |
| Dark Blue Met. | Dove Grey |

Optional Glamour Paints

| | |
|----------------|----------------|
| Med. Red Met. | Med. Pine Met. |
| Med. Blue Met. | Med. Tan Met. |

Optional Tu-Tone accent paint-treatment similar to that shown on pg. 6 is also available. See your dealer for details.

For accurate colour selection, see your Mercury dealer.



Quality Replacement Parts from Ford.

Your new Marquis comes equipped with factory engineered and approved parts including a maintenance-free battery, shock absorbers, ignition parts, and Long Life oil filter by Motorcraft. For continued top service, be sure to specify genuine Motorcraft parts whenever replacement is necessary.

TESTED TOUGH

Ford Motor Company of Canada, Limited reserves the right to discontinue or change specifications or designs at any time, 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 MARQUIS



1904 1979

Not included in the above model line-up are the Marquis Meteor 2 and 4-door sedans and Station Wagon model.