

MERCURY

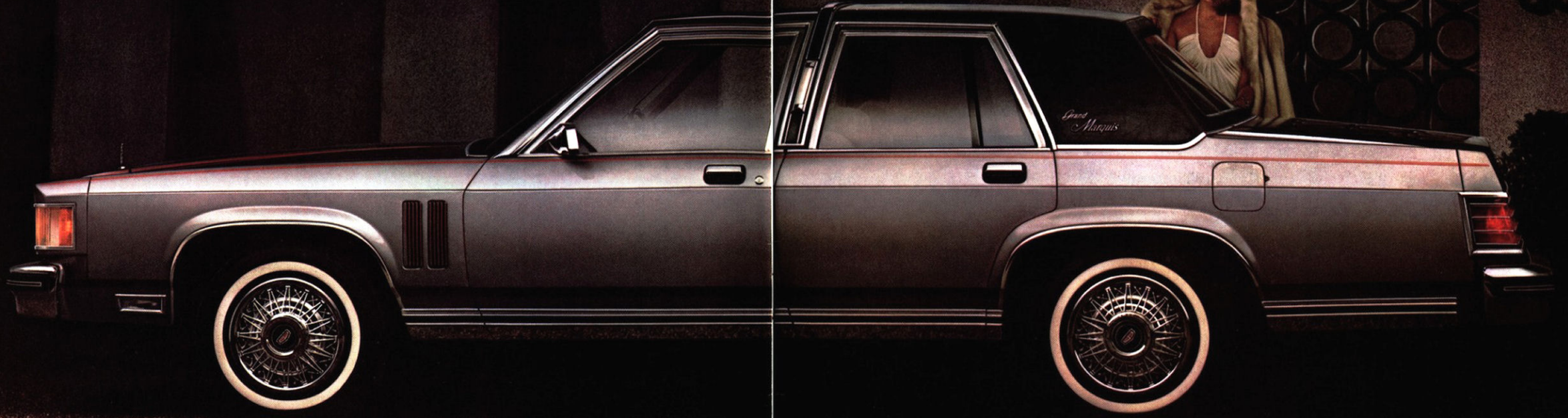
MOST SCIENTIFICALLY DESIGNED
MARQUIS IN HISTORY

MARQUIS/80

SIX-PASSENGER SPACIOUSNESS
AND COMFORT

WIDE CHOICE IN MODELS,
INCLUDING STATION WAGONS





**1980 MERCURY MARQUIS
...DESIGNED FOR THE
NEW DECADE.**

Get behind the wheel of a 1980 Mercury Marquis and you'll experience the continuing tradition of Mercury Marquis' great ride . . . as well as the six-passenger spaciousness that is the Marquis heritage.

Marquis lights your way into the eighties . . . with new Halogen headlamps that provide a brighter, whiter light in front than conventional headlamps. New, bright moldings that accent the decklid and taillamps. There are new options to increase your pleasure such as Automatic Overdrive Transmission, turbine spoke aluminum wheels, manual vent windows and an automatic headlamp on/off delay system. For on-the-road entertainment, there are Electronic AM/FM Stereo Search radios with or without cassette players also available. The total elegance of Grand Marquis is accentuated by the classic design of the new optional Formal Coach roof, shown on this page. In all, there are more than seventy options to help you personalize Marquis, as well as a wide choice in luxury levels, including station wagons.

Mercury Grand Marquis 4-door with Formal Coach Roof option



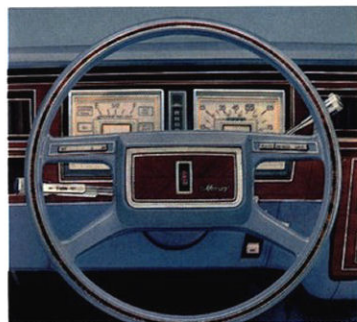
The new, distinctive Formal Coach Roof option exclusively for Grand Marquis 4-door

RIDE-ENGINEERED

1980 MERCURY GRAND MARQUIS. INTERIOR ELEGANCE AND COMFORT.

The sumptuous interior of Grand Marquis is an invitation to relax in gracious surroundings. Its standard Twin Comfort Lounge seats with individual armrests, pictured below, are also available in optional leather with vinyl trim. Also note the harmonizing door trim which is highlighted by woodtone appliques on the armrest and carpeting on the lower door area. The Grand Marquis instrument panel (shown above) is also finished with rich-looking woodtone appliques and features Grand Marquis' standard Luxury Steering Wheel with optional "Tilt" feature and Speed Control.

Standard equipment includes power windows, courtesy lights in front door



Grand Marquis instrument panel

armrests, analog clock, and electronic seat belt warning chimes.

Note the attention-getting sculptured lines of the Grand Marquis 4-door shown right in dark blue metallic with a dark blue Coach roof. Its assured stance suggests the kind of confidence you'll feel behind the wheel.

STEERING. Marquis sedans have an overall steering ratio of 16.4:1 to provide desirable steering response.

COMMANDING VIEW. The seating position in Marquis, enhanced with extensive windshield glass area, gives you a wide-screen view of the road ahead.



Electronic AM/FM Stereo Search radio option w/Quad-8 Tape

Optional Automatic Temperature Control

INSULATION. Marquis' deluxe sound package, with carpet and insulation bonded and molded into one piece for good fit, helps reduce external noise and temperature extremes.

POWER TRAIN. New for 1980 is the optional Automatic Overdrive Transmission, designed to increase highway mileage.* It is available with either the 5.0 liter (302 CID) V-8 or the 5.8 liter (351 CID) V-8 engines.

*EPA ratings are shown on page 14.

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



Grand Marquis standard interior with Twin Comfort Lounge seats in Wedgewood blue luxury cloth





Marquis' standard stalk-mounted controls



Grand Marquis 2-door

1980 MERCURY GRAND MARQUIS TWO-DOOR. LUXURY IN THE COUPE CONFIGURATION.

Pictured on the facing page is the elegant Mercury Grand Marquis two-door in a striking silver and grey Tu-tone paint. Note the glamorous touches provided by its standard Coach roof and coach lamps, its bodyside stripes and wide, black-and-bright lower bodyside

moldings and accent stripes. If your preference is a four-door, Grand Marquis offers a Coach roof standard along with the features of the two-door.

An especially luxurious aura for the Grand Marquis interior is achieved with the optional supple leather with vinyl upholstery for its standard Twin Comfort Lounge seats, shown below in an attractive dove grey. Standard seating surfaces feature a comfortable, durable luxury cloth. Both the optional leather with vinyl and standard cloth upholstery are available in five colors in addition to the illustrated dove grey: dark red, medium Wedgewood blue, pine green, sand and cordovan.

Among the more than sixty standard features that add to the pleasure of driving Marquis are the stalk-mounted controls shown above left: one activates the windshield washer and wiper, while the second controls turn signals and horn.

Grand Marquis special features in addition to Mercury Marquis standard equipment listed on page 11:

- Tinted glass
- Dual beam dome/map light
- Electronic seat belt warning chimes
- Instrument panel and luggage compartment lights
- Power windows
- Sail-mounted left-hand remote control mirror
- Bright bodyside moldings
- Hood, decklid and bodyside accent stripes
- Accent stripes on fender louvers
- Deluxe wheel covers
- Analog clock
- 18-ounce carpeting
- Color-keyed deluxe seat belts
- Rear seat and door pull straps, and map pockets
- 18-oz. carpeting on lower door panels
- Coach lamps
- Twin Comfort Lounge seats with dual front center armrests
- Rear seat center armrest
- Luxury steering wheel
- Visor vanity mirror
- Seat side shields with woodtone applique
- Spare tire cover
- Fully carpeted luggage compartment trim
- Grand Marquis nameplate
- Coach roof or full vinyl roof (4-door only)



Grand Marquis Twin Comfort Lounge seat interior in optional leather w/vinyl

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

1980 MERCURY MARQUIS BROUGHAM. GRACIOUS ELEGANCE FOR THE EIGHTIES.

The decor of the 1980 Marquis Brougham reflects a tradition of elegance that started with a coach designed by Europe's Baron Henry Peter Brougham over a century ago. Pictured on the opposite page is the two-door in optional Tu-tone pastel sand and sand metallic. Its standard Landau vinyl roof is in a harmonizing sand color. A full vinyl roof is standard on four-door Broughams. A sail-mounted left-hand remote control mirror and deluxe wheel covers are also standard.

The Marquis Brougham interior is an attractive invitation to relaxing comfort amid gracious surroundings. Pictured below is the Twin Comfort Lounge seat option with full-length armrest in sand tone Brougham cloth. The Twin Comfort Lounge seat with optional power is also available with left- and right-hand recliners.



Marquis Brougham optional Twin Comfort Lounge seat interior



Electronic digital day/date/elapsed time clock option

The Brougham interior decor is one of understated elegance. Door trim is color-keyed and embellished with woodtone appliques. The two-piece 18-ounce carpet covering front and rear passenger compartments is also color-keyed to the upholstery, as are the deluxe seat belts and the four-spoke steering wheel. Instrument panel appliques are in a harmonizing woodtone. Power windows and an analog clock are among Marquis Brougham's standard convenience features.

There are, of course, many comfort, convenience and appearance options available to equip your Mercury Marquis to your personal taste. Above left



Marquis' spacious luggage compartment

you see the optional electronic digital day, date and elapsed time clock. Among the many other desirable options is the Illuminated Entry System which includes activation of a ring of light around the keyhole, and interior lights, merely by lifting one of the front door handles.

Marquis has always signified spaciousness. In addition to interior roominess there's Marquis' trunk capacity, shown above right. There's ample room for vacation items with Marquis' 22.4 cu. ft. of luggage compartment space.

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

- Power windows
- Left-hand remote control, sail-mounted mirror
- Analog clock
- Flight Bench seat trimmed in deluxe cloth
- Deluxe door and quarter trim
- Two-piece, 18-ounce carpeting
- Full-length armrest
- Color-keyed deluxe seat belts
- Electronic seat belt warning chimes
- Door pull straps
- 14-ounce carpeting on lower door panels
- Seat-back side shields on 2-door models
- Two rear seat ashtrays
- Luggage compartment light
- Instrument panel courtesy light
- Full vinyl roof on 4-door, Landau vinyl roof on 2-door
- Wide, bright lower bodyside molding
- Deluxe wheel covers
- Hood and decklid accent stripes
- Brougham nameplate on decklid

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



1980 MERCURY MARQUIS. EYE PLEASING. BUDGET PLEASING.

Mercury Marquis recognized the needs of the eighties before the start of the new decade. It is an automobile sized and built with the help of modern science . . . with the styling excellence and roomy six-passenger comfort that is a Marquis tradition . . . more front and rear shoulder and hip room and more luggage capacity than 1979 Cadillac deVille.

Specifications	2-Dr.	4-Dr.	Station Wagons
Wheelbase	114.3"	114.3"	114.3"
Overall Length	212.3"	212.3"	218.0"
Overall Width	77.5"	77.5"	79.3"
Wheel Tread—Front	62.2"	62.2"	62.2"
—Rear	62.0"	62.0"	62.0"
Head Room—Front	37.9"	37.9"	38.7"
—Rear	37.2"	37.2"	39.2"
Leg Room—Front (max.)	42.1"	42.1"	42.1"
—Rear (min.)	40.6"	40.6"	39.4"
Hip Room—Front	61.2"	61.2"	61.2"
—Rear	58.0"	56.9"	54.2"
Shoulder Room—Front	61.7"	61.7"	61.7"
—Rear	61.0"	61.7"	61.7"
Luggage Capacity w/mini-spare (cu. ft.)	22.4	22.4	—
Wagon Cargo Volume Behind Front Seat (cu. ft.)	—	—	89.7
Behind Rear Seat (cu. ft.)	—	—	52.7



Mercury Marquis standard interior in cloth-and-vinyl

The more than sixty standard features for all 1980 Mercury Marquis models include:

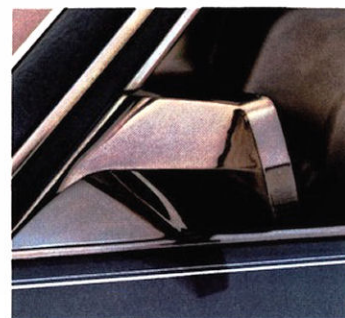
- 5.0 liter (302 CID) V-8 engine
- Select-Shift automatic transmission
- Power steering
- Front disc, rear drum power brakes
- Low profile radial tires
- Mini-spare tire
- Deluxe sound package
- Concealed electric windshield wipers
- Four-bar link rear suspension
- Flight Bench seat trimmed in cloth
- Seat cushion side shields
- Dual pod instrument cluster with woodtone instrument panel appliques
- Steering column-mounted stalk controls for washer/wiper, high/low headlamp beam, horn and turn signals
- Nylon cut-pile carpeting
- Four-spoke color-keyed steering wheel
- Glove box light
- Door lock controls in front door armrest
- Simulated fender louvers
- Bright door frame moldings
- Wheel covers
- Front bumper guards
- Wraparound taillamps with integral side marker lights
- Quad rectangular Halogen headlamps
- Bright headlamp doors and parking lamps

Standard and optional features for Mercury Marquis all add to comfort, convenience and appearance. Pictured below, far left, is the optional sail-mounted outside rear view mirror. Above left is the optional Electronic AM/FM Stereo Search radio, one of eight available radio options. Directly below you see the optional Automatic Temperature Control air conditioner. A comprehensive list of Marquis options will be found on pages fourteen and fifteen.

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



Optional Electronic AM/FM Stereo Search radio



Optional sail-mounted outside rear view mirror



Optional Automatic Temperature Control air conditioning



MERCURY MARQUIS STATION WAGONS. PLEASING. PLEASURABLE. PRACTICAL.

Mercury Marquis offers you a choice in station wagon luxury: the Marquis Station Wagon and, shown on the facing page, the elegant Marquis Colony Park. Both offer the practical versatility of a station wagon that provides six-passenger comfort and a spacious cargo area. Total EPA rating for interior volume is a substantial 164.9 cubic feet. Cargo capacity alone is 89.7 cubic feet behind the front seat.

When you choose the Marquis Station Wagon with the Colony Park option you become the proud owner of a station wagon designed with both beauty and practicality in mind. The full length of its bodyside, and the tailgate section, feature appliques in rosewood color with matching bright and woodtone rails.

One of many Marquis wagon convenience features is the three-way door/gate pictured below. It is shown, left-to-right: (1) opening out with the power window down; (2) opening out with the power window up; and (3) opening down so that the gate is level with the load floor for extra platform length. The diagram, below right, reveals the significant cargo-loading dimensions of the Mercury Marquis station wagons. Especially suited for family comfort are the optional removable dual facing rear seats shown below.



Optional wagon dual facing rear seats (removable)



Marquis wagon 3-way door/gate



Colony Park Grand Marquis Decor Option Twin Comfort Lounge seat

The interior of your Marquis wagon is designed to surround you with the feel of comfort and the look of luxury. Shown above in pine green leather and vinyl is the Colony Park Grand Marquis Decor Option featuring Twin Comfort Lounge seats, also available in dark red, sand, cordovan, and medium Wedgewood blue.

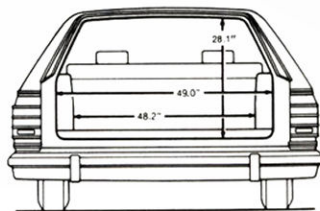
Marquis Station Wagon standard features which vary from pertinent standard equipment for Marquis sedans on page 11:

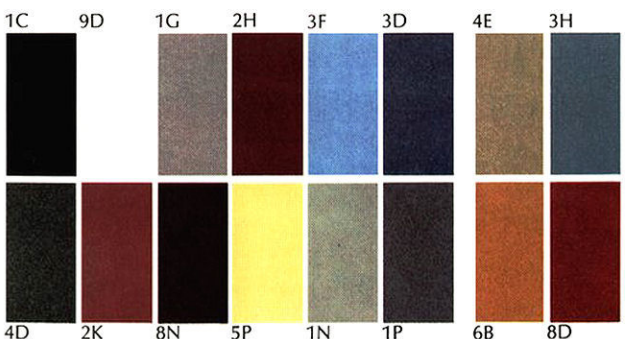
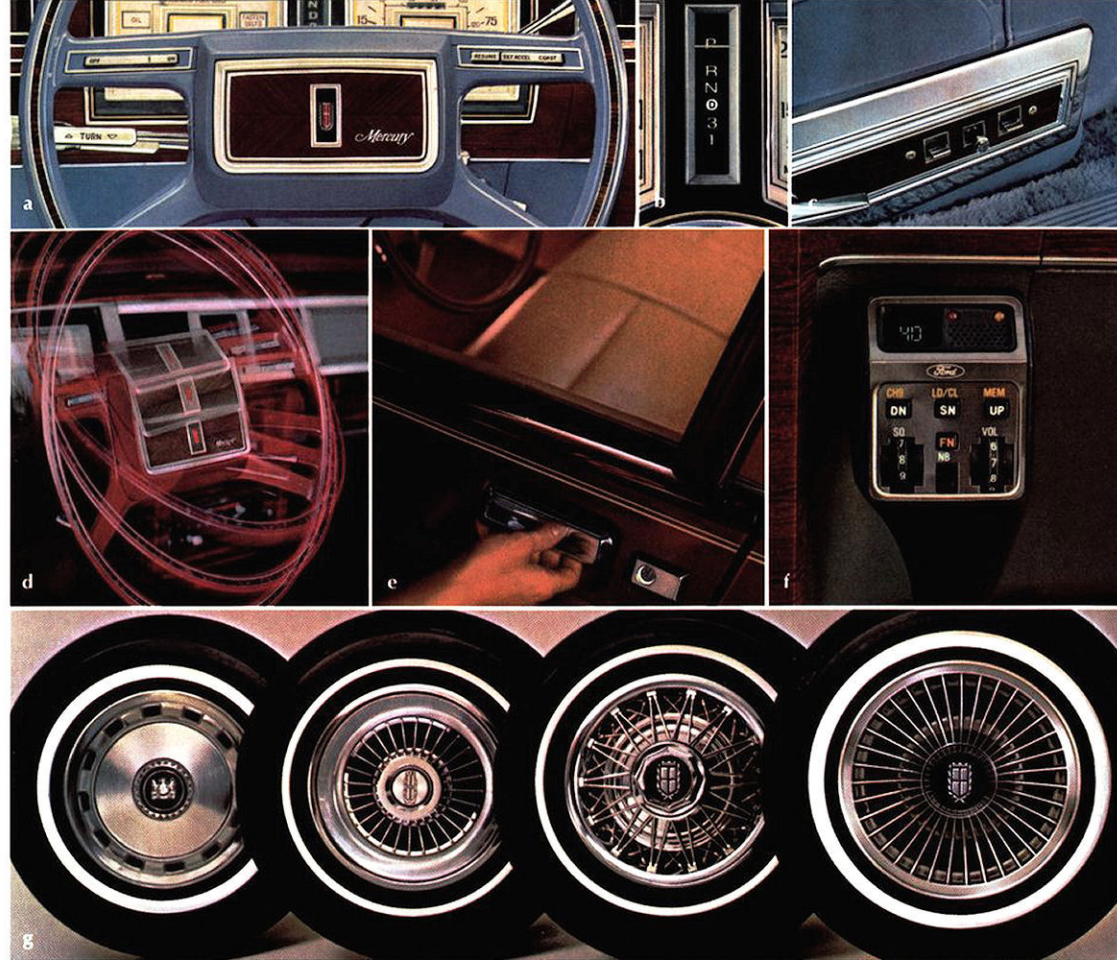
- Three-way door/gate
- Heavy-duty frame
- Conventional spare tire/wheel
- Integral backup lights and taillamps
- Rear bumper guards
- Rear bumper step pad
- Lockable stowage compartment
- Removable load floor carpet
- Flight Bench seat in vinyl

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

- Power windows
- Full-length bodyside and tailgate rosewood-tone appliques with matching bright and woodtone rails
- Sail-mounted remote control mirror
- Deluxe seat belts
- Coach lamps
- Deluxe wheel covers
- 18-ounce passenger floor carpet
- Cargo compartment light
- Tailgate door opening light switch
- Analog clock
- Deluxe door and seat trim
- Flight Bench seat in deluxe vinyl
- Dual instrument panel courtesy lights
- Full-length door armrests

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





MARQUIS EXTERIOR COLORS

- Standard Colors**
- 1C Black
 - 9D White
 - 1G Silver Metallic
 - 2H Med. Red Metallic
 - 3F Lt. Medium Blue
 - 3D Dark Blue Metallic
 - 4D Dark Pine Metallic
 - 2K Candy Apple Red
 - 8N Dk. Cordovan Metallic
- Optional Glamour Paints**
- 5P Pastel Sand
 - 1N Light Grey
 - 1P Med. Grey Metallic
 - 4E Pastel Pine Metallic
 - 3H Med. Blue Metallic
 - 6B Sand Metallic
 - 8D Med. Bittersweet Met.

EPA RATINGS: Marquis gas mileage ratings are 17 EPA EST. MPG* and 24 EPA HWY. MPG. With optional automatic overdrive, the ratings are 17 EPA EST. MPG* and 26 EPA HWY. MPG.
 *Compare this estimate to the estimated MPG of other cars. You may get different mileage depending on how fast you drive, weather conditions and trip length. Actual highway mileage will probably be less than the estimated highway fuel economy. California ratings: 15 EPA EST. MPG, 21 EPA HWY. MPG; optional automatic overdrive (available only with optional 5.8L engine) 16 EPA EST. MPG, 26 EST. HWY. MPG.

NOTE: Colors shown here are a printed representation. For accurate color selection, see your Lincoln-Mercury dealer.

WORTHY 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.

- a. Speed Control. Option includes Luxury Steering Wheel and "resume" feature for Speed Control.
- b. Automatic Overdrive Transmission. New for 1980. Designed to help conserve fuel.
- c. Twin Comfort Lounge seats with six-way power. Available with six-way power on driver's side only or driver and passenger sides. Also with or without driver's side or driver and passenger recliners.
- d. Tilt Steering Wheel. Permits steering wheel adjustment for driver convenience. Option includes Luxury Steering Wheel.
- e. Illuminated Entry System. Ring of light around key hole and interior lights are activated by door handle.
- f. Citizen's Band Radio. 40-channel. Includes detachable microphone.
- g. Wheel and Wheel Cover Availabilities. Left to right: 15" Full Wheel Covers, Luxury Wheel Covers, Wire Wheel Covers, 15" Cast Aluminum Turbine Spoke Wheels.



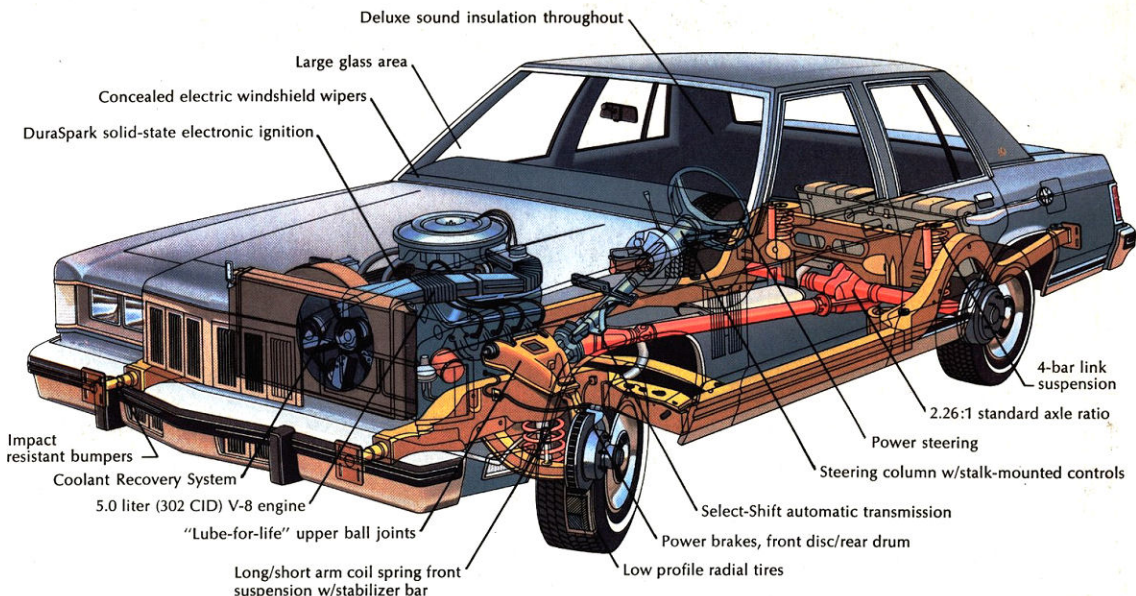
CONSIDER THE FORD EXTENDED SERVICE PLAN. While you're ordering options for your Mercury Marquis, consider ordering Ford Motor Company's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company and honored by participating Lincoln-Mercury dealers nationwide. Ask your dealer for details.

MARQUIS OPTIONS

	AVAILABILITY				
	Marquis	Marquis Brougham	Grand Marquis	Marquis Wagon	Colony Park Wagon
PERFORMANCE RELATED					
5.8 liter (351 CID) VV Engine	X	X	X	X	X
Automatic Overdrive Transmission	X	X	X	X	X
Traction-Lok Axle	X	X	X	X	X
71 amp. Heavy-duty Battery	X	X	X	X	X
Heavy-duty Suspension	X	X	X	X	X
Trailer-towing Package	X	X	X	X	X
Extended Service Plan	X	X	X	X	X
COMFORT & CONVENIENCE					
Air Conditioning, Automatic or Manual Control	X	X	X	X	X
Auto Lamp On/Off Delay System	X	X	X	X	X
Clock, Analog	X	Std.	Std.	X	Std.
Clock, Electronic Date/Elapsed Time Digital	X	X	X	X	X
Convenience Group (1)	X	X	X	X	X
Cornering Lamps	X	X	X	X	X
Defroster, Electric Rear Window	X	X	X	X	X
Illuminated Entry System (2)	X	X	X	X	X
Mirror, LH Remote Control	X	Std.	Std.	X	Std.
Mirror, Illuminated Visor Vanity	X	X	X	X	X
Paint, Glamour	X	X	X	X	X
Paint, Tu-Tone	X	X	X	X	NA
Power Antenna	X	X	X	X	X
Power Seat, Flight Bench	X	X	NA	X	X
Power Seat, Reclining Flight Bench	X	X	NA	X	X
Power Seat, 6-way Driver Side (3)	X	X	X	X	X
Power Seat, 6-way both sides (3)	X	X	X	X	X
Seat, Reclining Iwin Comfort	X	X	X	X	X
Power Side Windows	X	Std.	Std.	X	Std.
Radio, AM	X	X	X	X	X
Radio, AM/FM Stereo	X	X	X	X	X
Radio, AM/FM w/Tape	X	X	X	X	X
Radio, AM/FM Stereo w/Cassette	X	X	X	X	X
Radio, AM/FM Electronic Stereo Search w/Quad-8 Tape	X	X	X	X	X
Radio, AM/FM Electronic Stereo Search	X	X	X	X	X
Radio, AM/FM Electronic MPX/Cassette	X	X	X	X	X
Radio, Citizens Band (4)	X	X	X	X	X
Seats, Removable Rear Dual Facing	NA	NA	NA	X	X
Sound System, Premium (10)	X	X	X	X	X
Speed Control (5)	X	X	X	X	X
Steering Wheel, Tilt	X	X	X	X	X
Tinted Glass	X	X	Std.	X	X
Visibility Light Group (6)	X	X	X	X	X
APPEARANCE & PROTECTION					
Appearance Protection Group (7)	X	X	X	X	X
Coach Roof	NA	X	Std.	NA	NA
Formal Coach Roof	NA	NA	X	NA	NA
Grand Marquis Decor Option (8)	NA	NA	NA	NA	X
Lock Convenience Group	X	X	X	X	X
Molding, Protective Bodyside (Narrow)	X	X	X	X	X
Accent Stripes, Bodyside	X	X	Std.	X	NA
Roof, Full Vinyl (4-door models)	X	Std.	X	NA	NA
Roof, Landau Vinyl (2-door models)	X	Std.	NA	NA	NA
Seat Belt Warning Chimes	X	Std.	Std.	X	Std.
Trim, Flight Bench Vinyl	X	X	NA	Std.	Std.
Wheel Covers, Luxury	X	X	X	X	X
Wheel Covers, Wire	X	X	X	X	X
Wheels, 15" Cast Aluminum Turbine Spoke	X	X	X	X	X
Windows, Pivoting Vent (9)	X	X	X	X	X

X - Available Std. - Standard NA - Not Available
 The above is only a partial list of options. See your dealer for a complete list.

- (1) Interval windshield wipers; visor vanity mirror (standard on Grand Marquis); electric decklid lock (tailgate lock on wagons); trip odometer and warning light cluster.
- (2) Includes activation of a ring of light around key hole and interior lights by pulling the outside front door handle.
- (3) Only with Twin Comfort Lounge seats.
- (4) Requires a regular radio option.
- (5) Includes "resume speed" feature and Luxury Steering Wheel.
- (6) Includes engine compartment light; dual beam dome/map light (std. on Grand Marquis); dual instrument panel courtesy lights and trunk/cargo lights (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 license plate frames (rear only unless front plate is ordered).
- (8) Includes Twin Comfort Lounge seats (see page 12), Luxury Steering Wheel, Grand Marquis door and quarter trim panel, tinted glass, dual beam dome/map light, visor vanity mirror, seat-back straps and map pockets.
- (9) Requires tinted glass and dual remote control mirrors (door-mounted).
- (10) Includes upgraded speakers and additional power amplifier. NA with AM or AM/FM mono.



PENETRATING VIEW OF MERCURY MARQUIS ENGINEERING

Marquis Engines: The 5.0 liter (302 CID) V-8 is standard for all Marquis models. An optional 5.8 liter (351 CID) V-8 is available.

Corrosion Perforation Warranty. Ford Motor Company offers a limited three year corrosion perforation warranty excluding exhaust system components on

all new cars placed in service or delivered at retail on or after July 11, 1979. And it's free.

The warranty states that any part which, in normal use, develops perforation from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by

a Ford representative.*

Marquis Suspension: Long and short arm coil spring front suspension with stabilizer bar has a low friction design upper ball joint requiring no lubrication.

*Exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.



Mercury Grand Marquis 2-door sedan



Mercury Grand Marquis 4-door sedan



Mercury Marquis Brougham 2-door sedan



Mercury Marquis Brougham 4-door sedan



Mercury Marquis 2-door sedan



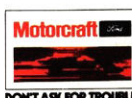
Mercury Marquis 4-door sedan



Mercury Marquis Colony Park Wagon



Mercury Marquis Station Wagon



DON'T ASK FOR TROUBLE. ASK FOR MOTORCRAFT.

Quality Replacement Parts from Ford. Your new Mercury Marquis comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Motorcraft shock absorbers, spark plugs and Long Life Oil Filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

MERCURY MARQUIS

LINCOLN-MERCURY DIVISION



Lincoln-Mercury Division reserves the right to discontinue or change specifications 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.