

MERCURY BOBCAT 1975



3 Mercury Bobcats.

Plus 2 new Super Cats.



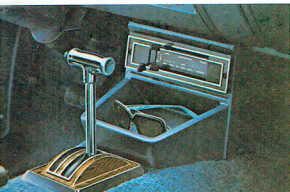
Bobcat

Bobcat's the name, economy's my game!

Luxury with lots of good looks is my game!



Mercury Bobcat. It's a lot of cat for a little scratch.



Optional Select-Shift automatic transmission (required with optional 2800 cc 2V engine). Also shown, optional air conditioning.



Optional forged aluminum wheels.



Manual 4-speed transmission, standard with 2300 cc engine (not available with 2800 cc 2V engine).



Bobcat "SC" instrument panel with woodgrain appliqué, optional AM radio.



Make a lovin' Bobcat personally yours!

*He's been around the country
He's made a real big scene
That spunky little fellow
You all know who we mean.*

Last year, we introduced Mercury Bobcat and Canadians took to it immediately. The Bobcat 2-Door Sedan, Bobcat 3-Door Runabout and the Bobcat Station Wagon became Canadian favourites.

*There's two new cats in the family
So you can have economy with luxury.*

This year, we've added 2 brand-new Bobcats, which we call the "SC's" or Super Cats. A deluxe 3-Door Runabout and a luxury Station Wagon, called the Villager.

*Now there's 5 little critters
With first class pedigrees.*

And each is a frisky little critter with a whole lot of Mercury character and class.

It's evident everywhere you look. Outside, Bobcat has new front end styling set off by a sporty new vertical grille—for sassy good looks.

Inside, there's a first class level of features and appointments — for plenty of styling, roominess and comfort.

Take a closer look at these great looking little critters.

Seating is thickly padded; front bucket seats are contoured for added comfort. On the floor, the colour-keyed cut-pile nylon carpeting is both good looking and long wearing. And when it comes to head, shoulder and leg room, you will be surprised you're in a little economy car.

You will find Mercury Bobcats are peppy little critters, yet thrifty. Standard this year with every Bobcat is a bigger 2300cc 2V OHC 4 cylinder engine that mates smoothly with a 4 speed manual or optional Select-Shift automatic transmission. And Bobcat offers a new optional 2800cc 2V V6 engine teamed with the Select-Shift automatic.

Both Bobcat engines feature new solid state ignition that eliminates the points and condenser and improves fuel economy over long periods due to a more stable spark plug performance. And both engines run on any gasoline — unleaded, premium or the lower priced regular.

When you take your first drive in a Mercury Bobcat you will notice that the handling is precise and positive. Stability and maneuverability have been strong points in Bobcat. A wide stance, ball joint suspension and rack and pinion steering see to that. Stopping power is there too because Bobcat has front disc brakes that have a greater resistance to fading and deliver smoother, surer stops.

The Mercury Bobcat is an attractive, economical little car. If you want to add some extra personal touches to the model of your choice, Bobcat offers a wide list of convenience, appearance and luxury options. For example, power steering, power front disc brakes, vinyl roof, radial ply tires, AM/FM radio, and more.

The 1975 Mercury Bobcat is one little car that offers economy and value and a superb list of extras to add to the luxury.

Cover

Top illustration: Mercury Bobcat "SC" 3-Door Runabout with optional Sports Accent Group, Convenience Group, Bumper Protection Group, vinyl roof, and white sidewall tires.

Bottom illustration: Mercury Bobcat "SC" 3-Door Runabout, with optional Bumper Protection Group, white sidewall tires.

Shown right:

Top illustration: Mercury Bobcat 2-Door Sedan, with optional Exterior Decor Group, white sidewall tires, Bumper Protection Group, vinyl roof, Centre illustration: Mercury Bobcat "SC" 3-Door Runabout, with optional Sports Accent Group, Convenience Group, vinyl roof, Bumper Protection Group and white sidewall tires.

Bottom illustration: Mercury Bobcat "SC" Villager Wagon with optional roof luggage rack, white sidewall tires and Bumper Protection Group.





Mercury Bobcat "SC" 3-Door Runabout standard tan vinyl interior.



Mercury Bobcat "SC" Villager Wagon standard two-tone blue vinyl interior.



Announcing the Super Cats.

We've added two new critters to the Mercury Bobcat line-up for 1975. The "SC" 3-Door Runabout and "SC" Villager Wagon. They're sassy, glamorous little cats with a whole lot of class but easy on the gas. They're sporty, fun-to-drive little cars with features and appointments that simply spell "glamour".

Open the door of the "SC" 3-Door Runabout or "SC" Villager Wagon and the glamour catches your eye. Contoured front bucket seats trimmed in supple vinyl are thickly padded in a unique style creating a "pillow" effect for extra comfort. Door panels are trimmed in rich supple vinyl. Nylon cut-pile carpeting is colour keyed, good looking and long wearing and extends through the cargo area. The exteriors feature bright window, pillar and wheel lip mouldings.

Mercury Bobcat "SC" 3-Door Runabout. For people on the go and doing things.

Outside, this cat is as striking as it is glamorous on the inside, with the sporty styled steel wheels that set the Super Cats apart.

Underneath all this glamour, the "SC" 3-Door Runabout is a practical and functional little car with a large third door that opens up for easy access to that wide open cargo space. The door stays up, too, for easier loading. Fold down the back seat and you've got 29 cubic feet of space, ideal for sporting gear, picnic hampers and other items.

The "SC" 3-Door Runabout will satisfy those who want a lot in a small

car, and if you would like to add even more luxury there are many options, such as the Sports Accent Group (centre illustration on previous page) which includes lower bodyside/lower back panel accent colour, bright wheel trim rings, leather wrapped steering wheel and 18-ounce cut pile nylon carpeting. There's even an optional plush loom polyknit vinyl interior.

Mercury Bobcat "SC" Villager Wagon, for people who need space with lots of class.

This little wagon is really a handsome cat. Smooth lines, set off by bodyside and tailgate rosewood woodgrain appliqué and the styled steel wheels give it a sporty appearance. As for cargo space, it's just great. Fold down the back seat and you've got a fully carpeted area, almost 6 feet long that can hold up to 57.6 cubic feet of almost anything you'll want to carry. To add the personal touch, options include a roof luggage rack, a Sports Accent Group and more.

Be sure to see the Super Cats. The "SC" 3-Door Runabout and the "SC" Villager Wagon. Two new Mercury Bobcats at the top of the family tree.

Shown right:

Top Illustration: Mercury Bobcat "SC" 3-Door Runabout with optional vinyl roof, Convenience Group, Bumper Protection Group, white sidewall tires.

Bottom Illustration: Mercury Bobcat "SC" Villager Wagon with optional roof luggage rack, white sidewall tires and Bumper Protection Group.

Mercury Bobcat "SC" 3-Door Runabout optional interior in plush loom polyknit vinyl.







The Bobcat three, big on economy.

Three value packed cats with a whole lot of sass.

Mercury Bobcat standard interior in Manston cloth and vinyl.



Mercury Bobcat standard wagon all vinyl interior, (available in 2-door and 3-door Runabout). Also shown, optional automatic transmission.

Mercury Bobcat 2-Door Sedan, 3-Door Runabout and 2-Door Station Wagon with economy and value built-in.

Mercury Bobcat 2-Door Sedan, our lowest priced Mercury.

This value packed little critter is economy minded, especially when it comes to gas mileage. On the road there's plenty of power, from a 2300cc 2V OHC 4 cylinder engine that's teamed with a 4 speed manual transmission. Front disc brakes are standard, along with solid state ignition and energy absorbing bumpers. The inside features beautiful seat trim in Manston cloth and vinyl and the front bucket seats feature high backs for added comfort. The door panels are trimmed in rich vinyl. Bobcat also features a dome light and mini console tray.

Mercury Bobcat 3-Door Runabout, for those people who need a little more space than the 2-door sedan and maybe not quite as much as the wagon.

It's a sporty, fun-to-drive little critter that's full of sass but easy on the gas. Lift up the large rear door and there's wide and easy access to the rear compartment. Flip the back seat down and there's plenty of room on the fully carpeted load floor area for cargo, golf clubs, you name it, up to 29 cubic feet in all. Just looking at this 3-Door Runabout tells you it's a "fun" little critter. And it is.

Bobcat's well-appointed interior features high back front bucket seats, sporty steering wheel and stylish appointments that are beautiful, comfortable and practical.

And even though this Bobcat's a sassy little critter, it's very well behaved at the gas pumps. Because it runs on any gasoline — unleaded, premium or the lower priced regular.

The value packed Bobcat 3-Door Runabout is a lot of cat for a little scratch.

The Mercury Bobcat 2-Door Wagon, a big haulin', good lookin' little wagon for families that require that extra room.

This versatile little wagon takes four people comfortably and loads of cargo. Fold down the rear seat and you've got even more cargo space — 57.6 cubic feet and almost six feet long.

Along with all that space comes the basic value and standard features and comfort of the Bobcat 2-Door Sedan and 3-Door Runabout. You'll ride in deep, comfy, high-back front bucket seats. And you'll travel with surprisingly good head, shoulder and leg room because the Bobcat Wagon is built with space in mind. Yes, Bobcat could be just the big haulin' little wagon you've been searching for.

Shown right:

Top Illustration: Mercury Bobcat 2-Door Sedan with optional Accent Group and white sidewall tires.

Centre Illustration: Mercury Bobcat 3-Door Runabout with optional Accent Group, wide body side moulding, white sidewall tires and trim rings.

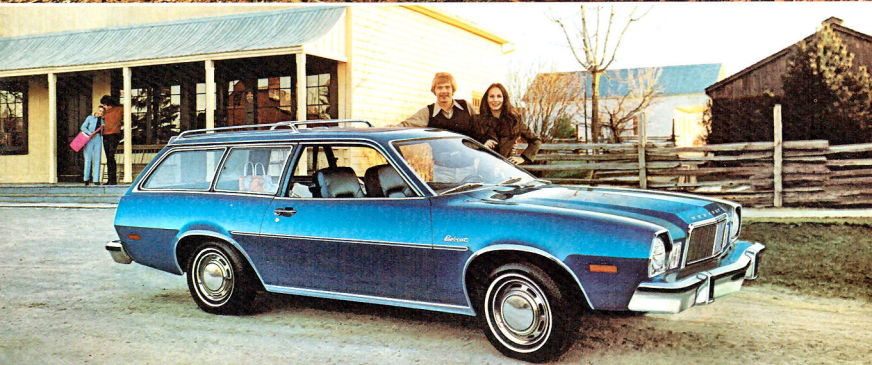
Bottom Illustration: Mercury Bobcat 2-Door Wagon with optional Exterior Decor Group, roof luggage rack, white sidewall tires, Bumper Protection Group.

Bobcat's the name,
economy's the game!



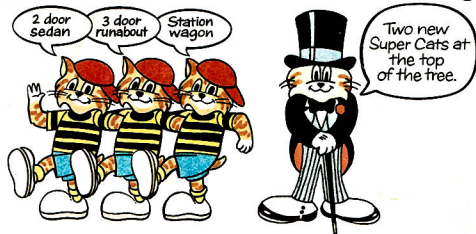
Love those
big little wagons!





Mercury Bobcat.

A spunky little fella with a famous family tree.



1975 MERCURY BOBCAT SPECIFICATIONS

Engine availability:	2 Door Sedan	3 Door Runabout	2 Door Wagon	3 Door 'SC' Runabout	2 Door 'SC' Villager Wagon
2300 cc 2V 4 cyl.	Std.	Std.	Std.	Std.	Std.
2800 cc 2V V6	Opt.	Opt.	Opt.	Opt.	Opt.
Transmissions:					
4 Speed manual	Std.	Std.	Std.	Std.	Std.
Select-Shift automatic transmission (required with 2800 cc engine)	Opt.	Opt.	Opt.	Opt.	Opt.
Brakes:					
Manual front disc brakes	Std.	Std.	Std.	Std.	Std.
Power front disc brakes	Opt.	Opt.	Opt.	Opt.	Opt.
Dimensions:					
Wheelbase	94.5"	94.5"	94.8"	94.5"	94.8"
Length	169.0"	169.0"	178.8"	169.0"	178.8"
Height	50.3"	50.3"	52.0"	50.3"	52.0"
Fuel capacity (imperial gal.)	10.8	10.8	11.7	10.8	11.7
Useable luggage capacity (cu. ft.)	6.3	29.0*	57.6	29.0*	57.6
Optional tire availability	BR78 x 13 steel-belted radial WSW	BR70 x 13 wide oval, steel-belted radial RWL		ref: BSW—black sidewall; WSW—white sidewall; RWL—raised, white lettering.	

*with rear seat down

Ford Motor Company Safety Design 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 wheel and column
- Energy-absorbing armrests and safety-designed door handles
- Integral lap and shoulder belts with individual lap and shoulder belt retractors for front outboard occupants
- Lap belts with mini-buckles for rear seating positions with retractors for rear outboard occupants
- Positive reminder warning light and buzzer for driver's seat belt.

- Turn indicators with lane-changing signal feature
- Inside yield-away rearview mirror
- Energy-absorbing instrument panel with padding for outboard passengers
- Padded sun visors
- Locking steering column with warning buzzer
- Two speed windshield wipers
- Windshield washers
- Improved impact absorbing laminated safety glass windshield
- Door-yoke safety door latches and safety hinges
- Hazard warning flasher
- Steel guard rails in side doors
- Backup lights
- Side marker lights

- Energy-absorbing front seat backtops with padding
- Self-locking front seat backs
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons (on all cars equipped with radio)
- 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 transmission)
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety-designed front end structure
- Head restraints for front occupants
- Safety glove box latch

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Illustrations and information presented were correct when approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Mercury dealer for the latest, most complete information on models, features, price and availability.

