



Mercury / *Mercury* Comet



Mercury Park Lane 4-door hardtop

MOVE AHEAD WITH MERCURY... FOR 1966

Mercury Comet Cyclone GT hardtop (Cyclone GT convertible also available)

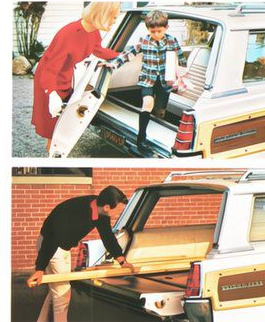




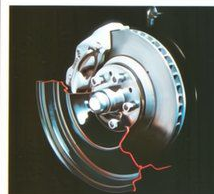
Mercury Interiors—Just the thing for lovers of luxury. One example: the Park Lane cloth and vinyl interior, pictured above. Elegant Brocade Fabric is combined with Silk Cord Fabric for bolsters and crinkle vinyl for rugged, good looks. Total effect: luxurious comfort. Other rich-looking styles include all-vinyl bench- and optional bucket-seat interiors.

Enjoy Two-Way Convenience with Mercury's New Dual-Action Tailgate

Here's new convenience for station wagon owners. Mercury's new Dual-Action Tailgate opens two ways: like a door . . . making it easier for passengers to get in and out of wagons equipped with the optional third seat, or as a conventional tailgate . . . to accommodate extra-long loads. Standard in all Mercury station wagons and the Comet Villager. Optional for the Comet Voyager.



'66 MERCURY OPTIONS MAKE DRIVING MORE ENJOYABLE



Power Disc Brakes—Overall stopping power is greatly improved with front disc brakes that are more fade resistant.



Tilt Steering Wheel adjusts to 7 selective positions. Affords up to 2 1/4" more entrance room.



Speed Control for presetting desired top speed. Ideal for long distance and turnpike driving.



Adjustable Dome Reading Lamp—Convenience item for map or other reading. Swivels to focus beam as desired.



Cornering Lights throw a floodlight beam through 120° arc from direction of car. Actuated by turn signal.



Stereo-Sonic Tape System lets you choose your music. Full stereo fidelity. Tapes play for 80 minutes. Easy changing.

Other Mercury Options: Deluxe air conditioner • Power windows • Power door locks • Power antenna • Power steering • Power brakes • Six-way power seats • Oxford (vinyl-covered) roof • AM/FM radio • Push-button AM radio • Rear seat speaker(s) • Electric clock • Automatic headlight dimmer • Speed-actuated automatic rear door locks • Power transfer rear axle • Tinted glass • Interval selector windshield wipers • Wire wheel covers • White sidewall tires • And many, many more.

*Availability determined by model or equipment.



Comet Interiors—The sporting life is yours in an all-vinyl bucket-seat Comet. Buckets are standard for all Cyclone models; optional on the Caliente hardtop and convertible. Six fiber-foam-padded parallel pleats cover the seating area, with contoured bolsters at the sides. Attractive all-vinyl or cloth and vinyl bench-seat interiors are also available.

'66 COMET OPTIONS FOR PERSONAL PLEASURE



Power Steering helps take about 88% of the effort out of steering, while still providing you excellent road feel.



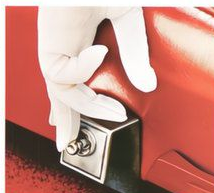
Power Brakes give you excellent stopping power along with a 40% reduction in foot-pedal effort.



Sport Shift Merc-O-Matic is fully automatic when in "D" or a manual 1-2-3 shift. Available Cyclone GT only.



Power Windows for greater convenience . . . a driver's master control switch plus individual controls.



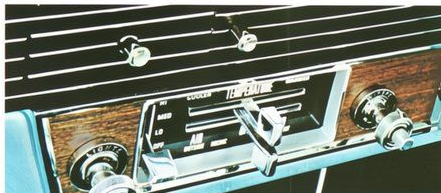
4-Way Power Seats move fore and aft as well as tilt up and down. Available both bench and driver's side bucket seats.



AM/FM Radio offers instant play of your favorite radio station. Five push buttons can be set to either AM or FM.



Dual-Action Tailgate can function as a tailgate or swing open like a door. Standard Villager; optional Voyager.



Deluxe Air Conditioner cools, dehumidifies and filters out dust and pollen. It is a built-in instrument panel unit.

Other Comet Options: Adjustable dome reading lamp • Oxford (vinyl-covered) roof • Electric clock • Tinted glass • Remote-control deck-lid release • Push-button AM radio • Rear seat speaker • Two-tone paint • Courtesy light group • Deluxe wheel covers • Wire wheel covers • Interval selector windshield wipers • Power transfer rear axle • Heavy-duty battery • Station wagon power rear window • White sidewall tires • Plus many others.

*Availability determined by model or equipment.



Mercury Montclair

Mercury

This year, a great car becomes even greater. Through major advances and meaningful refinements, Mercury steps out even further from its competition. Riding qualities can be compared to only one other car—the Lincoln Continental. (After all, that's Mercury's heritage.) And the smooth, solid ride is just one example of the engineering skill and manufacturing craftsmanship that has gone into this car. Styling is crisp and clean . . . stands out from others in its class. Interior appointments and trim are what you'd expect of a car with Mercury's proud tradition. Tasteful. Elegant. Then there are the famed Mercury power plants. In every model they have been

improved to provide effortless power—with engines ranging up to a Super Marauder 428-cu.-in. V-8. Four distinguished series are available: Park Lane, Montclair, Monterey, and the sports-minded S-55, plus the Colony Park and Commuter station wagons. A total of 17 models. Each with a distinctive character all its own. Now, cap your enjoyment in owning a '66 Mercury by selecting from the widest, most complete range of custom options and accessories ever offered in our history. Move ahead with new style . . . spirit . . . and luxury. Move ahead with Mercury . . . in the Lincoln Continental tradition.



S-55 2-door hardtop

(S-55 series also includes a convertible)



Park Lane convertible



Park Lane 4-door Broadway sedan

(Park Lane series also includes a 2-door hardtop)



Monterey 4-door hardtop

(Monterey series also includes a 4-door sedan)



Montclair 4-door sedan

(Montclair series also includes a 4-door sedan, 4-door Broadway sedan, 2-door hardtop, 4-door hardtop and convertible)



Colony Park station wagon

(The Commuter is another Mercury station wagon model)



Comet hardtop with optional Oxford roof

Mercury Comet

Introducing the big, new-generation Comet. A Comet that is dramatically new from road to roof and bumper to bumper. Noticeably bigger on a longer wheelbase with a wider stance. With increased power available to meet the demands of modern American driving. Rich bench-seat or sporty bucket-seat interiors. And a ride that's confident and quiet. Wherever you look, you'll see value and beauty added to this newest Comet . . . inheritor of unequalled durability and performance records. Here's what you can expect in the '66 Comet lineup: Cyclone, exciting Cyclone GT (option), glamorous Caliente and the brand-new Capri, all with a substantial 203"

length. Plus the good-looking, thrifty-to-own Comet 202 series with its trim 195.9" overall length. In addition, there are two station wagons—Villager and Voyager—both with a big 85.2 cu. ft. of cargo capacity. Five distinct body styles—11 models in all. One just right for your kind of going. Look also for new engines, up to a new 390 4-barrel V-8. A full range of power assists: steering . . . brakes . . . windows . . . seats. Luxury options, including a deluxe built-in air conditioning system and the high-fashion Oxford (vinyl-covered) roof. Look for all you want in Comet . . . the big, beautiful performance champion.



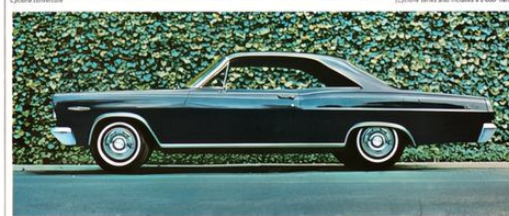
Caliente convertible

(Caliente series also includes a 2-door hardtop)



Caliente 4-door sedan

(Caliente series also includes a convertible)



Capri hardtop

(Capri series also includes a 4-door sedan)



Villager station wagon

(The Voyager is another Comet station wagon model)



Comet 202 4-door sedan



Comet 202 2-door sedan

MERCURY POWER TEAMS

Engines and transmissions other than standard are optional at extra cost.	Marauder 390 V-8 (a)	Marauder 390 V-8 (b)	Marauder 410 V-8 (c)	Super Marauder 428 V-8 (f)
Displacement	390 cu. in.	390 cu. in.	410 cu. in.	428 cu. in.
Bore and stroke (in.)	4.05 x 3.78	4.05 x 3.78	4.05 x 3.98	4.13 x 3.98
Adv. hp. @ rpm.	265 @ 4400	275 @ 4400	330 @ 4600	345 @ 4600
Adv. torque, lb.-ft. @ rpm.	401 @ 2600	405 @ 2600	444 @ 2800	462 @ 2800
Carburetor	2-bbl.	2-bbl.	4-bbl.	4-bbl.
Compression ratio	9.5 to 1	9.5 to 1	10.5 to 1	10.5 to 1
Fuel	Regular	Regular	Premium	Premium
Exhaust	Single	Single	Single (d)	Dual (g)
Valve lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Alternator	42-amp.	42-amp.	42-amp.	42-amp.
3-speed manual transmission	X	—	X (e)	—
4-speed manual transmission (h)(i)	—	—	X	X
Multi-Drive Merc-O-Matic (i)	—	X	X	X

(a) Standard for all Monterey, Montclair, Commuter and Colony Park models with manual transmission.

(b) Standard for Monterey, Montclair, Commuter and Colony Park with Multi-Drive Merc-O-Matic.

(c) Standard for Park Lane and optional for other models.

(d) Dual exhausts optional. Not available for station wagons.

(e) Standard for Park Lane bench-seat models. Not available for other models equipped with this engine.

(f) Optional at extra cost for all models, except the S-55, where it is available as standard equipment.

(g) Dual exhausts not available for station wagons.

(h) 4-speed manual transmission not available for Mercury station wagons.

(i) Optional at extra cost. Multi-Drive Merc-O-Matic or 4-speed manual mandatory option for Mercury S-55 and Park Lanes with optional bucket seats.

SAFETY FEATURES OF EVERY 1966 MERCURY AND MERCURY COMET

Every 1966 Mercury and Mercury Comet was designed step by step to be a safer, more convenient, economical and enjoyable automobile. Such protective items as front and rear seat belts; padded instrument panel and sun visors; deep-dish steering wheel; safety-yoke door latches; turn signals; backup lights; emergency flasher and many others are regular equipment in every Mercury and

Mercury Comet car . . . designed into the car for greater safety. Safety authorities agree: Safe driving means proper use of the automobile and its safety equipment, strict obedience to traffic laws at all times and—most importantly—development of the *alert, defensive* driving habits that are the motorists' best protection against unsafe conditions on the road.

COMET POWER TEAMS

Engines and transmissions other than standard are optional at extra cost.	Comet 200 "6" (a)	Cyclone 289 V-8	Cyclone 390 V-8 (b)	Cyclone 390 V-8 (b)	Cyclone GT 390 V-8 (c)
Displacement	200 cu. in.	289 cu. in.	390 cu. in.	390 cu. in.	390 cu. in.
Bore & stroke (in.)	3.68 x 3.13	4.00 x 2.87	4.05 x 3.78	4.05 x 3.78	4.05 x 3.78
Adv. hp. @ rpm.	120 @ 4400	200 @ 4400	265 @ 4400	275 @ 4400	335 @ 4800
Adv. torque, lb.-ft. @ rpm.	190 @ 2400	282 @ 2400	401 @ 2600	405 @ 2600	427 @ 3200
Carburetor	1-bbl.	2-bbl.	2-bbl.	2-bbl.	4-bbl.
Compression ratio	9.2 to 1	9.3 to 1	9.5 to 1	9.5 to 1	10.5 to 1
Fuel	Regular	Regular	Regular	Regular	Premium
Exhaust	Single	Single	Single (d)	Single (d)	Dual
Valve lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Alternator	38-amp.	38-amp.	38-amp.	38-amp.	38-amp.
Transmissions					
3-speed manual (synchronized 2nd & 3rd)	X	—	—	—	—
3-speed manual (all-synchronized)	—	X	X	—	X
4-speed manual (all-synchronized) (e)	—	X	X	—	X
Multi-Drive Merc-O-Matic	X	X	—	X	—
Sport Shift Merc-O-Matic (f)	—	—	—	—	X

(a) Not available in Comet Cyclone 2-door HT or convertible. (b) Optional all models except Comet Cyclone 2-door HT and convertible. (c) Available for Comet Cyclone GT 2-door HT and convertible only. (d) Dual on Comet Caliente convertible. (e) Not available for Comet station wagons. (f) Available shortly after 1966 Comet introduction.

Note: An optional high-performance 427 CID engine will be available on special order after January 1, 1966.

**Now is the time to revelation-drive the Mercury or Mercury Comet
of your choice. Visit your nearby Mercury dealer soon!**

Ford Motor Company has a continuing program of product improvement and refinement. While the information herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. However, it may be deleted on car orders, if desired, at an appropriate price reduction. Some illustrations show cars with white sidewall tires, deluxe wheel covers and other styling, convenience or performance items that are optional at reasonable extra cost. Many are described herein; a full listing of options and accessories is available at your local authorized dealer's.

LINCOLN-MERCURY DIVISION OF

