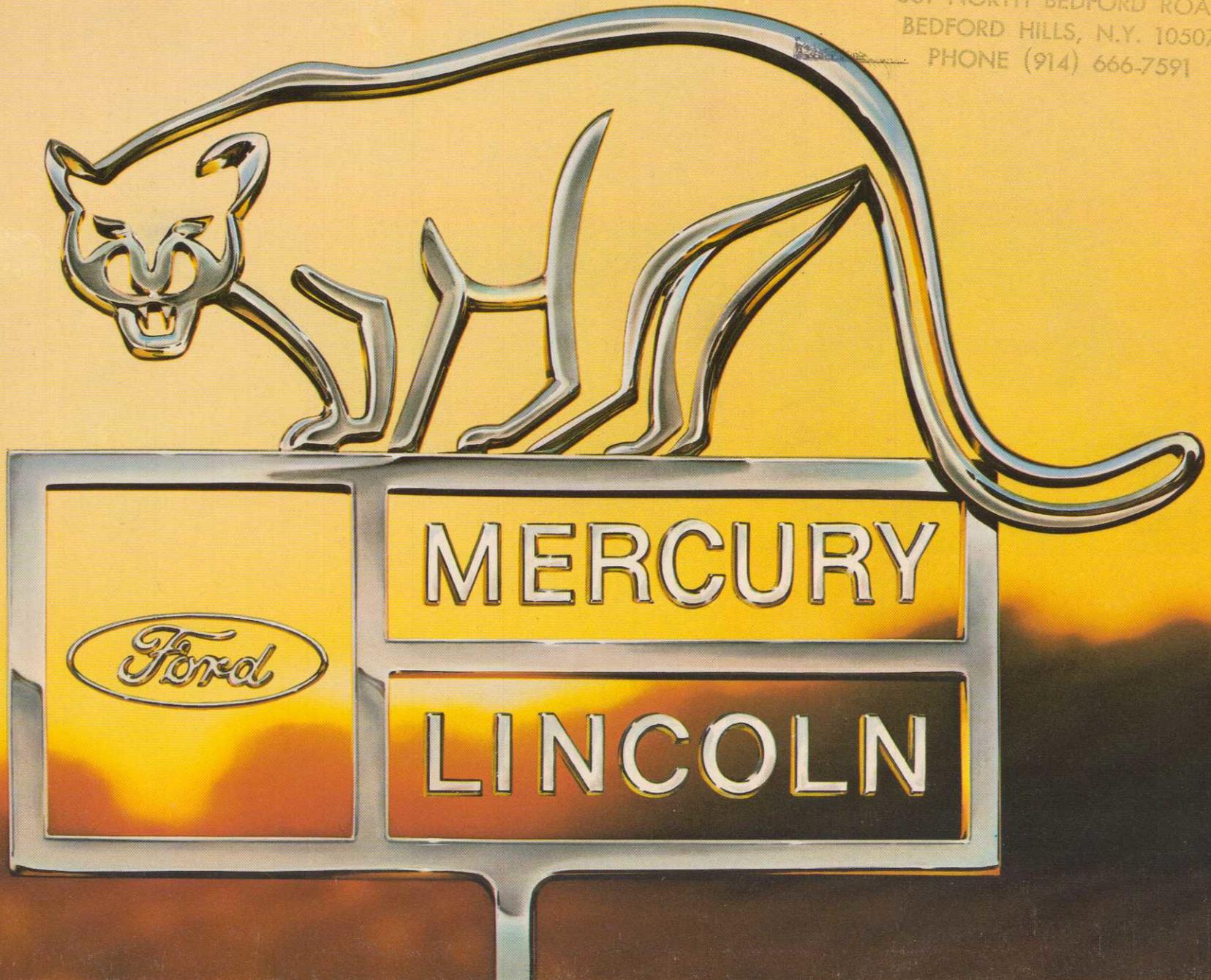


# 1978 LINCOLN-MERCURY FINE CAR COLLECTION

CONTINENTAL MARK V • LINCOLN CONTINENTAL • LINCOLN VERSAILLES • MERCURY MARQUIS  
MERCURY COUGAR • MERCURY MONARCH • MERCURY ZEPHYR • MERCURY BOBCAT

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BEDFORD HILLS, N.Y. 10507  
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## CONTINENTAL MARK V. The Mark of Continental tradition.

Continental Mark V Diamond Jubilee Edition



Diamond Jubilee Edition interior.



The Continental Mark V Diamond Jubilee Edition interior with bucket seats in blue luxury cloth.

Diamond Jubilee Edition Continental Mark V. Most luxurious production automobile we've ever built. Bold. Classic. Shown left, in Diamond Blue metallic.

## LINCOLN VERSAILLES. An investment in engineering.

Lincoln Versailles



Wedgewood Blue Flight Bench seats



Luxurious Versailles interior with Flight Bench seats in Wedgewood Blue self-striped fabric.

Versailles. Essence of automotive elegance. Meticulously engineered. Similar in size to some of the finest European luxury cars.

## LINCOLN CONTINENTAL TOWN COUPÉ. A standard by which luxury cars are judged.

Lincoln Continental Town Coupé



Town Coupé interior



Gracious Town Coupé interior. Twin Comfort Lounge seats in chamois color luxurious velour.

The distinctive Lincoln Continental Town Coupé. Prestigious. Gracefully styled and precision-engineered. And a Lincoln Continental throughout.

## LINCOLN CONTINENTAL TOWN CAR. Hallmark of luxury.

Lincoln Continental Town Car



Champagne Twin Comfort Lounge seats



Ultra-soft leather seating surfaces add to the richness of the uniquely trimmed Town Car.

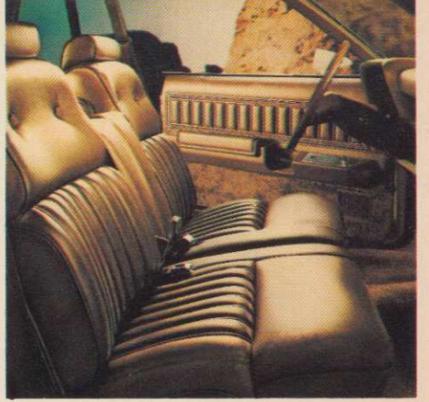
The Lincoln Continental Town Car. Aesthetically beautiful, with a regal look. Luxurious comfort and ride in the Continental tradition.

## 1978 MERCURY COUGAR. Exciting form and function.

Mercury Cougar XR-7 with Decor Option



Mercury Cougar XR-7 Decor Option interior



Shown above: Cougar XR-7's Decor Option interior with Twin Comfort Lounge seats in saddle color vinyl. Bucket seats with console are no extra cost.

Under Cougar's bold, sporty personality you'll find a well-engineered automobile. From the most affordable Mercury Cougar to the striking XR-7, Cougar is a car to drive with pleasure. It's ride-engineered.

## 1978 MERCURY MARQUIS. Luxury and comfort in a full-size automobile.

1978 Mercury Grand Marquis 4-dr. pillared hardtop



Twin Comfort Lounge seat interior



Above: the smartly appointed Grand Marquis interior with Twin Comfort Lounge seats in luxurious optional blue cloth, deep pile Tiffany carpeting, luxury steering wheel and visor vanity mirror standard.

Mercury Marquis. Designed for luxury and comfort. And ride-engineered. In three desirable levels of luxury: Marquis, Marquis Brougham and Grand Marquis. Full-size, six-passenger comfort.

## 1978 MERCURY MONARCH. Contemporary styling in a precision-size car.

Mercury Monarch 4-dr. Sedan with Ghia Option



Ghia Flight Bench interior



Monarch with Ghia Option. Luxurious interior is available with Flight Bench seat, shown above in optional blue luxury cloth-and-vinyl.

Roomy. Trim in style, with a European-like flair. That's Monarch. A pleasure to handle. Beautiful to own. With additional high levels of luxury and sportiness, there's Monarch with Ghia Option (left), and the exciting new ESS option.

## NEW FOR '78. SMART MERCURY ZEPHYR and SPORTY ZEPHYR Z-7.

1978 Mercury Zephyr Z-7 2-Door Sports Coupé



The stunning new Mercury Zephyr Z-7 Sports Coupé. Its innovative styling is enhanced by the distinctive optional vinyl roof treatment and large wraparound taillamps. All Zephyr and then some, with a sporty flair in tune with today.

Mercury Zephyr Z-7 interior



Mercury Zephyr 4-Door Sedan w/Luxury Exterior Decor Group



Zephyr Z-7's luxurious interior, with standard bucket seats available in optional attractive chamois Logan cloth. Door trim is enriched with a vertical pleat design.

Zephyr. New 2-door and 4-door entry in the now era of energy engineering. Efficient. EPA rated at 33 mpg highway and 23 mpg city with standard 2.3 litre engine and manual transmission.\* An easy to own-and-operate car designed for today's family needs. With extraordinary spaciousness for its practical size. The Zephyr interior is EPA rated more spacious than a Rolls Royce.

\*Your mileage may vary depending on car condition, optional equipment, where and how you drive. Wagon and California estimates lower.

## 1978 MERCURY BOBCAT. Fun to drive.

Mercury Bobcat 3-dr. Runabout and Runabout with Sports Package.



So much more to love in Bobcat for '78! Many new standard features, including steel-belted radials, power front-disc brakes, tinted glass and more. Shown above: 3-door Bobcat Runabout with optional all-glass third door, and Sports Package Runabout with optional removable moonroof.

## 1977 CAPRI. The sexy European.

Capri Sport Coupe with fold-down rear seat



The road machine designed to put pleasure into driving. Sporty. Exciting to drive whenever, wherever you go. Full instrumentation, including tach. Rack-and-pinion steering. Power front disc brakes. And imported by Lincoln-Mercury.

## WAGONS. Six bold, exciting Mercury Station Wagons.

Mercury Zephyr 4-dr. Station Wagon with Villager Option



The new Zephyr offers two fine wagons. The Zephyr, and Zephyr with Villager Option (above) with gleaming woodtone bodyside and tailgate appliques.

Mercury Marquis Station Wagon with Colony Park Option

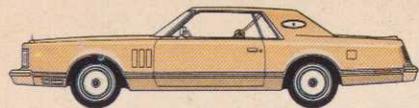


Marquis also offers a choice in wagons. Full-size, luxurious wagons. Marquis, and (shown above), Marquis with Colony Park Option, symbolizing fine car luxury in station wagons.

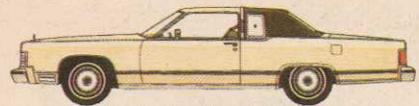
Mercury Bobcat Villager Station Wagon



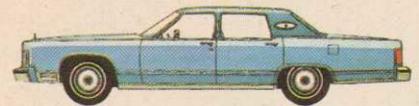
Bobcat gives you two wagon choices. Bobcat Villager (above) with simulated rosewood bodyside applique, and Bobcat Station Wagon, designed for the budget-minded.



Continental Mark V



Lincoln Continental Coupé



Lincoln Continental Sedan



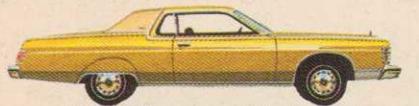
Lincoln Versailles



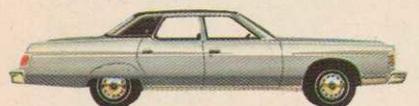
Grand Marquis 2-dr. hardtop



Grand Marquis 4-dr. pillared hardtop



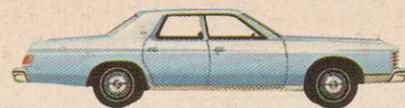
Marquis Brougham 2-dr. hardtop



Marquis Brougham 4-dr. pillared hardtop



Marquis 2-dr. hardtop



Marquis 4-dr. pillared hardtop



Marquis Wagon w/Colony Park Option



Marquis Station Wagon



Cougar XR-7 2-dr. hardtop with Decor Option



Cougar XR-7 2-dr. hardtop



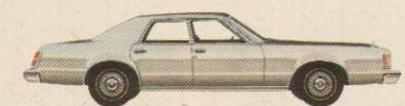
Cougar 2-dr. hardtop w/Brougham Option



Cougar 4-dr. pillared hardtop w/Brougham Option



Cougar 2-dr. hardtop



Cougar 4-dr. pillared hardtop



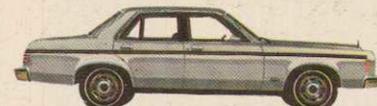
Monarch 2-dr. Sedan with Ghia Option



Monarch 4-dr. Sedan with Ghia Option



Monarch 2-dr. Sedan with ESS option



Monarch 4-dr. Sedan with ESS option



Monarch 2-dr. Sedan



Monarch 4-dr. Sedan



Zephyr Z-7 Sports Coupé



Zephyr 2-dr. Sedan w/Luxury Decor Group



Zephyr 4-dr. Sedan w/Luxury Decor Group



Zephyr 2-door Sedan w/ES option



Zephyr 2-dr. Sedan



Zephyr 4-dr. Sedan



Zephyr Wagon w/Villager Option



Zephyr Station Wagon



Bobcat 3-dr. Runabout.



Bobcat Villager Station Wagon



Bobcat Station Wagon



Capri Sport Coupe

MERCURY LINCOLN  
LINCOLN-MERCURY DIVISION



Lincoln-Mercury Division 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.

Form No. 78-201R

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 that you ordered or if there are changes, they are acceptable to you.

