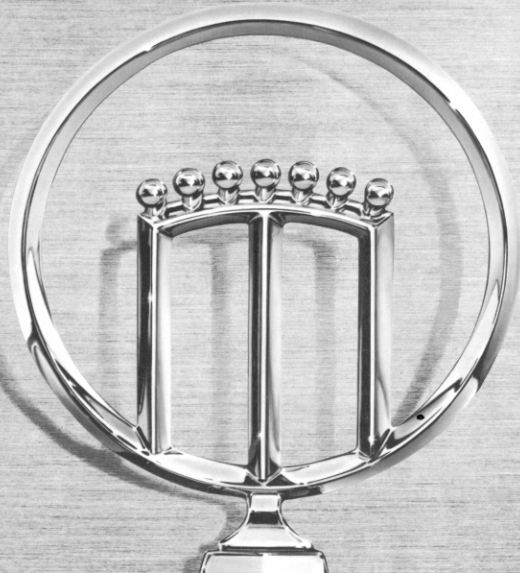


1977 MERCURY

MONARCH







**Mercury Monarch for 1977:
"Ride-Engineered by Lincoln-Mercury."
The precision size car with a touch of class.**

The precision size Mercury Monarch is the car of tomorrow. Here today. The styling is trim, the car is roomy, with comfort for five passengers. With "Ride-Engineered" by the Mercury ride specialists. The new 1977 Mercury Monarch—a touch of class. At a moderate price. Just look around you. So much flair. So debonair. Things you like about luxury cars you will like about Mercury Monarch: enviable interior comfort, quietness and convenience, precise handling and control on the road. The original precision size car—with a touch of class.

Of course, this is all purely by design. We've summed it up in five little words that should tell you a lot. You'll find them displayed on a plaque mounted on Monarch's elegant dash panel. "Ride-Engineered by Lincoln-Mercury." Look through these pages and discover all the things there are to like about the exciting new 1977 Mercury Monarch, the precision size car with a touch of class.

RIDE-ENGINEERED by **LINCOLN
MERCURY**

Mercury Monarch Ghia 2-door



Easy rear entry



Roomy trunk with Space-Saver tire



Mercury Monarch Ghia: a touch of class in its looks, with a touch of genius in its design.

The most meaningful luxury Monarch can offer, beyond its moderate price, is the intelligence in its design. Pounds and inches that didn't add strength or space were trimmed away. So while Monarch is shorter than many mid-size cars, it still gives you the very desirable comforts and conveniences of cars much bigger. And most importantly, it gives you a smoothness and quietness of movement that have made the Monarch ride famous.

Quiet elegance—an apt expression for the Monarch Ghia interior. Note in the illustration, above left, how it permits graceful entry to the rear seat and the roomy trunk, made even more spacious by the Space-Saver tire. Practical luxury—as in the superbly tailored optional bucket seats, illustrated left, presenting the softness of optional leather and vinyl. Shown in cream, this interior is available in five other fashionable colors including dove grey, dark red, medium blue, jade or tan, and in all-vinyl. Ghia amenities: Deluxe cut-pile carpeting and a deluxe steering wheel. Options range from the convenient Space-Saver spare tire (small view above) to Monarch's new automatic temperature control air conditioning.

Mercury Monarch Ghia standard features include: 250-1V "Six" engine • 4-speed manual overdrive transmission • Front disc/rear drum brakes • Deluxe steering wheel • Map pockets • DuraSpark Ignition system • Inside hood release • Color-keyed wheel covers • BSW steel-belted radial tires • Opera window on 2-door model • Deluxe cut-pile carpeting • Carpeted luggage compartment • Day/night rearview mirror • Remote control left-hand mirror • Deluxe sound insulation package • Other equipment shown optional

Mercury Monarch Ghia 4-door



Mercury Monarch Ghia: a car that recognizes that times have changed and so have you.

America was ready for a new kind of car. A car that would reflect the changed conditions of today's driving. A car roomy enough inside to seat five passengers in comfort. A car trim enough outside to afford easy parking, handling, maneuverability. A car trimmed of excess bulk and overhang. All this without sacrificing luxury or the smoothness of ride for which Monarchs are noted. Integrity of design in a sensibly sized package. Mercury Monarch—the precision size car, the right size car for Americans today. One beautiful thing about Monarch for people moving up—or moving down—is that you get luxury, quiet and a beautifully smooth ride you're moving for—without moving up to the standard-size car price. You get a car with high standards of style, comfort, convenience. Note, as examples, the convenience of seat-back map pockets, and the new four-speed manual overdrive transmission, shown upper right. Note the simple elegance of Monarch Ghia's standard Flight Bench seat interior, shown lower right in optional blue luxury cloth and vinyl and also available in all-vinyl in dove grey, cream, dark red, medium blue, jade or tan.

Adding to the Monarch Ghia's enviable interior comfort and good looks are deluxe cut-pile carpeting, a day/night mirror, padded door trim panels, deluxe color-keyed belts, and a deluxe steering wheel. And in addition to its many standard luxuries, you'll find few small cars offering a bigger choice of options. See them on the back cover.

Seat-back map pockets



4-speed manual overdrive transmission



Monarch 2-door with "S" Option, in foreground, and the Mercury Monarch 4-door





Mercury Monarch. Versatile enough to let you personalize it precisely as you please!

Monarch's wide range of options should please you. The "S" option group, illustrated on the two-door model opposite, includes Landau vinyl roof; paint/tape stripes in gold tones on bodysides, hood and deck lid; rocker panel molding, dual remote control racing mirrors; styled steel wheels with trim rings and accents of gold paint; bucket seats and deluxe door trim; leather-wrapped sports steering wheel; floor-mounted shift with optional automatic transmission; heavy-duty suspension. Further personalize your Monarch by ordering optional power windows and power moonroof, electric trunk lid release and air conditioning with automatic temperature control. The Monarch four-door sedan offers the ride, room and comfort so necessary in a family car. Trim in overall size, yet roomy enough to accommodate five adults.

Shown above left, the Monarch's standard all-vinyl interior in dark red, also available in cream, medium blue or tan, and the optional tan all-vinyl bucket seat interior, available in dove grey, cream, dark red, medium blue or jade. The optional Decor Group shown bottom left in medium blue, cloth and vinyl, includes deluxe seat and door trim with Flight Bench seats and deluxe steering wheel and is also available in dark red, jade or tan.

Mercury Monarch standard features include: 200-1V "Six" engine • 4-speed manual overdrive transmission • Floor-mounted shift selector • Front disc/rear drum brakes • DuraSpark solid-state ignition • Foot-operated parking brake • BSW steel-belted radial tires • High level ventilation • Inside hood release • Parking brake warning light • Coolant Recovery System • Cut-pile carpeting • Lockable glove box • Cigar lighter • Opera window (2-door) • Full wheel covers • Other equipment shown optional.

"Ride-Engineered by Lincoln-Mercury"—the sum total of all the engineering attributes you'll find on these pages.

Our ride is known far and wide. It is the sum of a lot of things, large and small, that go to make up the total environment we call... "Ride-Engineered by Lincoln-Mercury." In front, independent coil springs cushion wheel movements, soaking up the bumps. A front link-type stabilizer bar fights excessive sway and lean when cornering. The rear suspension is Hotchkiss design, featuring semi-elliptical springs over 4' long. Staggered rear shock absorbers help to counteract "wheel hop" and increase traction during acceleration.

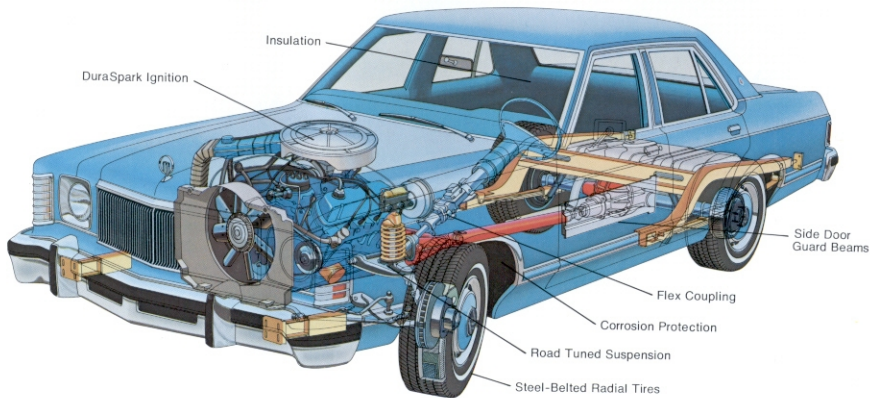
One good turn leads to another. Optional power steering on your 1977 Monarch gives you fingertip control. New

for '77: Monarch's power steering pump has a by-pass which, when assistance is not required, reduces the engine load. A flex coupling in the steering shaft helps isolate road jolts from reaching your hands at the wheel.

Room at the top—and everywhere else. Monarch's spacious passenger compartment retains generously dimensioned headroom, hiproom and legroom. The rugged all-steel unitized body is strong and rigid, designed to maximize strength with a minimum of weight.

A secret between you and the outside world. Monarch offers over 100 pounds of insulation in such major areas as roof, floor, fenders, roof pillars, cowling, dash, hood, luggage compartment—even behind the rear seat. A welcome addition to your sense of peaceful quiet as you drive.

Put a stop to all that. Optional power brakes (front disc, rear drum) put a vacuum power assist system at your command to afford positive stopping power.



Reduced maintenance, anyone? Since 1973, Mercury engineers have eliminated or extended the scheduled maintenance requirements of 29 items, under normal driving conditions. Recommended spark plug change and engine tune-ups on most V-8 engines, for example, have been extended to 30,000 miles. Oil filter and oil change intervals on these engines have been extended by 50% over 1976 intervals, to every 7,500 miles for oil, every other change for filter. And for 1977, all Mercury engines offer our new DuraSpark solid-state ignition system, which has an increased voltage output compared to our 1976 system. This allows longer useful spark plug life.

Corrosion protection expanded. Monarch '77 will feature expanded use of precoated steel to provide additional corrosion protection in several major body areas.

Monarch will feature additional use of a sealer on the underside of the rear wheelhouses and the continued use of sealers for protection in the lower areas most susceptible to corrosion.

Monarch really puts it together. Now you can see why we think of the "Monarch ride" as more than just a system of components. It is a considered concern for all the elements which go to make up the way a car rides and handles. This is what we mean when we say "Ride-Engineered by Lincoln-Mercury."

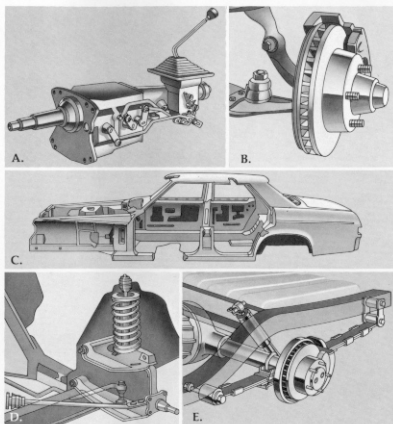
Monarch Dimensions

	2-door	4-door
Wheelbase	109.9"	109.9"
Length	197.7"	197.7"
Width	74.0"	74.0"
Headroom, front	38.0"	38.2"
Headroom, rear	36.5"	37.6"
Hiproom, front	55.9"	55.9"
Hiproom, rear	50.4"	51.2"
Legroom, front (maximum)	40.3"	40.3"
Legroom, rear (minimum)	34.4"	36.1"
Curb weight	3260	3310
Luggage Capacity (cu. feet)	14.8"	14.8"

A. Four-Speed Manual Overdrive Transmission. Standard on Monarch. It offers good overall performance in first through third gears with low engine rpm cruising in fourth.

B. Manual Front Disc Brakes. Provides for fade resistance. Together with rear drums they have a brake swept area of 348 square inches.

C. Unitized Body. In addition to maximum strength with minimum weight, Monarch's unitized body offers improved fit and alignment of doors, hood and deck lid.



D. Coil Spring Front Suspension. Fully independent. Link-type stabilizer bar helps prevent excessive "lean"

E. Rear Suspension. Hotchkiss design. Semi-elliptic springs, stagger-mounted shock absorbers and rubber bushings. Optional four-wheel power disc brakes.

1977 MONARCH RELATED

PERFORMANCE RELATED

	Monarch	Ghia
250-1V 6-cylinder (Required in California)	X	Std.
302-2V V-8	X	X
351-2V V-8	NA	X
High Alt. Emission Equipment (302 V-8 Required in High Alt. regions)	X	X
California Emissions System	X	X
Floor-Mounted Transmission Selector (1)	X	X
Select-Shift Automatic (2)	X	X
Cold Weather Group	X	X
Heavy-Duty Electrical/Cooling System	X	X
Heavy-Duty Suspension	X	X

COMFORT & CONVENIENCE

Air Conditioning, Automatic Temperature Control	X	X
Air Conditioning	X	X
Bucket Seat, Reclining	X	X
Bucket Seat, Four-way Manually Adjustable	X	X
Clock, Digital	X	X
Console (3)	X	X
Convenience Group (4)	X	X
Cornering Lamps	X	X
Defogger, Rear Window (5)	X	X
Defogger, Electric Rear Window	X	X
Electric Trunk Lid Release	X	X
Entry System, Illuminated	X	X
Front License Plate Bracket	NEC	NEC
Light Group (6)	X	X
Luggage Carrier, Deck Lid	X	X
Mirror, Illuminated Visor Vanity	X	X
Mirrors, Dual Color-Keyed Racing	X	X
Power Brakes	X	X
Power Brakes, Four-wheel disc (7)	X	X
Power Door Locks	X	X
Power Moonroof	X	X
Power Seats, Four-Way Bucket (8)	X	X
Power Seats, Flight Bench	X	X
Power Steering	X	X
Power Windows	X	X
Radio, AM	X	X
Radio, AM/stereo tape	X	X
Radio, AM/FM monaural	X	X
Radio, AM/FM/MPX	X	X
Radio, AM/FM/MPX with stereo tape	X	X
Space Saver Tire	X	X
Tilt Steering Column	X	X
Speed Control	X	X
Visibility Group (9)	X	X

APPEARANCE & PROTECTION

Appearance Protection Group (10)	X	X
Belts, Deluxe	X	Std.
Bumper Protection Group	X	X
Decor Group (11)	X	X
Glamour Metallic Paint	X	X
Molding Protective Bodyside	X	X
Molding, Rocker Panel	X	X
"S" Option Group (12)	X	X
Tinted Glass	X	X
Vinyl with Leather Seating Surfaces	NA	X
Vinyl Roof, Landau	X	X
Vinyl Roof, Full	X	X
Wheels, Cast Aluminum—4 wheels	X	X
Wheels, Cast Aluminum (white finish)—4 wheels	X	X
Wheel Covers, Wire	X	X
Wheel Covers, Deluxe	X	X
Wide Band WSW Tires	X	X

X—Available Std.—Standard NEC—No Extra Charge NA—Not Available

Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.



Speed Control



Cornering Lights



Automatic Temperature Control



Tilt Steering Wheel



Sliding Glass Moonroof

1. Standard with manual transmission. NA with tilt steering wheel or Power Flight Bench Seat. Included with "S" Option Group.
2. Required in California and on all 351-2V engines.
3. Includes Door Ajar, Headlamps-On, Low Fuel and Trunk open warning lights, available only with bucket seats.
4. Includes deluxe seat belts (standard on Ghia), automatic parking brake release (except with floor shift), automatic seat-back release (2-door models, NA with base bench seat) and interval windshield wipers.
5. Required in New York State unless electric rear window defroster is ordered.
6. Includes luggage compartment light, glove box light, instrument panel courtesy light, engine compartment light, ash tray light, dual-beam dome/map light, headlamp-on warning buzzer, rear door courtesy light switches (standard on Ghia).
7. Requires power steering, includes Traction Lok axle. Not available with 200 CID "six".
8. Four-way driver side only.
9. Includes LH bright remote-control mirror (standard on Ghia), RH bright remote-control mirror, day/night inside rearview mirror (standard on Ghia) and RH visor vanity mirror. Bright mirrors excluded with dual color-keyed mirrors option or "S" Option Group.
10. Includes front floor mats, door edge guards (NA with Ghia) and bright license plate frame(s).
11. Available base Monarch only. Includes deluxe seat and door trim and deluxe steering wheel. Available in cloth and vinyl or vinyl trim. NA with "S" Option Group.
12. Available base Monarch 2-door only. Includes Landau vinyl roof, gold color body side, hood and deck lid stripes, rocker panel molding, dual remote-control racing mirrors, styled steel wheels, trim rings and gold color paint accent, bucket seats and deluxe door trim with perforated appearing vinyl inserts, leather-wrapped sports steering wheel, floor-mounted shift with optional automatic transmission and heavy-duty suspension.

Quality Replacement Parts from Ford—Your new Mercury comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolite Power-Tip spark plugs, Motorcraft shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

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.



MERCURY MONARCH

LINCOLN-MERCURY DIVISION



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