

Bobcat.
Economy with
a pedigree!



MERCURY BOBCAT 1974



Mercury Bobcat A new breed of cat.



Bobcat is the newest addition to the Mercury line.

And it's the kind of car a lot of Canadians are going to like. Because Mercury Bobcat is first and foremost a Canadian. And it's been built with the idea that a small economy car doesn't have to be ordinary. So right along with good gas mileage and an easy handling size comes a whole lot of class.

All this stems from a very good family. This new Canadian is not just a Bobcat. It's a Mercury Bobcat. And that means that Bobcat is built with

the same attention to detail and the same engineering know-how that goes into every Mercury.

We think Bobcat is just the little economy car you've been waiting for. Bobcat isn't just one kind of car, it's three kinds of cars.

Bobcat is a spunky little 2-door sedan for people who want economy with a little flair.

And Bobcat is an easy handling 3-door Runabout with the convenience of a third door and a fold down rear seat for carrying all kinds of things.

And Bobcat is a big hauling little

Left to right: Mercury Bobcat 3-door Runabout with optional Sports Accent Group. Mercury Bobcat 2-door sedan with optional Deluxe Bumper Group,



He's a frisky little critter, he's the pick of the litter.

wagon that totes quite a load for its size.

As you can see from the pictures below, Bobcat really is a good looking cat. But it's on the inside that Bobcat really shows its colours.

Bobcat's a roomy little critter with front bucket seats that are contoured for comfort. On the floor you'll find plush loop pile carpeting. And there's tinted glass all 'round, standard.

And when it comes to front and back leg room—you'll be surprised you're even in a little economy car.

You'll find Mercury Bobcat really

is a frisky little critter. A spunky 4 cylinder 2000 cc OHC engine is standard. But you can get even more get-up-and-go with Bobcat's optional 2300 cc OHC engine.

Either way, combined with the four-speed floor mounted transmission, Bobcat's engines puts quite a punch in its economy. For added convenience a Select Shift automatic transmission is available.

A little car that goes like Bobcat has to have cat-sure stopping power, so Bobcat comes with fade resisting front disc brakes standard.

For nimble handling in city traffic and easy parking, Bobcat has rack and pinion steering just like many European sports cars.

Out on the open road Bobcat's ball-joint and coil spring front suspension and leaf spring rear suspension give it a smooth stable ride, even on windy freeways.

Bobcat may be just the little economy car you've been waiting for.

Bobcat

Mercury Bobcat Wagon with Villager option. (White walls, roof rack, Deluxe Bumper Group—Mirror Group illustrated, optional.)





Above left: Mercury Bobcat 2-door sedan with optional vinyl roof, trim rings/hub caps, Value Option Package and Deluxe Bumper Group.

Mercury Bobcat 2-Door Sedan. A real go-getter, but it's easy on the gas.

Enter the lowest priced Mercury—Mercury Bobcat 2-door sedan. What a little gasser. It stretches a gallon of gas so far it's downright mean.

But just because it's called an economy sedan, don't think we've skimped on the interior.

Pictured at the right is Bobcat's standard interior. It's so comfortable! Vinyl trimmed cat-soft contoured front bucket seats, with pleated cloth inserts. Deluxe door trim panels, loop-pile carpeting, and 2-tone deluxe



finishing touches.

An all vinyl trim is available as a no cost option.

Outside Bobcat's got a whole lot of class, too. Smooth sporty lines are set off with a smart grille and attractive rear styling.

And as you can see from the Mercury Bobcat pictured top left, you can set your Bobcat apart by ordering a vinyl roof, white walls, trim rings/hub caps and the Value Option Package. Further information on special

found on pages 10 and 11.

As well as being an easy handling, economy minded little car, Mercury Bobcat is also one of the toughest little critters you'll find.

It's built with a body that's welded into one solid piece of steel. And there are strong roof rails and underbody steel cross bars for added strength. Bobcat has impact absorbing front and rear bumper systems. And finally, there's a seven-step paint process to give the careful owner a durable, lasting finish.

If you're thinking Bobcat sounds like an expensive little sedan, you're wrong. Bobcat is a lot of car for a



Above right: Mercury Bobcat 2-door sedan with optional whitewall tires.

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





Above: Mercury Bobcat 3-door Runabout with Sports Accent Group option. Below: Mercury Bobcat 3-door Runabout with optional Accent Group.



Mercury Bobcat 3-Door Runabout.

A new breed of cat with a whole lot of class.

The Mercury Bobcat 3-door Runabout is two kinds of car. It's a sporty personal sedan with plenty of comfort room for 4 adults. And it's a little work horse, with loads of carrying room.

Why?

Because our Mercury Bobcat 3-door Runabout has a third door that lifts up and a rear seat that folds down, to open up a handy 29 cubic feet of carrying space.

Loading is effortless, too, because Bobcat's third door is pneumatically operated. (A feature the ladies will appreciate.) Lift it up and it stays up, out of reach ready for you to load away.

What a difference Bobcat's third door makes loading up groceries at the supermarket. And the load floor area is fully carpeted to help protect your valuables.

People who like their cars to look a little different can order a Bobcat Runabout with an optional Sports Accent Group:

Outside this cat presents itself beautifully, like the one pictured at the top left, with special accent paint, vinyl roof, steel belted radial ply tires, wheel-lip mouldings and full wheel covers.

The Sports Accent

Group interior, pictured below in sporty orange, adds a luxury touch with deluxe colour keyed seat and shoulder belts, cut pile carpeting, wood grain applique along the instrument panel, woodgrain grip parking brake handle, and a number of other colour keyed appointments.

There are a total of 10 exterior colours and 4 interior colour choices available in the Sports Accent Group.

When you first drive a Mercury Bobcat Runabout, you'll notice that the large rear window with tinted glass gives you extremely good visibility. An excellent convenience and safety option

you can add here is an electric rear window defroster.

Outside, you can protect your Mercury Bobcat with the optional Deluxe Bumper Group, including front and rear bumper guards with rubber inserts and full width horizontal rub strips on the bumpers. The optional Accent Group adds even more protection with wheel-lip mouldings, deluxe wheel covers and vinyl insert body side moulding. The car pictured lower left features this option.

A spunky 2000 cc OHC engine is standard on the Mercury Bobcat Runabout. And there's an optional 2300 cc OHC engine if you'd like a little more power.

Bobcat Runabout also comes with fade resisting front disc brakes, rack and pinion steering, ball joint and independent coil spring front suspension and rear leaf spring suspension.

You'll find the Mercury Bobcat Runabout is a peppy, easy handling, easy parking car with a surprisingly smooth, stable ride for its size. There's no doubt about it.

Mercury Bobcat 3-door Runabout. It's two kinds of car in one.



Mercury Bobcat Wagon.

If it's space you're after, Bobcat's the master.

One reason you buy a wagon is room. And Mercury Wagon gives you lots of it.

Open the liftgate, fold down the rear seat, and a carpeted cargo area almost 6 feet long stretches in front of you. There's 60.6 cubic feet of cargo space in this big hauling little wagon, waiting to work for you.

Load it up with your camping gear and get off the beaten track. Or find a rare piece of Canadianna at a country auction and bring it back to town. Pack up and head for the cottage.

When you're moving more than people, Bobcat Wagon is a great little mover.

Bobcat makes light work of any task with either the standard 2000 cc. OHC 4 cylinder engine, or the optional 2300 cc. OHC engine.

Although our Bobcat Wagon is a little work horse, you won't be sacri-

ficing sedan car comfort. You'll ride in deep comfortable high-back bucket seats with your choice of standard deluxe cloth or pleated all vinyl trim.

And you'll travel with surprising head, shoulder and elbow room, con-

sidering, the Bobcat Wagon's handy size.

To add a different and distinctive look, order your Mercury Bobcat Wagon with the Villager option, pictured below.

You'll get rich woodgrain vinyl panelling on the body sides and liftgate, and deluxe wheel covers.

The Villager option includes: 14 oz. cut pile carpeting, multi directional air vent registers, front cigar lighter, passenger door courtesy light switch, cargo light, instrument panel with woodgrain applique, bright parking brake lever with woodgrain handle, bright shift lever with woodgrain accents, deluxe seat and shoulder belts.

For further information on Bobcat options see pages 10 and 11.

Mercury Bobcat Wagon. It could be just the big hauling little wagon you've been waiting for.





Above: Bobcat Wagon hauls 60.6 cubic feet of cargo.

Top left: Bobcat Wagon with optional Villager Interior in "Super-Soft" all vinyl. Optional "Select-shift" automatic transmission and radio.

Bottom left: Mercury Bobcat Wagon with Villager option, Value Option Package and Body-side Moulding.

Bottom right: Mercury Bobcat Wagon with optional WSW tires and Deluxe Bumper Group.



Mercury Bobcat Options.

Sports Accent Group

This attractive, sporty option is available on all models. Exterior includes: steel belted radial ply WSW tires, deluxe wheel covers and wheel-lip mouldings*, vinyl roof**, special lower paint treatment**, bright door and quarter window frames, "B" pillar cap and belt mouldings. Back panel moulding**. The interior for all models includes 25 oz. cut pile carpeting, multi-directional vent registers, front cigar lighter, and passenger-side door courtesy light switch. Other features are woodgrain applique on the instrument panel, bright parking brake lever with woodgrain grip, colour keyed boot, deluxe seat and shoulder belts and extra sound insulation. Station wagon models also include rocker panel mouldings*, vinyl insert body side mouldings* and 14 oz. cut-pile nylon carpeting on load floors.

**Not available on Wagons.

*Delete for Wagons with Villager option.

Luxury Decor Group

This option is available to add an extra measure of luxury. Offered on all Bobcat models the package includes: bodyside protection mouldings with vinyl insert, wheelip mouldings, wheel covers and rocker panel mouldings. Sedan and Runabout models also include bright door and quarter

window frames "B" pillar cap, belt mouldings, and lower back panel periphery mouldings. The Luxury Decor Group interior includes 14 oz. cut-pile carpeting, multi directional vent registers, passenger-side courtesy light door switch, front cigar lighter, instrument panel with simulated woodgrain appliques, bright parking brake with woodgrain grip and colour-keyed boot, shift lever with woodgrain accents and deluxe seat and shoulder belts.

Deluxe Bumper Group

This attractive and functional option is designed to reduce minor damage to front and rear bumpers. It includes: front and rear bumper guards, with rubber inserts, horizontal rub strips on front and rear bumpers. Front or rear bumper guards are also available as separate options.

Sunroof

Pictured below, a manually operated sunroof is available on 2-door and 3-door Bobcats. This option provides the open air advantages of a convertible and the styling and security of a sedan.

Villager Option

A unique Villager option is available on the Bobcat Wagon. It includes: bright wheel covers and simulated wood-grain on the bodyside and liftgate

with "Villager" script. The Villager interior includes simulated woodgrain applique for automatic transmission PRNDL bezel, parking brake with simulated woodgrain grip and colour keyed boot, bright trimmed instrument panel with simulated woodgrain accents. Bright shift pattern ring for manual transmission. 14oz. cut-pile carpeting, and deluxe seat and shoulder belts.

Value Option Package

Sedans and Runabouts: rear window defroster, WSW tires, and Accent Group.

Wagons: rear window defroster, WSW tires, luggage rack and bodyside mouldings.

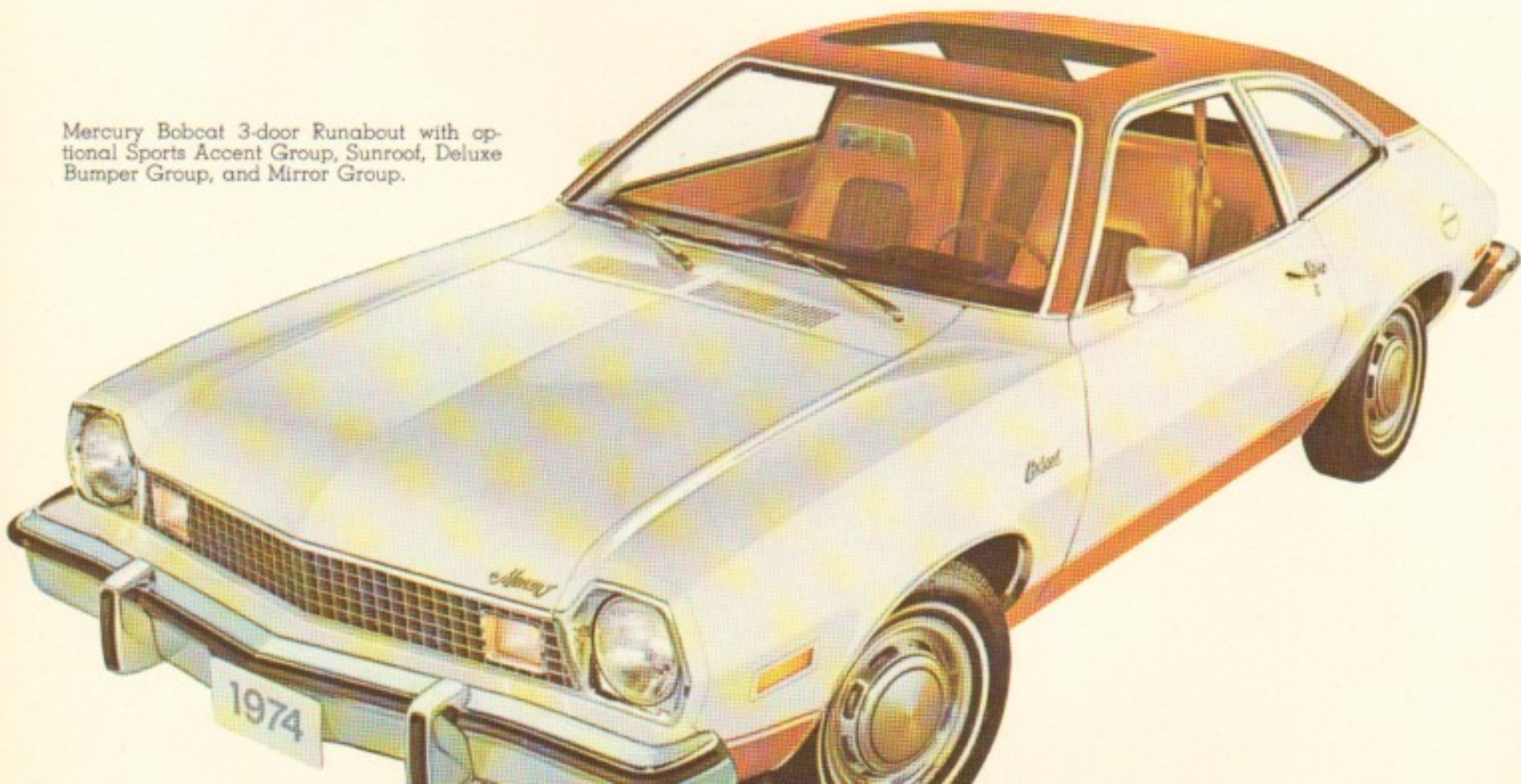
Accent Group

This option includes bright door and window mouldings, bright "B" pillar mouldings, bright belt mouldings, Wheelip mouldings, vinyl insert bodyside protection mouldings and deluxe wheel covers.

Appearance Protection Group

Available on all models, this option includes door edge guards, front floor mats and bright licence plate frames. For anti-theft protection, a spare tire lock, glove box lock and a locking gas cap cover are also included.

Mercury Bobcat 3-door Runabout with optional Sports Accent Group, Sunroof, Deluxe Bumper Group, and Mirror Group.





Bobcat's instruments are easy to read and are recessed in a vinyl covered dash. Shown with woodgrain-applique

and Multi directional vent registers as part of the Sports Accent Group option, and optional radio.



Flipper Rear Quarter Windows. They let you adjust Bobcat's air flow. Easy to open, easy to close. Rattle resistant, positive locking, tight sealing. Comes with bright mouldings. Standard on wagons.



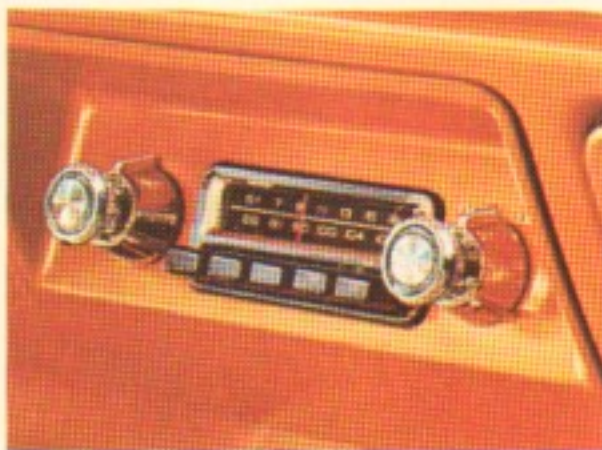
Rear Window Electric Defroster. A really valuable option for the cold icy winters. Flip a switch and frost melts away.



Appearance Protection Group. Includes a locking gas cap, spare tire lock, door edge guards, front floor mats, licence plate frames, and glove box lock to keep your valuables safe.



Add to Bobcat's superb ride and handling with steel belted radial ply tires. Available in white or black sidewalls or wide ovals with raised white letters.



AM, AM/FM Stereo, AM/FM Monaural Radios. Choose from monaural reception to wrap-around sound. Bobcat is quite a music lover.



Mirror Group. Added safety and convenience comes with remote control dual colour keyed racing mirror, inside day/night mirror and visor vanity mirror.

Convenience Options

Air Conditioner—manual • Light Group • Roof Luggage Rack—N/A with vinyl roof • Sun Roof—manual • AM Radio • AM/FM Monaural radio • AM/FM Stereo Radio (2 speakers) • Mirror Group • Flipper Rear Quarter Window (standard on wagons).

Appearance Options

Accent Group • Luxury Decor Group • Sports Accent Group • Villager Option • Glamour Paint • Deluxe Seat Belts • Trim Rings/Hub Caps

Functional Options

2300 cc OHC engine • Select-Shift Automatic Transmission • Anti-Theft Alarm System • Appearance Protection Group • Deluxe Bumper Group • Bumper Guards Front or rear. • Vinyl Insert Bodyside Mouldings • Rear Window Defogger (2-Door Sedan only) • Electric Rear Window Defroster • Heavy Duty Battery — 53 amp • Suspension Handling Package* • Trailer Towing Package* • Engine Immersion Heater • Steel Belted Radial Ply Tires.



Make a lovin' Bobcat personally yours!

Mercury Bobcat A spunky little fella with a famous family tree.

MERCURY BOBCAT MAJOR SPECIFICATIONS

Power Team Combinations

Availabilities	2000 cc OHC 4 Cyl. 2V(122CID)	2300 cc OHC 4 Cyl. 2V(140CID)
2-door Sedan	Std.	Opt.
3-door Runabout	Std.	Opt.
2-door Station Wagon	Std.	Opt.

Transmissions—4 speed manual transmission, standard
Select-Shift automatic transmission, optional (N/A with 2000 cc engine on station wagon).

Brakes—manual front disc brakes, standard

Dimensions	2-door Sedan	3-door Runabout	2-door Station Wagon
Wheelbase	94.2"	94.2"	94.2"
Length	169.0"	169.0"	178.8"
Height	50.3"	50.3"	51.9"
Fuel Capacity	10.8 gals	10.8 gals	10.0 gals.
Curb Weight (with 2000 cc eng.)	2443 lbs.	2473 lbs.	2647 lbs.
Useable Luggage Capacity	6.3 cu. ft.		
Cargo Volume		29.0 cu. ft.*	60.6 cu. ft.

*with rear seat down.

Optional Tire availability

A78 x 13 Non-belted BSW

A78 x 13 Non-belted WSW

BR70 x 13 wide oval, steel-belted radial ply BWL

13" Steel-belted, radial ply BSW

13" Steel-belted, radial ply WSW

ref. BSW—black side-wall

WSW—white side-wall

BWL—black, white lettering

Bobcat engines are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.

The 1974 Mercury bumper systems must pass both the pendulum test and barrier impact tests. Specifically, in the pendulum test the bumper is hit three times on each bumper frontal area with a specially shaped pendulum equal to the car mass. Pendulum speed is 5 mph. Additionally one 3 mph hit is required at a 30 degree angle at either corner of the bumper. The bumpers meet the 1974 Canadian Motor Vehicle Safety Standards for up to 5 mph frontal

impact protection and up to 5 mph rear impact protection straight into a flat, vertical fixed barrier without preventing normal operation of the car's lighting, latching, fuel, cooling and exhaust systems or of the propulsion, suspension, steering and braking systems.

Tests show that, with bumper guards, no substantial damage to sheet metal should result from such a barrier impact at or below these speeds.

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 front outboard seat belts
- 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 radios)
- 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
- Improved front and rear bumpers
- Head restraints for front occupants
- Safety glove box latch

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.

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