

1977 MERCURY

MARQUIS







The new Mercury Marquis for 1977 renews its commitment to full size six-passenger comfort and worthwhile improvement.

This year when some carmakers have made their biggest cars smaller, we've added a significant three-and-a-half inches to our Mercury Marquis. Added it not to Marquis' full proportions. Not to its long wheelbase or spacious luggage compartment. We've added it to the instrument panel. A three-and-a-half inch plaque that reads, "Ride-Engineered by Lincoln-Mercury." This, we feel, is one of the factors in the uncompromising dedication you'll find in the manufacture of every 1977 Mercury that comes off the line . . . every Mercury that earns the critical final approval of quality control technicians. Who says they don't build them like they used to? We still do at Lincoln-Mercury. Big, smooth and roomy. And you can prove it for yourself. At the sign of the cat.

RIDE-ENGINEERED by **LINCOLN**
MERCURY

Mercury Grand Marquis 4-door



Mercury Grand Marquis: that pampered feeling you enjoy in the richness of its ride.

"Ride-Engineered by Lincoln-Mercury." It tells you every inch is dedicated to Marquis' famous ride. You feel it in Marquis' uncompromised 6-passenger comfort. You see it in the new '77 Marquis' unstinted luxury. You experience it in Marquis' road manners. Once you've taken it for a test-drive, you may find it difficult to think of Marquis as still the medium-price car it is.

Marquis is artfully designed to delight the senses as you drive. Note the eye-caressing harmony of decor in abundant appointments, each added to enhance your comfort and convenience. Digital clock, assist straps, dome/dual map light, vanity mirror, all included. And, of course, the Twin Comfort Lounge front seats, each with its own center armrest, each personally adjustable. The illustrations, above right, offer an indication of the roominess and spaciousness afforded in rear seating arrangements and luggage compartment capacity by this most magnificent of Mercurys. Shown below in dove grey is the sumptuously appointed Grand Marquis interior. Other interior color choices include dark red, medium blue, jade, gold or saddle.

Grand Marquis standard equipment includes: 460-4V V-8 engine • Select-Shift automatic transmission • Power steering • Power brakes • Power windows • Power ventilation • DuraSpark solid-state ignition • Concealed headlamps and electric windshield wipers • Tinted glass • Vinyl roof • HR78x15 steel-belted radial tires • Deluxe sound insulation • Digital electric clock • Automatic parking brake release • Fender skirts • Visor-mounted vanity mirror • Dome/Dual map reading lamp • Twin Comfort Lounge Seats • Luxury steering wheel • Courtesy lights • Luggage compartment and under-instrument-panel lights • Deluxe spun nylon passenger compartment carpeting • Carpeted luggage compartment • Hood and deck lid paint stripes • Other equipment shown optional.

Spacious rear seat area



Luggage capacity of 22.7 cubic feet



6
Mercury Marquis Brougham 2-door



Marquis Brougham: that priceless sense of a big, solid car.

Mercury Marquis Brougham: stunning looks and stylish lines tell only half the story. Underpinning it all are hidden strengths, engineered attributes contributing to the solid substance and overall feeling you get driving this superbly riding car. To help preserve these built-in strengths and conserve the long-term value of your purchase, we've added new corrosion protection in major areas of the body. Just one more example of the engineering advancements and concern for quality that make ownership of a Mercury such an assured pleasure. Great styling, an ongoing concern for solid engineering, an admirably smooth and secure ride. These are standard on every Mercury—product of the ride specialists. Shown, above right, is the Marquis Brougham with the Tu-Tone Group in cream and medium gold metallic. Shown below is the standard Marquis Brougham interior in saddle Willshire cloth and vinyl, also available in dark red, medium blue, gold or jade. A Twin Comfort Lounge seat may be ordered as an option, either in cloth-and-vinyl or all-vinyl, in the same broad choice of colors. And, as with all Mercurys, you can further select from an exciting list of options on the back cover of this booklet to add custom accents of your own.

Mercury Marquis Brougham 2-door with Tu-Tone Group.

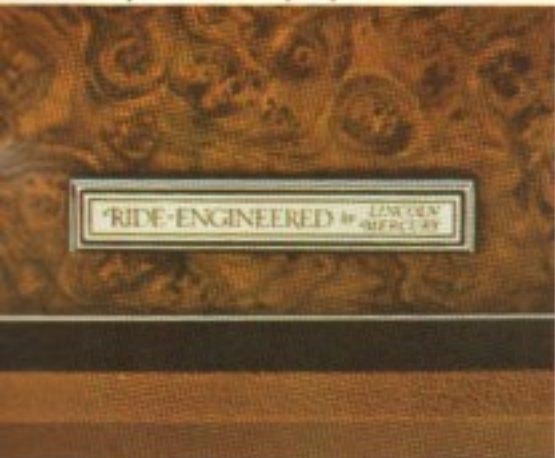


Mercury Marquis Brougham standard features include: 460-4V V8 engine • Select-Shift automatic transmission • Power steering • Power brakes • Power windows • Power ventilation • DuraSpark solid-state ignition • Vinyl roof • HR78x15 steel-belted radial tires • Deluxe sound insulation • Electric clock • Automatic parking brake release • Fender skirts • Deluxe steering wheel, color-keyed • Under-instrument panel and luggage compartment lights • Cut-pile carpeting • Courtesy lights • Full complement of Ford Motor Company Life-guard Design safety features. • Other equipment shown optional.

Mercury Marquis 4-door



Instrument panel "Ride" plaque



Wiper mounted windshield washer jets



Mercury Marquis: a lot of its luxury and sense of solidity lies in the length of its wheelbase.

True, Mercury Marquis is our easiest-to-own full-size Mercury. Equally true—it shares the same long wheelbase with its widely acclaimed riding virtues as our most expensive Grand Marquis; the same mechanical improvements like a new lower-ratio rear axle, new DuraSpark Ignition system, improved emission system technology, longer oil- and filter-change intervals; the same refinements inside and out—new exterior colors, new interior colors, desirable new options. When it comes to workmanship (fit of doors, finish of paint as examples) few cars offer it a serious challenge. Likewise for ease of handling and driving. A spell at the wheel of a 1977 Mercury Marquis should dispel any doubts. The upper left illustrations show the instrument panel "Ride-Engineered by Lincoln-Mercury" plaque and the wiper mounted windshield washer jets, standard on every '77 Marquis. If there is any doubt about the smartness and completeness of Marquis' interior, have a look for yourself. Shown below is the standard Bench Seat arrangement in medium blue Ardmore cloth and vinyl, also available in optional all-vinyl. Other colors you can choose are dark red, saddle, jade or (in all-vinyl only) gold.

Mercury Marquis standard features include: 400-2V V-8 engine • Select-Shift automatic transmission • Power steering • Power brakes • Power ventilation • DuraSpark solid-state ignition • Concealed headlamps and electric windshield wipers • Automatic parking brake release • HR78x15 steel-belted radial tires • Fold-down front center armrest • Deluxe sound insulation • Cut-pile color-keyed carpeting • Locking steering column • Glove box light • Other equipment shown optional.

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

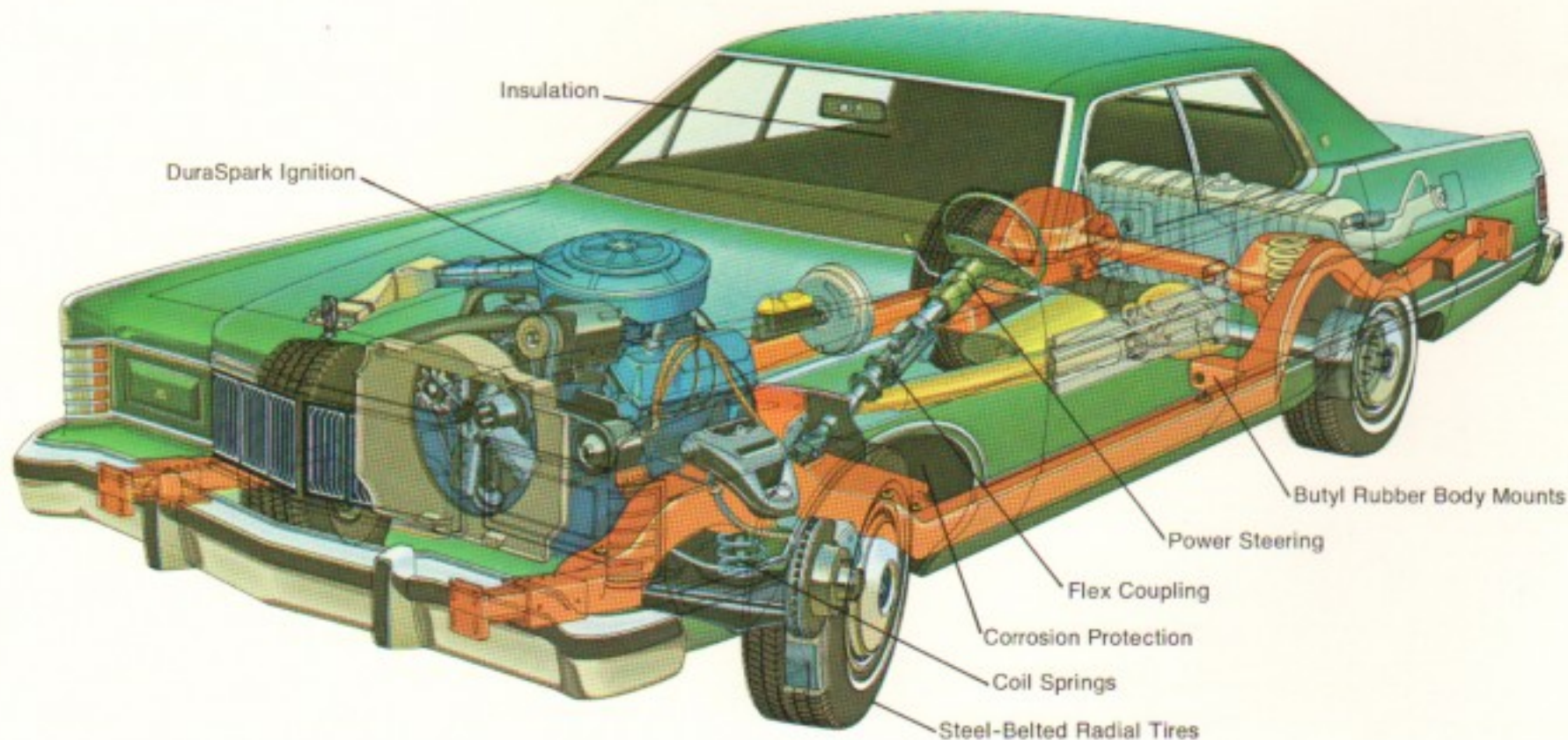
The Mercury ride is known far and wide. It is the sum of a lot of things, large and small, that go to make up the total environment we call the Mercury ride. And much of the riding comfort you'll experience in your '77 Marquis stems from its road-tuned suspension design, front and rear. **One good turn leads to another.** Standard power steering on your 1977 Marquis gives you hydraulic assistance for fingertip control and nearly effortless guidance. A flex coupling in the steering shaft helps isolate road jolts from reaching your hands at the steering wheel. Marquis' wide stance, front and rear, also contributes to its sureness on the open road and through the winding turns.

Room at the top—and everywhere else. Marquis' spacious passenger compartment retains generously dimensioned headroom, hiproom and legroom. The body is strong and rigid, working with a unique torque box frame to help keep road shocks, noise and vibration down.

A secret between you and the outside world. Marquis offers over 100 pounds of strategically located insulation in such major areas as roof, floor, fenders, roof pillars, cowl, dash, hood, luggage compartment—even behind the rear seat. All this and more, brings a welcome addition to your sense of peaceful quiet as you drive.

Put a stop to all that. 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





AM/FM/MPX Radio with Quad-8 Tape Player



Illuminated Entry System



Power Vent Window



Interval Wiper Control



Tilt Steering Wheel

MARQUIS OPTIONS

PERFORMANCE RELATED

	Marquis	Marquis Brougham	Grand Marquis
460-4V V-8 (1)	X	X	Std.
High Alt. Emission Equipment (Required in high alt. regions)	X	X	X
California Emissions Systems (Req. in Calif.)	X	X	X
Trailer Towing Package, Class III	X	X	X
Traction-Lok Differential	X	X	X
Higher Ratio Axle	X	X	X
Battery, Heavy-Duty	X	X	X

COMFORT & CONVENIENCE

	Marquis	Marquis Brougham	Grand Marquis
Twin Comfort Lounge Seats with Passenger Recliner	NA	X	Std.
Vinyl Bench Seats	X	NA	NA
Brakes, Four Wheel Power Disc	X	X	X
Power Antenna	X	X	X
Power Lock Group and Deck Lid Release	X	X	X
Power Side Windows	X	Std.	Std.
Power Vent Windows (4-door models only)	X	X	X
Power Bench Seat, 6-Way	X	X	NA
Power Seat, 6-Way, Driver Only	X	X	X
Power Seat, 6-Way, Driver and Passenger	X	X	X
Air Conditioning, Automatic Temperature Control	X	X	X
Air Conditioning, Manual Control	X	X	X
Tinted Glass, Complete	X	X	Std.
Clock, Digital	X	X	Std.
Defroster, Electric Rear Window (2)	X	X	X
Illuminated Entry System (3)	X	X	X
Lamps, Cornering	X	X	X
Mirror, Left Hand Remote-Control	X	Std.	Std.
Mirror, Illuminated Visor Vanity	X	X	X
Radio, AM	X	X	X
Radio, AM/FM/MPX Stereo	X	X	X
Radio, AM/FM/MPX Stereo with Search Feature	X	X	X
Radio, AM/FM/MPX with Quadrasonic 8 Tape Player	X	X	X
Speakers, Dual Rear Seat	X	X	X
Speed Control	X	X	X
Steering Wheel, Tilt	X	X	X
Visibility Light Group (4)	X	X	X
Windshield Wipers, Interval	X	X	X

APPEARANCE & PROTECTION

	Marquis	Marquis Brougham	Grand Marquis
Glamour Metallic Paint	X	X	X
Vinyl Roof, Full	X	Std.	Std.
Vinyl Roof, Landau (2-doors)	X	Std.	Std.
Specialty Tu-Tone Paint	NA	X	X
License Plate Bracket, Front	NEC	NEC	NEC
Bumper Protection Group	X	X	X
Door Edge Guards	X	X	X
Fender Skirts	X	Std.	Std.
Molding, Protective Bodyside	X	X	X
Paint Stripes, Upper Bodyside	X	NA	NA
Seat Belts, Deluxe	X	Std.	Std.
Wheel Covers, Luxury	X	X	X
Wheel Covers, Wire	X	NA	NA
Wheels, Forged Aluminum 4 wheels (5)	X	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.

1. Includes dual exhausts and 68 amp battery.
2. Required in New York State.
3. Includes illuminated keyhole and activation of interior lights by outside door handle.
4. Includes dome/dual-beam map light (standard on Grand Marquis), underhood light, right-hand remote mirror, headlamps-on buzzer. Also includes on Marquis left-hand remote control mirror, rear-door courtesy light switches, trunk light and instrument panel courtesy lights.
5. Not available on station wagons. Includes regular steel spare wheel.



TESTED TOUGH

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 MARQUIS

LINCOLN-MERCURY DIVISION



Form No. 77-204

