

**1977 MERCURY**  
**PRODUCT FACTS BOOK**

# 1977 MERCURY

PRODUCT FACTS BOOK



PROPERTY OF \_\_\_\_\_

DEALERSHIP \_\_\_\_\_

# HOW TO USE THIS BOOK

The 1977 Mercury Product Facts Book is designed to hold all of the Mercury **Sales and Product Information (SPI)** materials which will be sent to you throughout the model year. It is divided into two major sections.

1. PRODUCT FACTS BOOK SECTION
2. COMPETITIVE COMPARISON SECTION

This book is a handy reference library where answers to product questions can be found easily and quickly. It is meant to be a salesman's personal source of sales and product information and contains a wealth of facts which can help both new and seasoned salesmen become better informed and more successful.

Each section has its own individual index so that specific information can be quickly located by page number.

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## MERCURY PRODUCT FACTS BOOK SECTION

Information in this section is organized as follows:

1. CAR LINE SECTIONS
  2. STATION WAGON SECTION
  3. DIRECTORY OF OPTIONS
  4. ENGINEERING FEATURES
  5. TRAILER TOWING
- **The CAR LINE sections** cover the essential product information you need for each Mercury car line — and include the selling advantages of important features along with photographs, drawings and charts.
  - **The DIRECTORY OF OPTIONS section** covers all of the options available on all Mercury car lines and includes a description of the most important customer benefits. Options are listed in the same alphabetical order as your pocket price books.
  - **The ENGINEERING FEATURES section** covers engineering features in more detail than do the car line sections. It covers all car lines and provides valuable information for you, as well as many answers to questions which may be asked by more technically oriented prospects.
  - **The TRAILER TOWING section** provides important trailer towing information, requirements and limitations for all Mercury car lines.

## MERCURY COMPETITIVE COMPARISON SECTION

As 1977 competitive comparison literature, prices and specifications become available, printed materials for this section of your Mercury Product Facts Book will be developed and sent to you as rapidly as possible.

This section offers a wealth of information that compares Mercury car lines to those of major competitors. It provides you with the price and feature benefits that help give you a sales advantage over competition. The material is presented in a manner that can be used effectively in your sales presentation.

**Competitive Comparison Materials include:**

- **PRICE/PRODUCT COMPARISON BULLETINS . . .**  
are vital sources of competitive information, with emphasis on retail price comparisons, price analysis comparisons, standard and optional equipment comparisons, and fuel economy estimates. They can be used both as comprehensive sources of knowledge and valuable sales tools.
- **COMPETITIVE COMPARISON SPECIFICATION SHEETS . . .**  
take a look at how competition stacks up in a side-by-side comparison of dimensions, standard and optional features and extra-value feature advantages . . . all presented in an easy-to-use format.
- **SALESMEN'S NEWS BULLETINS . . .**  
keep you up-to-date and aware of product news changes, new models or newly formulated strategies as developed throughout the model year.
- **EPA FUEL ECONOMY ESTIMATES . . .**  
This section provides complete listings of all car lines, EPA figures and engine/transmission combinations in the Mercury line-up, with comparative figures for all competitive cars.

## LINCOLN-MERCURY DIVISION • MERCHANDISING DEPARTMENT

Availability of models and equipment described in this Book depends upon final EPA (Environmental Protection Agency) certifications.

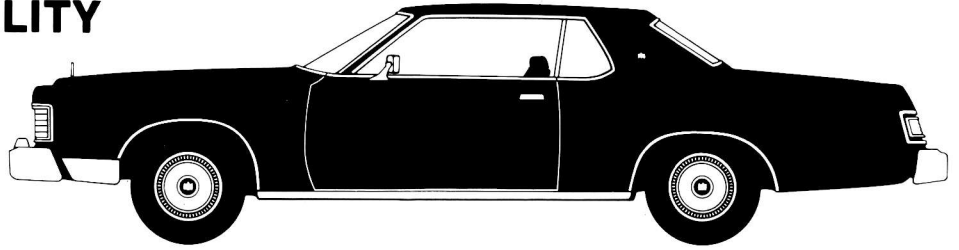
Specifications herein were in effect when this book was approved for printing. Some illustrations show cars with white sidewall tires, deluxe wheel covers and other styling, convenience and performance items and other equipment which are optional at reasonable extra charge. Some are required in combination with other options. Lincoln-Mercury Division, whose policy is one of improvement, reserves the right to change specifications and features without notice and without incurring obligation.

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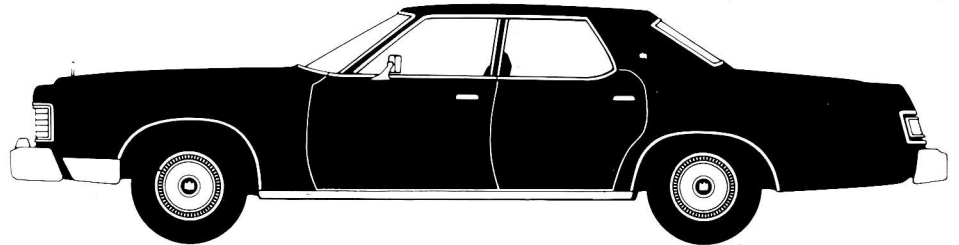
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# MARQUIS

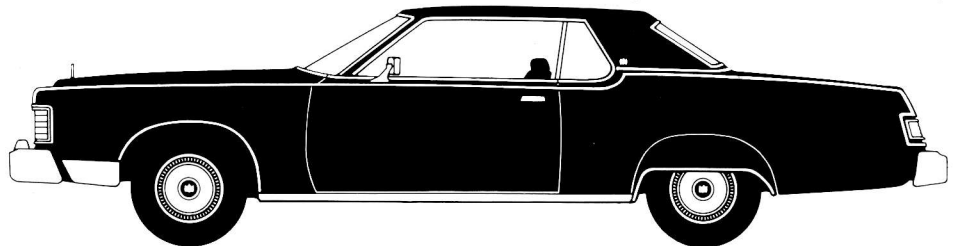
## MODEL AVAILABILITY



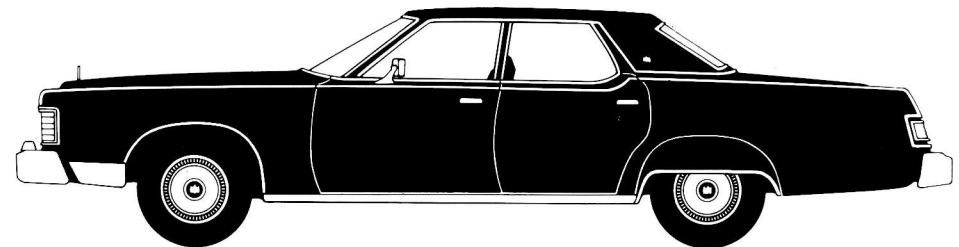
Marquis 2-Door Hardtop



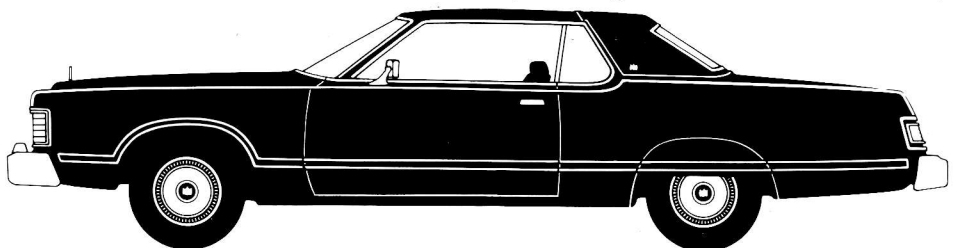
Marquis 4-Door Pillared Hardtop



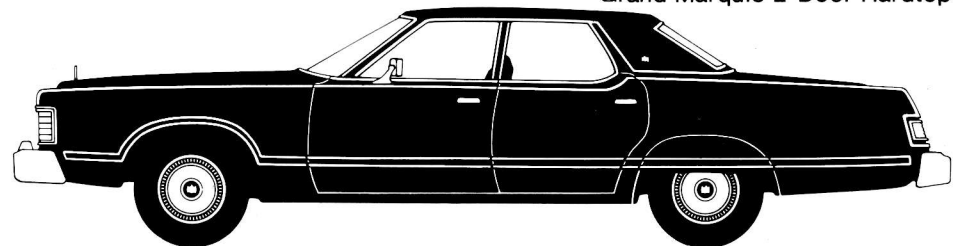
Marquis Brougham 2-Door Hardtop



Marquis Brougham 4-Door Pillared Hardtop



Grand Marquis 2-Door Hardtop



Grand Marquis 4-Door Pillared Hardtop

Marquis Station Wagon

Station Wagon Model is covered separately under the Tab labeled "Station Wagons."

# MARQUIS



Marquis 4-Door Pillared Hardtop

## MARQUIS STANDARD EQUIPMENT

### EXTERIOR

#### Front:

- Bright vertical box-textured center grille
- Concealed dual headlamps with body color textured pad and Marquis crest
- Integral parking/turn signal/side marker light
- Bright stand-up hood ornament
- Concealed windshield wipers
- Front vertical bumper guards with black inserts

#### Side:

- Deluxe wheel covers
- Marquis plaque on rear pillar
- Bright metal features include:
  - Rocker panel molding with front extension
  - Full wheelip moldings
  - Roof drip rail molding
  - Left-hand outside mirror
  - Door belt molding
  - Recessed door handle

#### Rear:

- Wraparound horizontal ribbed taillamp assembly
- Textured color-keyed rear center applique with integral backup lamps
- Bright deck lid and quarter molding
- Rear side marker light integral with taillamp

#### Finish:

- Electrostatic paint process
- Baked acrylic super enamel finish
- Improved corrosion protection with expanded use of precoated steel panels

### INTERIOR

- Front bench seats in Ardmore cloth and vinyl with fold-down center armrest
- Bright front seat side shields
- Full-width woodgrain instrument panel cluster applique
- Color-keyed instrument panel

- 2-spoke color-keyed steering wheel with padded insert
- Day/night rearview mirror
- Color-keyed cut-pile carpeting
- Door trim panel with light burl woodgrain applique and full armrest

- Ashtray in front portion of front passenger door armrest
- Cigar lighter in instrument panel
- Instrument panel ashtray light
- Large lockable glove box with light
- Luggage compartment fiber mat

### FUNCTIONAL

- 400 CID 2V V-8 engine
- SelectShift 3-speed automatic transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- Electric windshield wipers
- Wiper-mounted windshield washer spray jets
- Steel-belted radial ply tires
- 63-amp.-hr. battery
- 40-amp. alternator

- Single exhaust system
- Deluxe sound insulation
- Inside hood latch release
- Automatic parking brake release
- Power ventilation
- Separate body/frame construction
- Front bumper guards with black vertical protection strips
- Anti-theft ignition lock
- Coolant recovery system
- Cushion-link front and coil-link rear suspension (coil springs)

### DIMENSIONS & CAPACITIES

	2-Door/4-Door
Overall Length . . . . .	229.0"
Wheelbase . . . . .	124.0"
Track	
Front . . . . .	64.1"
Rear . . . . .	64.3"
Luggage Capacity (cu. ft.) . . . . .	22.7"
Fuel Tank Capacity (gals.) . . . . .	24.2

# STANDARD FEATURES

## MARQUIS — A LUXURIOUS FULL-SIZE CAR

Marquis' impressively well-balanced exterior features a distinctive bright vertical box-textured grille. Integral parking/turn signal/side marker lights and front bumper guards add distinction to the front end styling. Wrap-around taillamps surrounding a textured rear-center applique highlight the refined rear end contours.



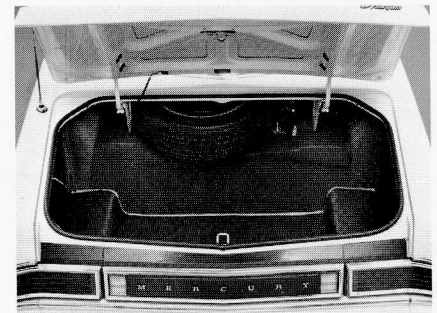
## BUILT-IN INTEGRITY AND VALUE

Marquis enters 1977 with mechanical improvements such as new Dura-Spark ignition, improved-response throttle-linkage and a new improved technology, higher volume catalytic converter for the feel of improved engine responsiveness and driveability. Expanded use of pre-coated steel panels improves corrosion protection.

The sophisticated suspension — specially tuned to complement the standard steel-belted radial ply tires — combines with standard power steering and power brakes to help provide ease of handling and positive road control.

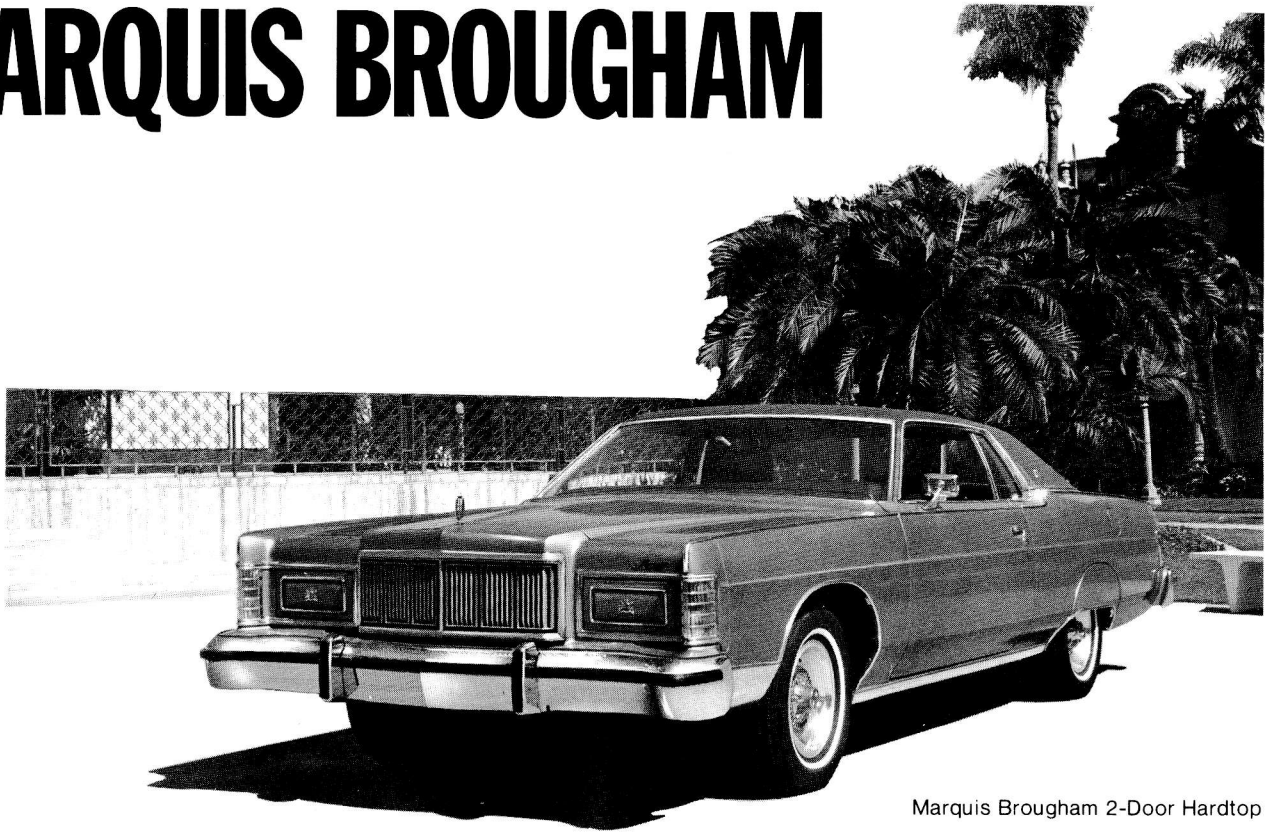
## FULL SIX-PASSENGER COMFORT

The roomy Marquis seats six adults in full-size comfort. The styled front bench seat with a folding center armrest for added comfort and convenience is complemented by a new door trim panel with woodgrain applique and a molded armrest. The unusually large Marquis luggage compartment — the largest in the industry — features a deep well design that permits suitcases to be stored upright for greater convenience and easier removal.



## MARQUIS — TRADITIONAL VALUE IN A FULL-SIZE CAR

# MARQUIS BROUGHAM



Marquis Brougham 2-Door Hardtop

## MARQUIS BROUGHAM STANDARD EQUIPMENT OVER MARQUIS

### EXTERIOR

#### Side:

- Full vinyl roof (4-door) or Landau vinyl roof (2-door) with bright surround molding
- Fender skirt with bright molding
- Full-length upper body peak molding
- Bright left-hand remote-control mirror

#### Rear:

- Deck lid lock cover with Lincoln-Mercury crest

### INTERIOR

- Flight bench seat in cloth and vinyl trim with folding center armrest
- Deluxe color-keyed lap and shoulder belts
- Luggage compartment light
- Luxury door trim panel with pull straps
- Cigar lighter in rear door ashtrays (4-door)
- Rear door dome lamp jamb switches
- Electric clock
- Luggage compartment wheelhouse covers
- Under instrument panel light
- Deluxe color-keyed 2-spoke steering wheel

### FUNCTIONAL

- Power windows
- Automatic seat back release (2-door)

### DIMENSIONS & CAPACITIES

	2-Door/4-Door
Overall Length .....	229.0"
Wheelbase .....	124.0"
Track	
Front .....	64.1"
Rear .....	64.3"
Luggage Capacity (cu. ft) .....	22.7
Fuel Tank Capacity (gals.) .....	24.2



# STANDARD FEATURES

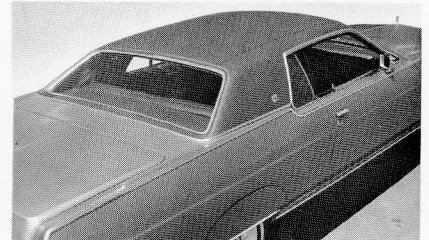
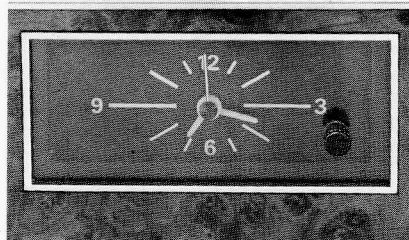
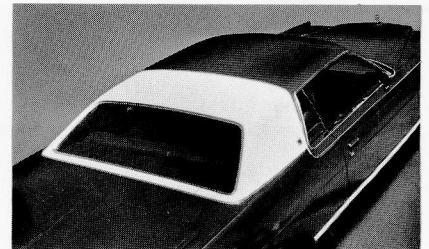
## MARQUIS BROUGHAM — LUXURIOUS INTERIOR APPOINTMENTS

Inside the Brougham model, deluxe door trim panels with convenient pull straps surround the comfortable flight bench seat, which has an automatic seat back release (2-door model) for convenient entry and exit. The centrally located electric clock is readily visible to driver and passenger for an added mark of convenience and luxury.



## BEAUTIFUL EXTERIOR STYLING

The exterior beauty of the Marquis Brougham is enhanced with either a full or Landau vinyl roof with bright surround molding. The Landau vinyl roof is standard on the 2-door model; the full vinyl roof is standard on the 4-door or optional at no extra cost on the 2-door.



## MARQUIS BROUGHAM — FOR THOSE WHO WANT THE CONVENIENCE, COMFORT AND STYLING OF A TRADITIONAL FULL-SIZE CAR

# GRAND MARQUIS



Grand Marquis 4-Door Pillared Hardtop

## GRAND MARQUIS STANDARD EQUIPMENT OVER MARQUIS BROUGHAM

### EXTERIOR

#### Front:

- Hood paint stripes
- Gold Marquis crest on headlamp cover

#### Side:

- Full-length wide bodyside molding with color-keyed vinyl insert (rocker panel, extension and wheelip moldings are deleted)
- Gold Marquis crest on rear pillar

#### Rear:

- Deck lid paint stripes
- Grand Marquis script on deck lid

### INTERIOR

- Twin Comfort Lounge seats with dual center folding armrests
- Reclining passenger seat
- Distinctive seat trim in velour or leather seating surfaces

- Luxury steering wheel with bright Lincoln-Mercury crest
- Digital clock
- Dual beam dome/map light
- Visor-mounted vanity mirror

- Thick color-keyed cut-pile carpeting
- Luggage compartment trim, spare tire cover and integral wheelhouse and side lining covers
- Rear pillar courtesy light

### FUNCTIONAL

- 460 CID 4V V-8 engine (400 CID 2V V-8 in California)
- Tinted glass

### DIMENSIONS & CAPACITIES

	2-Door/4-Door
Overall Length . . . . .	229.0"
Wheelbase . . . . .	124.0"
Track	
Front . . . . .	64.1"
Rear . . . . .	64.3"
Luggage Capacity (cu. ft.) . . . . .	22.7
Fuel Tank Capacity (gals) . . . . .	24.2

# STANDARD FEATURES

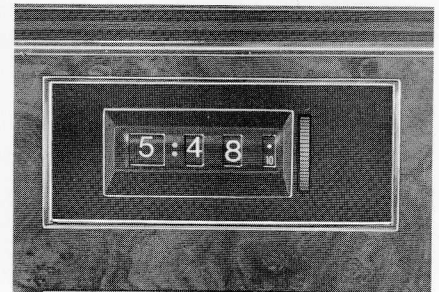
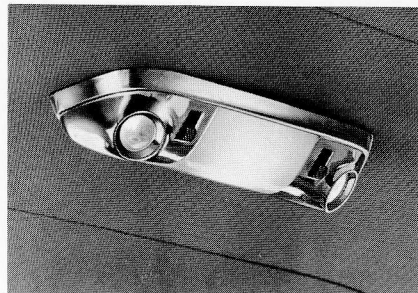
## GRAND MARQUIS — FULLY EQUIPPED LUXURY

From the smooth sweep of its hood and sculptured deck lid to its contoured roofline, the Grand Marquis' design is impressive. Full-length bodyside moldings with color-keyed inserts add a new dimension of elegance.

## INTERIOR REFINEMENTS



Interior Luxury is unreserved, in soft velour bodycloth or natural grain leather seating surfaces with individually adjustable Twin Comfort Lounge seats with dual center folding armrests. Other luxury touches include a visor-mounted vanity mirror, dome/dual beam map lamp and centrally located digital clock.



**GRAND MARQUIS — FOR A FULL MEASURE OF LUXURY**

# MARQUIS POWER TEAMS

ENGINE AND TRANSMISSION AVAILABILITY				
49 STATES				
Engine	Transmission	Marquis	Marquis Brougham	Grand Marquis
400 CID 2V V-8 .....	SelectShift	STD	STD	NA
		STD	STD	NA
460 CID 4V V-8 .....	SelectShift	OPT	OPT	STD
		STD	STD	STD
CALIFORNIA				
Engine	Transmission	Marquis	Marquis Brougham	Grand Marquis
400 CID 2V V-8 .....	SelectShift	STD	STD	STD
		STD	STD	STD
HIGH ALTITUDE AREAS*				
Engine	Transmission	Marquis	Marquis Brougham	Grand Marquis
400 CID 2V V-8 .....	SelectShift	STD	STD	NA
		STD	STD	NA
460 CID 4V V-8 .....	SelectShift	OPT	OPT	STD
		STD	STD	STD

\*These power teams are required for previously notified dealers located in counties with altitudes above 4000 ft. Not available elsewhere.

AXLE RATIOS		
	400 CID 2V V-8	460 CID 4V V-8
<b>SelectShift</b>		
Standard	2.47 (a) (b)	2.50 (a)
Optional	3.00 (b) (c)	3.00 (d)
Traction-Lok	3.00 (b) (c)	3.00

- (a) 3.00 in high altitude areas
- (b) 2.47 in California
- (c) Not available in California
- (d) Not available in high altitude areas

Legend: STD = Standard  
 OPT = Optional  
 NA = Not Available

# MARQUIS DIMENSIONS AND CAPACITIES\*

	MARQUIS		MARQUIS BROUGHAM		GRAND MARQUIS	
	2-Dr.	4-Dr.	2-Dr.	4-Dr.	2-Dr.	4-Dr.
Wheelbase	124.0	124.0	124.0	124.0	124.0	124.0
Overall Length	229.0	229.0	229.0	229.0	229.0	229.0
Overall Height	53.7	54.7	53.8	54.8	53.8	54.8
Overall Width	79.6	79.6	79.6	79.6	79.6	79.6
Tread, Front	64.1	64.1	64.1	64.1	64.1	64.1
Rear	64.3	64.3	64.3	64.3	64.3	64.3
FRONT, Head Room	37.3	37.8	37.3	38.4	36.9	38.0
Shoulder Room	61.3	61.3	61.0	61.0	61.0	61.0
Hip Room	59.6	57.8	59.6	59.7	59.6	58.5
Leg Room	41.8	41.9	41.8	41.8	41.8	41.8
REAR, Head Room	35.8	36.9	35.8	36.9	35.8	36.9
Shoulder Room	60.8	61.4	60.0	60.8	60.0	60.8
Hip Room	61.2	58.0	61.0	58.0	61.0	58.0
Leg Room	35.2	39.4	35.2	39.4	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7	22.7	22.7	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2	24.2	24.2	24.2	24.2
Curb Weight (Pounds)	4483	4516	4540	4598	4603	4659

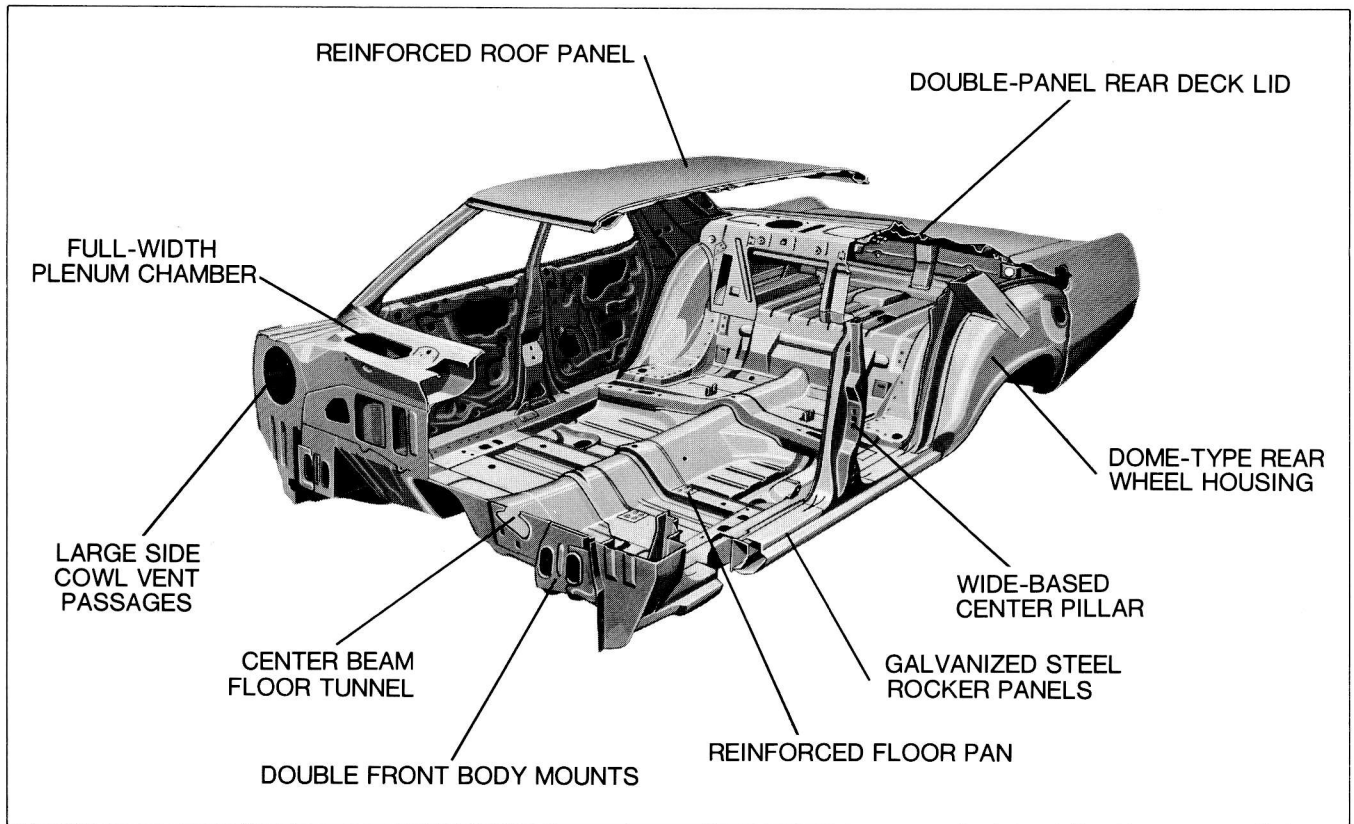
\*Dimensions in inches unless otherwise stated  
Source: Motor Vehicle Manufacturers Association Specifications

# MARQUIS COLOR AND UPHOLSTERY

1977 MARQUIS Color and Trim Chart			DOVE GREY	DARK RED	MEDIUM BLUE	JADE	GOLD	SADDLE	SADDLE/ WHITE	CREAM/ GOLD	LT. JADE/ JADE
MARQUIS	Ardmore Cloth & Vinyl	BENCH		LD	LB	LR		LZ			
	Ruffino Vinyl (RPO)			HD	HB	HR	HY	HZ			
MARQUIS BROUGHAM	Willshire Cloth & Vinyl	FLIGHT BENCH		RD	RB	RR	RY	RZ			
	Valino Vinyl	TWIN COMFORT (RPO)	VS	VD	VB			VZ		VV	VR
	Willshire Cloth & Vinyl		MS	MD	MB	MR	MY	MZ			
GRAND MARQUIS	Touraine Velour & Leather	TWIN COMFORT	JS	JD	JB	JR	JY	JZ			
	Leather & Vinyl		FS	FD	FB			FZ	F3	FV	FR
MARQUIS WAGON	Ruffino Vinyl	BENCH		HD	HB	HR	HY	HZ			
COLONY PARK OPTION	Valino Vinyl	FLIGHT BENCH		SD	SB			SZ		SV	SR
	Valino Vinyl	TWIN COMFORT (RPO)		VD	VB			VZ		VV	VR
	Decor Option Leather & Vinyl			FD	FB			FZ			FR
<b>PAINT COLORS</b>		<b>PAINT CODE</b>	<b>VINYL ROOF COMBINATIONS</b>								
BLACK	1C	A/P	A/D				A				
WHITE	9D	A/W	W/D	W/B	W/R	W/V	W/T	W/T	W/V	W/R	
DARK RED	2M	A/D	A/W/D/P								
SILVER MET.	1G	A/P	D/P	B/P							
DARK BLUE MET.	3G			W/B							
LIGHT BLUE	3U			W/B							
DARK JADE MET.	46				W/R						W/R
CHAMPAGNE MET.	8Y						T	T			
CREAM	6P					W/V	W/V/T	W/V/T	W/V		
BRIGHT SADDLE MET.	8K						W/T	W/T			
DARK BROWN MET.	5Q						W/T	W/T			
DOVE GREY	1N	A/E	D/E								
<b>GLAMOUR PAINT (Optional)</b>											
BRIGHT BLUE MET.	3V			W/B							
LIGHT JADE MET.	7L				W/R						W/R
MEDIUM GOLD MET.	6V					W/V			W/V		

# IMPORTANT MARQUIS ENGINEERING FEATURES

## BODY CONSTRUCTION

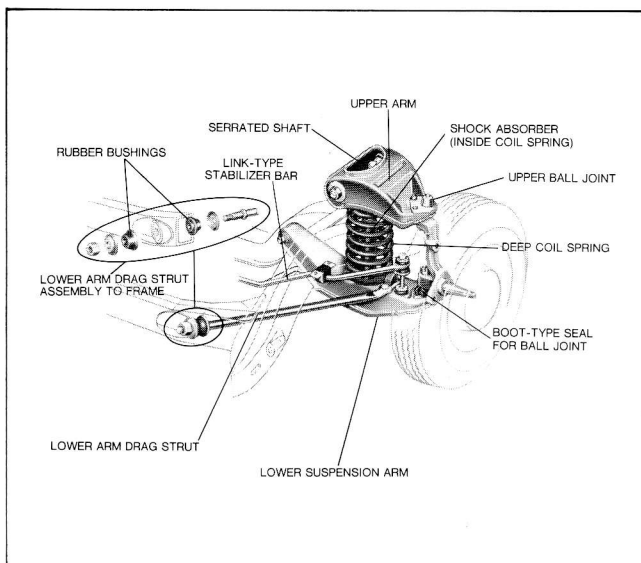


### Body Construction

Marquis features separate body/frame construction. A rigid body working with a torque box frame helps reduce road shock, noise and vibration. The floor pan is reinforced with five heavy sheet metal crossmembers that tie

rocker panels to the driveline tunnel. Box section rocker panels provide additional strength at the side. As illustrated above, the remainder of the body is heavy-duty reinforced and entirely welded together to form a rigid unit.

## FRONT SUSPENSION



### Front Suspension

The Marquis car line features an independent coil spring front suspension. Suspension components are attached to the frame at rubber insulated mounting points, eliminating metal-to-metal contact. This helps minimize the transfer of road noise and vibration to the passenger compartment.

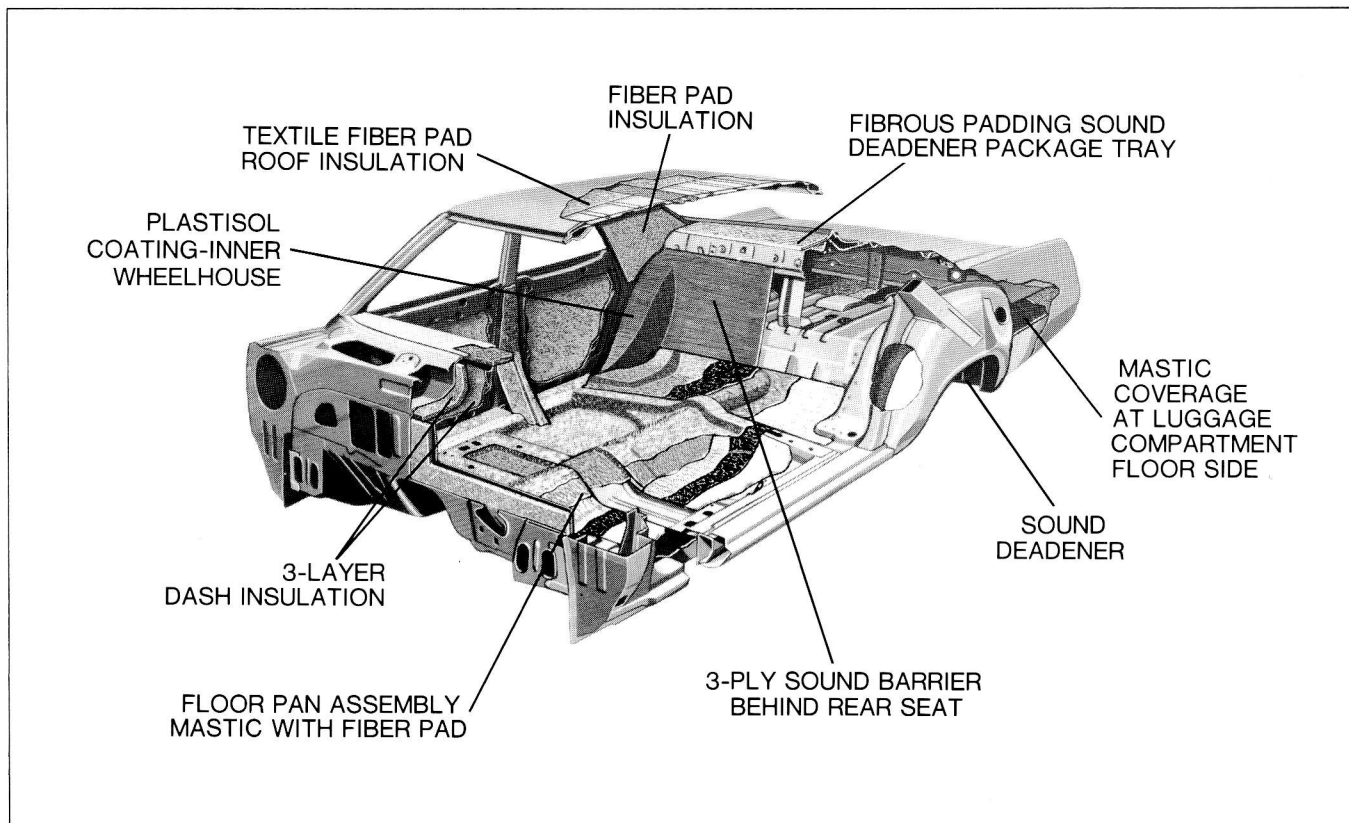
The lower arm drag struts are anchored through resilient rubber insulators (thick doughnut-shaped washers) which act as cushions to absorb road shocks such as those caused by tar strips.

The stabilizer bar contributes to positive steering control. Also, it is designed to control the roll of the car body when cornering. Roll is caused by centrifugal force when rounding a turn. The resistance to twisting in the bar is designed to counteract this force and stabilize the car body when cornering.

Shock absorbers are mounted through the center of the coil springs for easy replacement, contributing to the overall practicality of the system.

# IMPORTANT MARQUIS ENGINEERING FEATURES

## BODY INSULATION

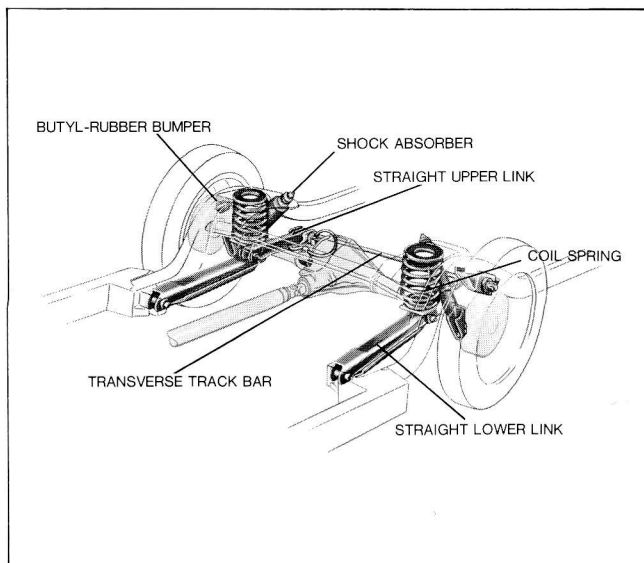


### Body Insulation

Marquis' quiet ride is the product of an extensive insulation and soundproofing scheme. The above illustration shows how completely the body is insulated. A combination of acoustical pads, sound-insulators and spray-on deadeners provide great flexibility in the application

of insulation and soundproofing materials. These materials conform to the complex shapes of the Marquis body structure to help reduce the transmission of engine and road noise to the passenger compartment.

## REAR SUSPENSION



### Rear Suspension

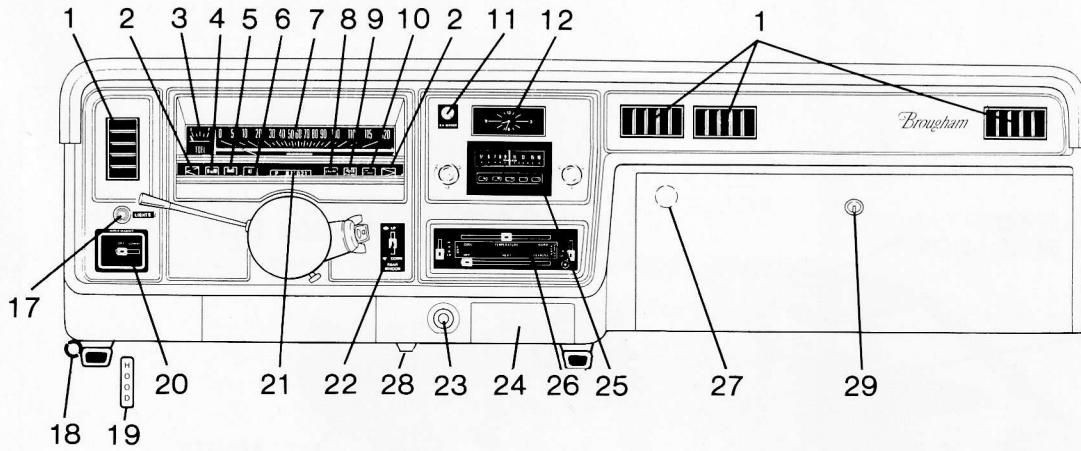
The Marquis car line features a coil spring rear suspension. The coil springs are computer selected to match the requirements of the body type for a comfortable, controlled ride regardless of model, series or equipment.

Coil springs are inherently friction free making them capable of delivering a smooth ride, which can be readily controlled by the wide spaced shock absorbers.

Upper and lower control arms, attached between the rear axle and the frame, prevent forward or backward movement of the axle and permit the smooth, quiet transmission of power when accelerating or braking forces are being applied.

At the same time, the control arms permit upward and downward movement of the axle with respect to the frame. Control arm attaching points are rubber insulated, as are the mounting pockets for the springs, to help minimize the transfer of road noise to the passenger compartment.

# MARQUIS INSTRUMENT PANEL

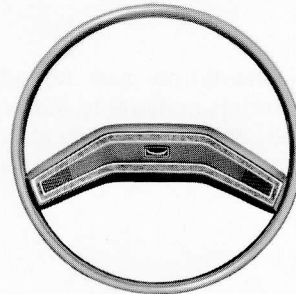


- |   |  |   |
|---|--|---|
| 1. Air Conditioner and Vent Registers             | 12. Clock  | 23. Light   |
| 2. Turn Indicator Lights                          | 13. Turn Signal Indicator  | 24. Ashtray   |
| 3. Fuel Gauge                                     | 14. Ignition Switch  | 25. Radio (optional)  |
| 4. High-Beam Indicator Light                      | 15. Hazard Warning Flasher System  | 26. Heater and Air Conditioner Systems (optional Air Conditioner) |
| 5. Brake System Warning Light                     | 16. Speed Control Switch (optional)                                      | 27. Concealed Remote Trunk Release (optional)                     |
| 6. Alternator Warning Light                       | 17. Headlamp Switch  | 28. Rear Speaker Fader Control (optional with AM Radio)           |
| 7. Speedometer and Odometer                       | 18. Air Vent Controls  | 29. Lockable Glove Box  |
| 8. Oil Pressure Warning Light                     | 19. Hood Release   |   |
| 9. Fasten Seat Belts Warning Light                | 20. Windshield Wiper/Washer Control                                      |   |
| 10. Engine Temperature Warning Light              | 21. SelectShift Transmission Quadrant                                    |   |
| 11. Right-hand Rearview Mirror Control (optional) | 22. Station Wagon Rear Window Control or Power Antenna Switch (optional) |   |

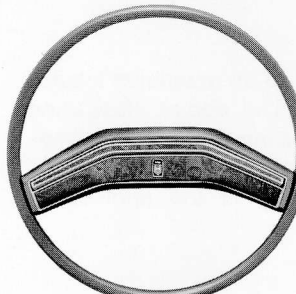
# MARQUIS STEERING WHEELS



2-Spoke Color-Keyed Steering Wheel, Standard on Marquis

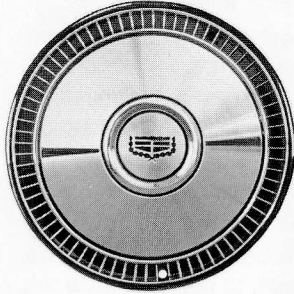


Deluxe 2-Spoke Color-Keyed Steering Wheel, Standard on Marquis Brougham

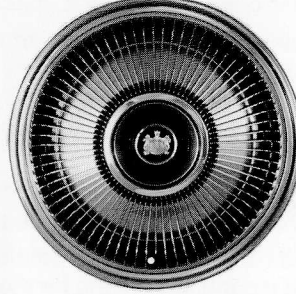


Luxury 2-Spoke Color-Keyed Steering Wheel, Standard on Grand Marquis

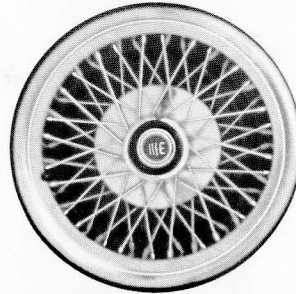
# MARQUIS WHEEL COVERS



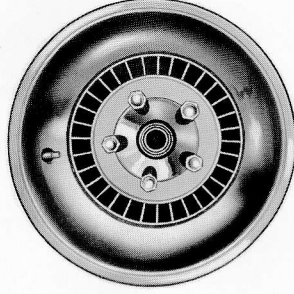
Deluxe Wheel Cover, Standard on All Models



Luxury Wheel Cover, Optional on All Models



Wire Wheel Cover, Optional on All Models



Forged Aluminum Wheel (4), Optional on All Models



# MARQUIS OPTIONS

## ENGINES

- **460 CID 4V V-8** — Includes dual exhausts and 68-amp. battery. Not available in California.

Marquis •	Marquis Brougham •	Grand Marquis std
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## REGULAR PRODUCTION OPTIONS

- **Air Conditioning, Automatic Temperature Control** — Tinted glass recommended. Includes 60-amp. alternator. Manual blower control.

Marquis •	Marquis Brougham •	Grand Marquis •
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- **Air Conditioning, Manual Control** — Tinted glass recommended. Includes 60-amp. alternator.

Marquis •	Marquis Brougham •	Grand Marquis •
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- **Axle, Higher Ratio** — Included in Trailer Towing Package.

Marquis •	Marquis Brougham •	Grand Marquis •
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- **Axle, Traction-Lok Differential.**

Marquis •	Marquis Brougham •	Grand Marquis •
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- **Battery, Heavy-duty** — 77-amp. included in Trailer Towing Package.

Marquis •	Marquis Brougham •	Grand Marquis •
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- **Bracket, Front License Plate** — Required in states requiring front license plates.

Marquis nec	Marquis Brougham nec	Grand Marquis nec
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- **Brakes, Four-Wheel Power Disc.**

Marquis •	Marquis Brougham •	Grand Marquis •
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- **Bumper Protection Group** — Includes rear bumper guards and front and rear rub strips.

Marquis •	Marquis Brougham •	Grand Marquis •
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- **California Emissions System** — Required in California, optional in 49 states.

Marquis •	Marquis Brougham •	Grand Marquis •
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- **Clock, Digital**

Marquis •	Marquis Brougham •	Grand Marquis std
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- **Defroster, Electric Rear Window** — Includes tinted rear window and 60-amp. alternator. Required option on passenger cars in New York State.

Marquis •	Marquis Brougham •	Grand Marquis •
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- **Door Edge Guards**

Marquis •	Marquis Brougham •	Grand Marquis •
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- **Fender Skirts**

Marquis •	Marquis Brougham std	Grand Marquis std
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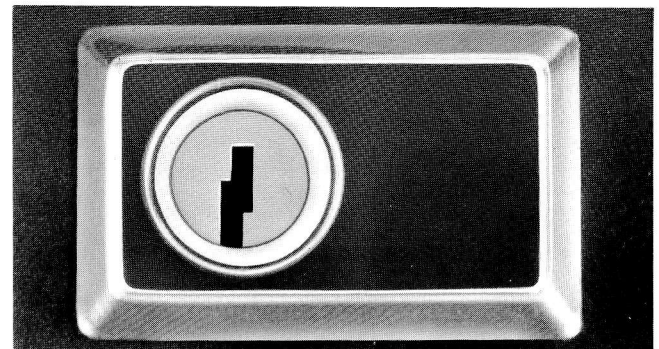
- **Glass, Tinted** — Complete.

Marquis •	Marquis Brougham •	Grand Marquis std
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- **High Altitude Emissions Equipment** — This option is required for previously notified dealers located in counties above 4000 feet. Not available elsewhere.

Marquis •	Marquis Brougham •	Grand Marquis •
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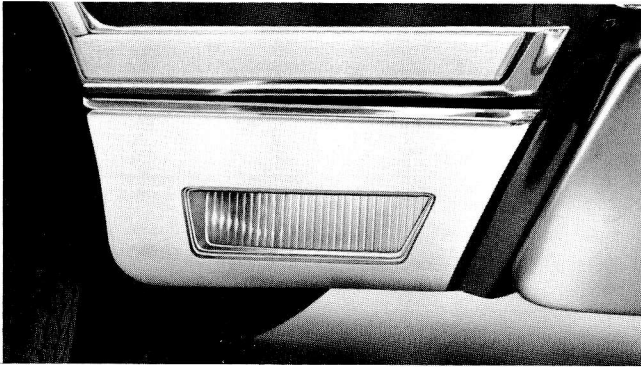
- **Illuminated Entry System** — Includes ring of light around key hole for key insertion and activation of interior lights by outside door handle.



Marquis •	Marquis Brougham •	Grand Marquis •
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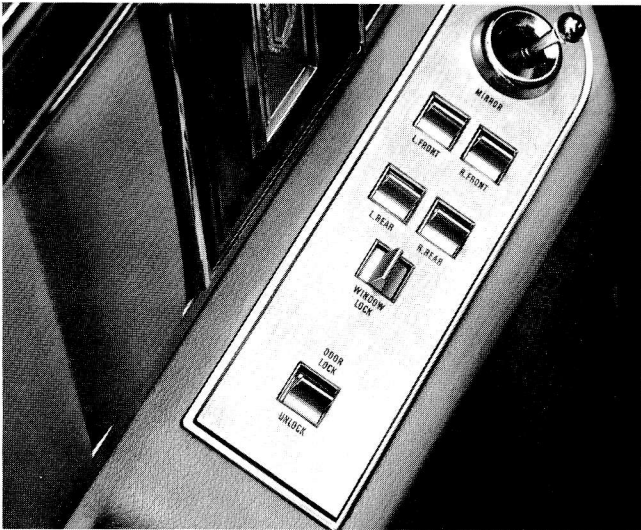
LEGEND: • = Available at Extra Cost  
std = Standard  
na = Not Available  
nec = Available at No Extra Cost

**- Lamps, Cornering**



Marquis ●	Marquis Brougham ●	Grand Marquis ●
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**- Lock Convenience Group** — Includes power door locks and remote-control trunk lid release. Left-hand remote-control mirror included on Marquis.



Marquis ●	Marquis Brougham ●	Grand Marquis ●
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**- Mirror, Illuminated Visor Vanity**

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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**- Mirror, Left-Hand Remote-Control** — Included in Lock Convenience Group and Power Window Option.

Marquis ●	Marquis Brougham std	Grand Marquis std
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**- Molding, Narrow Protective Bodyside** — Black insert.

Marquis ●	Marquis Brougham ●	Grand Marquis na
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**- Molding, Rocker Panel**

Marquis std	Marquis Brougham std	Grand Marquis ●
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**- Moonroof, Power** — Requires vinyl roof or Tu-Tone option.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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**- Paint,** — Glamour Metallic

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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**- Paint Stripes** — Upper bodyside paint stripes (automatically selected color based on color and trim). Not available with Landau vinyl roof on 2-door models.

Marquis ●	Marquis Brougham na	Grand Marquis na
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**- Power Antenna** — Available on 2-door hardtops and 4-door pillared hardtops only, but not in combination with AM radio. Antenna located on driver's side quarter panel. Required with all FM radios.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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**- Radio, AM** — Includes separate fader control when combined with dual rear seat speaker option.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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**- Radio, AM/FM/MPX** — Includes two 5½" diameter door-mounted speakers and two 6" x 9" speakers mounted in package tray. Power antenna option required.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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**- Radio, AM/FM/MPX with Stereo Tape** — Includes four speaker system as with AM/FM/MPX. Power Antenna option required.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Radio, AM/FM/MPX "Search"** — Four speaker system included. Power antenna option required.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Radio, AM/FM/MPX with Quad-8 Tape** — Includes four speaker system. Power antenna option required.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Roof, Vinyl, Full** — Standard on Marquis Brougham and Grand Marquis 4-door models. Available at no extra cost on Marquis Brougham and Grand Marquis 2-door models.

Marquis ●	Marquis Brougham nec	Grand Marquis nec
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- **Roof, Vinyl, Landau** — Not available on 4-door models. Includes upper body peak molding.

Marquis ●	Marquis Brougham std	Grand Marquis std
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- **Seat Belts, Deluxe**

Marquis ●	Marquis Brougham std	Grand Marquis std
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- **Seat, Power Bench** — 6-Way non-reclining.

Marquis ●	Marquis Brougham ●	Grand Marquis na
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- **Seat, Power Twin Comfort** — 6-Way driver's side only, reclining passenger.



Marquis na	Marquis Brougham ●	Grand Marquis ●
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- **Seat, Power Twin Comfort** — 6-Way/6-Way reclining passenger seat.

Marquis na	Marquis Brougham ●	Grand Marquis ●
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- **Seats, Twin Comfort Lounge** — with passenger recliner.

Marquis na	Marquis Brougham ●	Grand Marquis std
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- **Seat, Vinyl Bench**

Marquis ●	Marquis Brougham na	Grand Marquis na
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- **Speakers, Dual Rear Seat** — Optional with AM radio. Includes two 6"x9" speakers mounted in rear package tray.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Speed Control**—Controls mounted in luxury two-spoke steering wheel.



Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Steering Wheel, Tilt**

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Trailer Towing Package, Class III**—Refer to Trailer Towing Section.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Tu-Tone Group** — Not available with full or half-vinyl roof. Option includes Tu-Tone leather interior, Twin Comfort Lounge Seats (available in all-vinyl in the Marquis Brougham and with leather trim in the Grand Marquis.)

Exterior treatment is common to both models utilizing upper peak molding and parallel tape stripes to break colors on bodyside upper and roof. Marquis Brougham has tape treatment on lower bodyside. Paint treatment is dark tone paint on hood and front of roof, light tone paint on rear of roof, deck lid, and bodyside between peak moldings and lower body contour line.

Vinyl roof, quarter panel peak molding, fender skirts and rocker panel and extension moldings are deleted when option is ordered on Marquis Brougham.

Marquis na	Marquis Brougham ●	Grand Marquis ●
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- **Visibility Light Group**— Includes the following:

	Marquis	Marquis Brougham	Grand Marquis
-Dome/dual beam map light	x	x	std
-Under hood light	x	x	x
-Right-hand remote-control mirror	x	x	x
-Headlamp-on buzzer	x	x	x
-Rear pillar lights	x	x	std
-Left-hand remote-control mirror	x	std	std
-Under instrument panel lights	x	std	std
-Trunk light	x	std	std
-Rear door courtesy light switch	x	std	std

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Wheel Covers, Luxury**

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Wheel Covers, Wire**— Not available with fender skirts. Available on all Marquis models and Marquis Brougham 2-Door models with Tu-Tone Option.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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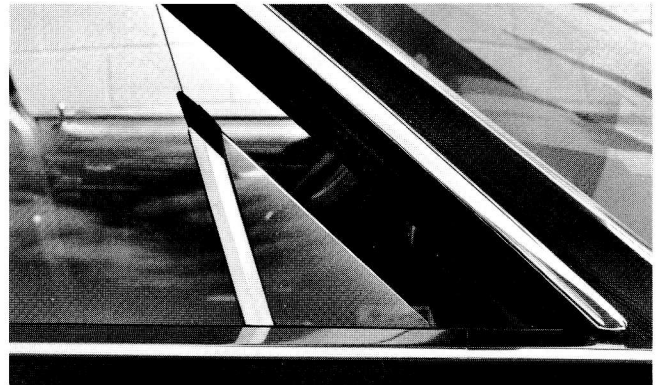
- **Wheels, Forged Aluminum**— Four wheels per set.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Windows, Power Side**— Requires left-hand remote-control mirror.

Marquis ●	Marquis Brougham std	Grand Marquis std
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- **Windows, Power Vent**— Available on 4-door models only. Requires power side windows and tinted glass.



Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Windshield Wipers, Interval**

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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## LIMITED PRODUCTION OPTIONS

- **Cross-Country Ride Package**— Included in Trailer Towing Package (Class III).

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Engine Block Heater**

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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- **Heavy-Duty Alternator**— 70-amp.

Marquis ●	Marquis Brougham ●	Grand Marquis ●
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Legend: ● = Available at extra cost  
std = Standard  
na = Not Available  
nec = Available at no extra cost

# TIRES\*

49 STATES & CALIFORNIA	HR78 x 15		JR78 x 15			LR78 x 15	
	BSW	WSW	BSW	WSW	WWSW	BSW	WSW
2-Door Models 400 CID 2V V-8 without A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
	STD	OPT	OPT	OPT	OPT	OPT	OPT
460 CID 4V V-8 without A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
	STD (a)	STD (a)	STD (b)	OPT	OPT	OPT	OPT
4-Door Models 400 CID 2V V-8 without A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
	STD	OPT	OPT	OPT	OPT	OPT	OPT
460 CID 4V V-8 without A/C	STD	OPT	OPT	OPT	OPT	OPT	OPT
	STD (a)	OPT (a)	STD (b)	OPT	OPT	OPT	OPT

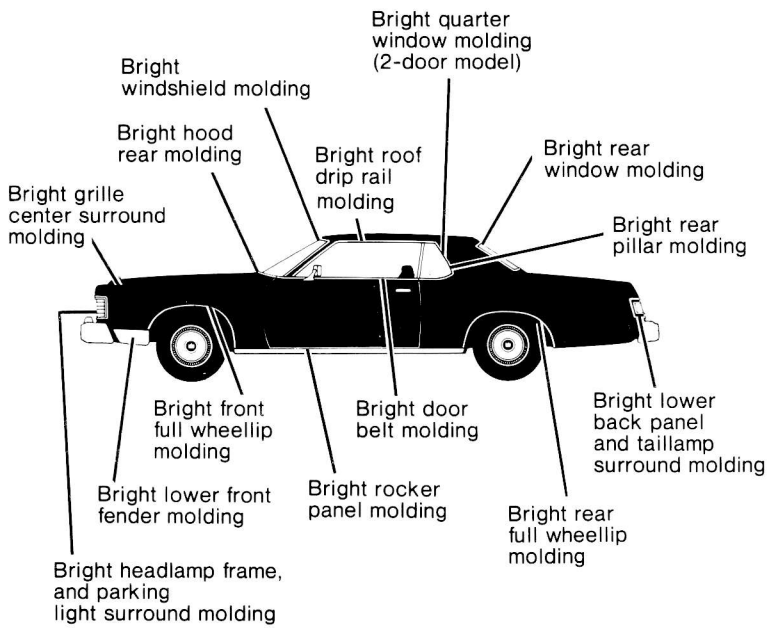
\*All tire applications are load range "B."  
 (a) Available on Marquis; Not available on Marquis Brougham and Grand Marquis  
 (b) Standard on Marquis Brougham and Grand Marquis; Optional on Marquis

LEGEND: BSW = Black Sidewall  
 WSW = White Sidewall  
 WWSW = Wide Band White Sidewall  
 STD = Standard  
 OPT = Optional

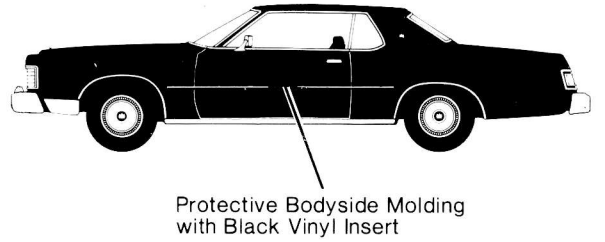
# MARQUIS EXTERIOR MOLDINGS

## MARQUIS

### Standard

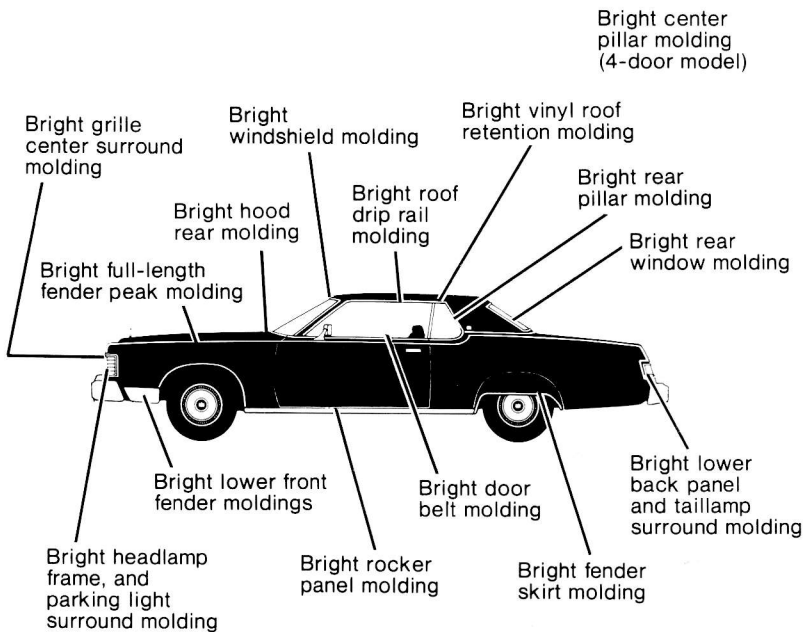


### Optional

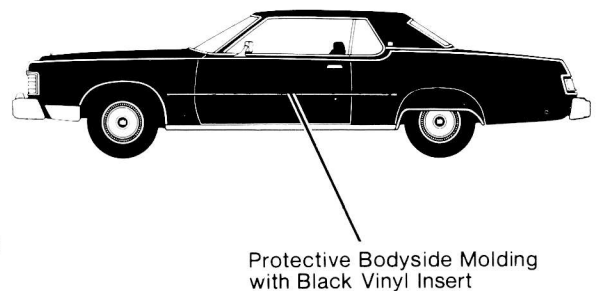


## MARQUIS BROUGHAM

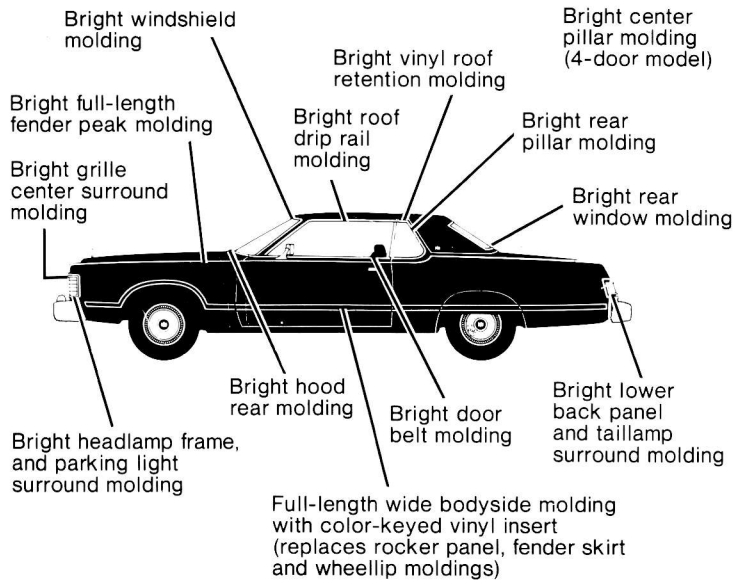
### Standard



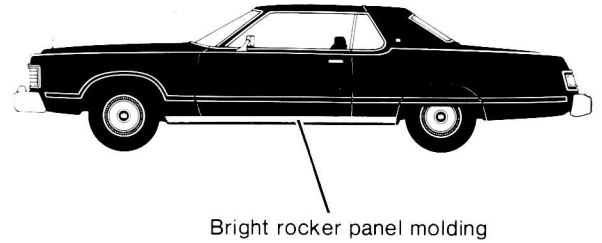
### Optional



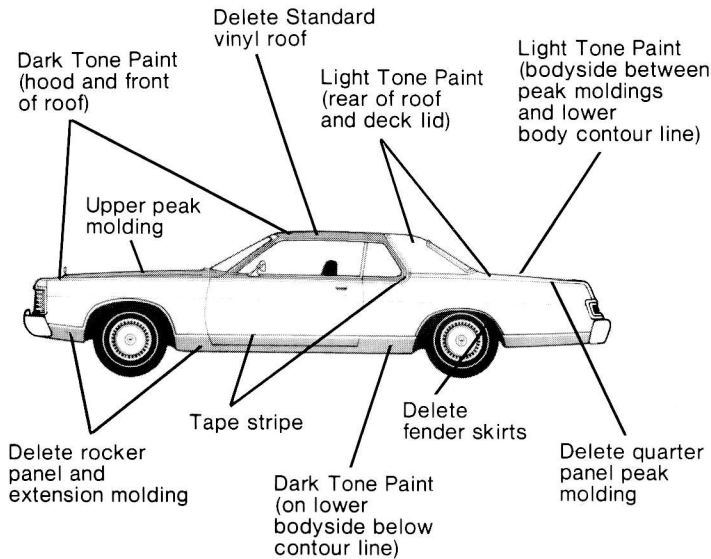
**GRAND MARQUIS**  
Standard



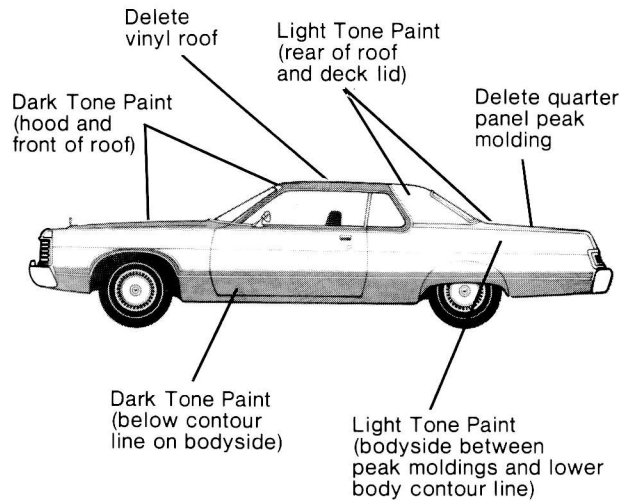
**Optional**



**MARQUIS BROUGHAM TU-TONE GROUP OPTION**



**GRAND MARQUIS TU-TONE GROUP OPTION**



# **COMPETITIVE COMPARISON**



# BUICK LESABRE



BUICK LESABRE	2-Door Coupe	4-Door Sedan
Wheelbase	115.9	115.9
Overall Length	218.2	218.2
Overall Height	55.0	55.7
Overall Width	77.2	77.2
Tread, Front	61.8	61.8
Tread, Rear	60.7	60.7
FRONT		
Head Room	38.4	39.1
Shoulder Room	60.8	60.8
Hip Room	55.0	55.0
Leg Room	42.2	42.2
REAR		
Head Room	38.2	38.0
Shoulder Room	58.8	60.8
Hip Room	57.6	55.3
Leg Room	38.7	39.5
Luggage Capacity (Cu. Ft.)	21.2	21.2
Fuel Capacity (Gallons)	21.0	21.0
Curb Weight (Pounds)	3577	3615

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

## MERCURY MARQUIS STANDARD FEATURES OVER BUICK LESABRE

- Traditional full-size six passenger car
- Longer wheelbase
- Longer, wider overall
- Wider track, front and rear
- More shoulder room, front and rear
- More hip room, front and rear
- Greater luggage capacity
- More fuel capacity
- Larger standard engine
- Steel-belted radial ply tires
- Concealed dual headlamps
- Stand-up hood ornament
- Roof drip rail molding
- Rocker panel molding
- Textured color-keyed rear center applique
- Front bench seat with fold-down center armrest
- Instrument panel ashtray light

MODEL AVAILABILITY	
	Buick LeSabre
2-Door Coupe	X
4-Door Sedan	X

LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Buick LeSabre
231 CID 2V V-6	S
301 CID 2V V-8 (a)	O
350 CID 4V V-8	O
403 CID 4V V-8	O

(a) Not available in California or High Altitude Areas.

MERCURY MARQUIS	2-Door Hardtop	4-Door Pillared Hardtop
Wheelbase	124.0	124.0
Overall Length	229.0	229.0
Overall Height	53.7	54.7
Overall Width	79.6	79.6
Tread, Front	64.1	64.1
Tread, Rear	63.3	63.3
FRONT		
Head Room	37.3	37.9
Shoulder Room	61.3	61.3
Hip Room	59.6	57.8
Leg Room	41.8	41.9
REAR		
Head Room	35.8	36.9
Shoulder Room	60.8	61.4
Hip Room	61.2	58.0
Leg Room	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2
Curb Weight (Pounds)	4517	4552

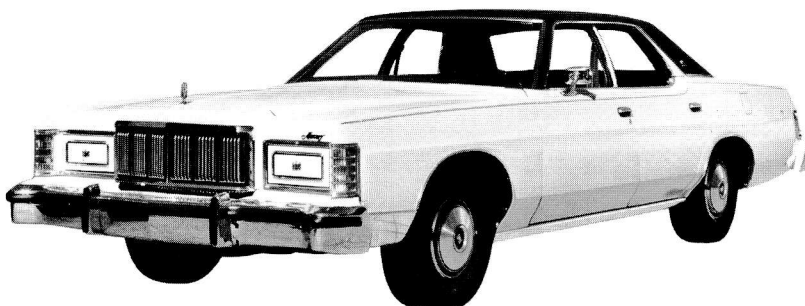
Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

MODEL AVAILABILITY	
	Mercury Marquis
2-Door Hardtop	X
4-Door Pillared Hardtop	X

LEGEND: X = Available S = Standard O = Optional

## IMPORTANT MERCURY MARQUIS STANDARD FEATURES

- SelectShift automatic transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- Steel-belted radial ply tires
- Deluxe sound insulation package
- Automatic parking brake release
- Coolant recovery system
- Fold-down front seat center armrest
- Color-keyed, cut-pile carpeting
- Bright seat side shields
- Glove box and ashtray lights
- Concealed dual headlamps
- Stand-up hood ornament
- Front bumper guards with black inserts
- Bright rocker panel molding with front extension
- Bright wheel moldings
- Deluxe wheel covers
- Thick baked acrylic super enamel exterior finish
- Electrostatic paint process
- Improved corrosion protection with expanded use of pre-coated steel panels



# MERCURY MARQUIS

# OLDSMOBILE DELTA 88



OLDSMOBILE DELTA 88	2-Door Coupe	4-Door Sedan
Wheelbase	116.0	116.0
Overall Length	217.5	217.5
Overall Height	54.5	55.2
Overall Width	76.8	76.8
Tread, Front	61.7	61.7
Rear	60.7	60.7
<b>FRONT</b>		
Head Room	38.4	39.1
Shoulder Room	60.8	60.8
Hip Room	55.0	55.0
Leg Room	42.2	42.2
<b>REAR</b>		
Head Room	38.2	38.2
Shoulder Room	58.8	60.8
Hip Room	57.6	55.3
Leg Room	38.7	39.5
Luggage Capacity (Cu. Ft.)	20.3	20.3
Fuel Capacity (Gallons)	21.0	21.0
Curb Weight (Pounds)	3566	3606

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

## MERCURY MARQUIS STANDARD FEATURES OVER OLDSMOBILE DELTA 88

- Traditional full-size six passenger car
- Longer wheelbase
- Longer, wider overall
- Wider track, front and rear
- More shoulder room, front and rear
- More hip room, front and rear
- Greater luggage capacity

- Greater fuel capacity
- Larger standard engine
- Steel-belted radial ply tires
- Concealed dual headlamps
- Stand-up hood ornament
- Front bench seat with fold-down center armrest
- Bright front seat side shields

MODEL AVAILABILITY	
	Oldsmobile Delta 88
2-Door Coupe	X
4-Door Sedan	X

LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Oldsmobile Delta 88
231 CID 2V V-6	S
260 CID 2V V-8 (a)	O
350 CID 4V V-8	O
403 CID 4V V-8	O

(a) Not available in California or High Altitude Areas.

MERCURY MARQUIS	2-Door Hardtop	4-Door Pillared Hardtop
Wheelbase	124.0	124.0
Overall Length	229.0	229.0
Overall Height	53.7	54.7
Overall Width	79.6	79.6
Tread, Front	64.1	64.1
Rear	63.3	63.3
<b>FRONT</b>		
Head Room	37.3	37.9
Shoulder Room	61.3	61.3
Hip Room	59.6	57.8
Leg Room	41.8	41.9
<b>REAR</b>		
Head Room	35.8	36.9
Shoulder Room	60.8	61.4
Hip Room	61.2	58.0
Leg Room	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2
Curb Weight (Pounds)	4517	4552

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

MODEL AVAILABILITY	
	Mercury Marquis
2-Door Hardtop	X
4-Door Pillared Hardtop	X

LEGEND: X = Available S = Standard O = Optional

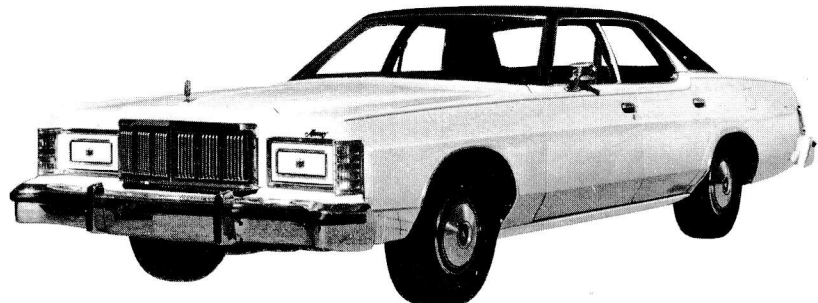
## IMPORTANT MERCURY MARQUIS STANDARD FEATURES

- SelectShift automatic transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- Steel-belted radial ply tires
- Deluxe sound insulation package
- Automatic parking brake release
- Coolant recovery system
- Fold-down front seat center armrest
- Color-keyed, cut-pile carpeting
- Bright seat side shields
- Glove box and ashtray lights
- Concealed dual headlamps

ENGINE AVAILABILITY	
	Mercury Marquis
400 CID 2V V-8	S
460 CID 4V V-8 (a)	O

(a) Not available in California.

- Stand-up hood ornament
- Front bumper guards with black inserts
- Bright rocker panel molding with front extension
- Bright wheel moldings
- Deluxe wheel covers
- Thick baked acrylic super enamel exterior finish
- Electrostatic paint process
- Improved corrosion protection with expanded use of precoated steel panels



# MERCURY MARQUIS

# PONTIAC CATALINA



PONTIAC CATALINA	2-Door Coupe	4-Door Sedan
Wheelbase	115.9	115.9
Overall Length	213.8	213.8
Overall Height	53.9	53.9
Overall Width	75.4	75.4
Tread, Front	61.7	61.7
Rear	60.7	60.7
FRONT		
Head Room	38.3	39.0
Shoulder Room	61.0	61.0
Hip Room	55.0	55.0
Leg Room	42.2	42.2
REAR		
Head Room	38.0	38.0
Shoulder Room	59.3	59.4
Hip Room	54.3	54.1
Leg Room	38.9	39.5
Luggage Capacity (Cu. Ft.)	20.2	20.2
Fuel Capacity (Gallons)	20.0	20.0
Curb Weight (Pounds)	3593	3622

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications.

## MERCURY MARQUIS STANDARD FEATURES OVER PONTIAC CATALINA

- Traditional full-size six passenger car
- Longer wheelbase
- Wider track, front and rear
- Longer, wider overall
- More shoulder room, front and rear
- More hip room, front and rear
- Greater luggage capacity
- Greater fuel capacity
- Larger standard engine
- Steel-belted radial ply tires
- Automatic parking brake release
- Concealed dual headlamps
- Front seat with fold-down center armrest
- Bright seat side shields
- Bright wheelip moldings
- Deluxe wheel covers
- Stand-up hood ornament

MODEL AVAILABILITY	
	Pontiac Catalina
2-Door Coupe	X
4-Door Sedan	X

LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Pontiac Catalina
231 CID 2V V-6	S
301 CID 2V V-8 (a)	O
350 CID 4V V-8	O
403 CID 4V V-8	O

(a) Not available in California or High Altitude Areas.

MERCURY MARQUIS	2-Door Hardtop	4-Door Pillared Hardtop
Wheelbase	124.0	124.0
Overall Length	229.0	229.0
Overall Height	53.7	54.7
Overall Width	79.6	79.6
Tread, Front	64.1	64.1
Rear	63.3	63.3
FRONT		
Head Room	37.3	37.9
Shoulder Room	61.3	61.3
Hip Room	59.6	57.8
Leg Room	41.8	41.9
REAR		
Head Room	35.8	36.9
Shoulder Room	60.8	61.4
Hip Room	61.2	58.0
Leg Room	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2
Curb Weight (Pounds)	4517	4552

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications.

MODEL AVAILABILITY	
	Mercury Marquis
2-Door Hardtop	X
4-Door Pillared Hardtop	X

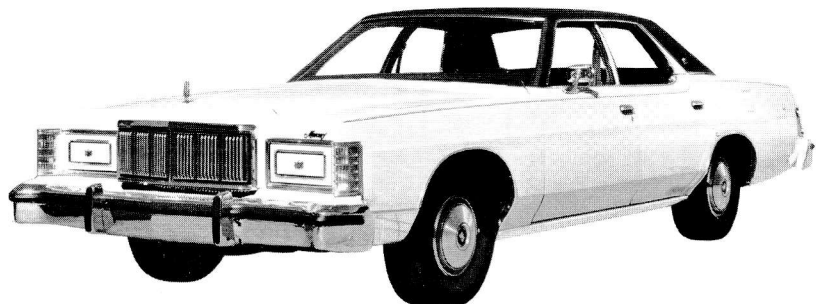
LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Mercury Marquis
400 CID 2V V-8	S
460 CID 4V V-8 (a)	O

(a) Not available in California.

## IMPORTANT MERCURY MARQUIS STANDARD FEATURES

- SelectShift automatic transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- Steel-belted radial ply tires
- Deluxe sound insulation package
- Automatic parking brake release
- Coolant recovery system
- Fold-down front seat center armrest
- Color-keyed, cut-pile carpeting
- Bright seat side shields
- Glove box and ashtray lights
- Concealed dual headlamps
- Stand-up hood ornament
- Front bumper guards with black inserts
- Bright rocker panel molding with front extension
- Bright wheel moldings
- Deluxe wheel covers
- Thick baked acrylic super enamel exterior finish
- Electrostatic paint process
- Improved corrosion protection with expanded use of precoated steel panels



# MERCURY MARQUIS

# DODGE ROYAL MONACO BROUGHAM



DODGE ROYAL MONACO BROUGHAM	2-Door Hardtop	4-Door Sedan
Wheelbase	121.4	121.4
Overall Length	225.7	225.7
Overall Height	54.0	54.7
Overall Width	79.8	79.8
Tread, Front	64.0	64.0
Tread, Rear	63.4	63.4
FRONT		
Head Room	38.0	38.7
Shoulder Room	61.5	61.5
Hip Room	58.6	58.9
Leg Room	42.1	42.1
REAR		
Head Room	37.7	37.8
Shoulder Room	60.8	61.6
Hip Room	58.3	58.8
Leg Room	34.2	36.8
Luggage Capacity (Cu. Ft.)	20.4	20.4
Fuel Capacity (Gallons)	26.5	26.5
Curb Weight (Pounds)	4345	4410

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

## MERCURY MARQUIS STANDARD FEATURES OVER DODGE ROYAL MONACO BROUGHAM

- Longer wheelbase
- Greater overall length
- Wider front track
- Greater luggage capacity
- Larger standard engine
- Steel-belted radial ply tires
- Deluxe wheel covers
- Front bumper guards
- Bright rocker panel molding with front extension
- Bright seat side shields
- Deluxe sound insulation package

MODEL AVAILABILITY	
	Dodge Royal Monaco Brougham
2-Door Hardtop	X
4-Door Sedan	X

LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Dodge Royal Monaco Brougham
360 CID 2V V-8 (a)	S
360 CID 4V V-8 (b)	O
400 CID 4V V-8 (a)	O
440 CID 4V V-8	O

(a) Not available in California or High Altitude Areas.  
(b) Standard in California and High Altitude Areas.

MERCURY MARQUIS	2-Door Hardtop	4-Door Pillared Hardtop
Wheelbase	124.0	124.0
Overall Length	229.0	229.0
Overall Height	53.7	54.7
Overall Width	79.6	79.6
Tread, Front	64.1	64.1
Tread, Rear	63.3	63.3
FRONT		
Head Room	37.3	37.9
Shoulder Room	61.3	61.3
Hip Room	59.6	57.8
Leg Room	41.8	41.9
REAR		
Head Room	35.8	36.9
Shoulder Room	60.8	61.4
Hip Room	61.2	58.0
Leg Room	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2
Curb Weight (Pounds)	4517	4552

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

MODEL AVAILABILITY	
	Mercury Marquis
2-Door Hardtop	X
4-Door Pillared Hardtop	X

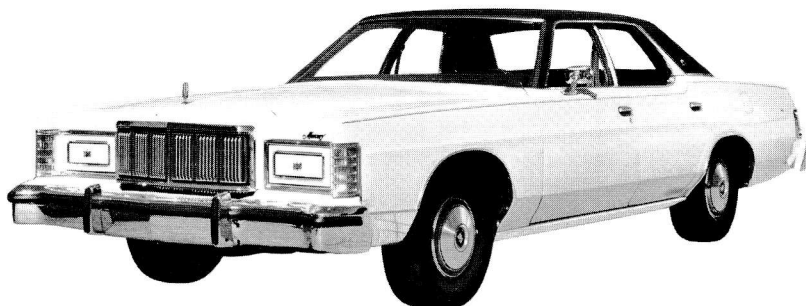
LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Mercury Marquis
400 CID 2V V-8	S
460 CID 4V V-8 (a)	O

(a) Not available in California.

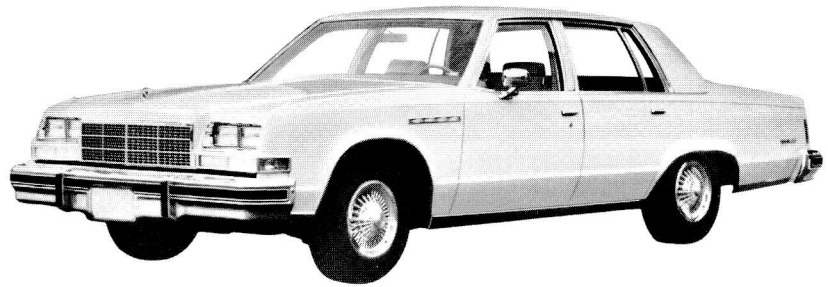
## IMPORTANT MERCURY MARQUIS STANDARD FEATURES

- SelectShift automatic transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- Steel-belted radial ply tires
- Deluxe sound insulation package
- Automatic parking brake release
- Coolant recovery system
- Fold-down front seat center armrest
- Color-keyed, cut-pile carpeting
- Bright seat side shields
- Glove box and ashtray lights
- Concealed dual headlamps
- Stand-up hood ornament
- Front bumper guards with black inserts
- Bright rocker panel molding with front extension
- Bright wheel moldings
- Deluxe wheel covers
- Thick baked acrylic super enamel exterior finish
- Electrostatic paint process
- Improved corrosion protection with expanded use of precoated steel panels



# MERCURY MARQUIS

# BUICK ELECTRA 225



BUICK ELECTRA 225	2-Door Coupe	4-Door Sedan
Wheelbase	118.9	118.9
Overall Length	222.1	222.1
Overall Height	55.0	55.9
Overall Width	77.2	77.2
Tread, Front	61.8	61.8
Tread, Rear	60.7	60.7
<b>FRONT</b>		
Head Room	38.2	39.1
Shoulder Room	59.0	59.1
Hip Room	55.2	55.2
Leg Room	42.2	42.2
<b>REAR</b>		
Head Room	37.8	38.0
Shoulder Room	58.9	60.6
Hip Room	57.6	55.4
Leg Room	39.9	40.9
Luggage Capacity (Cu. Ft.)	20.4	20.4
Fuel Capacity (Gallons)	24.5	24.5
Curb Weight (Pounds)	3893	3945

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

## MERCURY MARQUIS BROUGHAM STANDARD FEATURES OVER BUICK ELECTRA 225

- Traditional full-size six passenger car
- Longer wheelbase
- Longer, wider overall
- Wider track, front and rear
- More shoulder room, front and rear
- More hip room, front and rear
- Greater luggage capacity
- Larger standard engine
- Full-vinyl roof (4-door model) or Landau vinyl roof (2-door model) with bright surround molding
- Concealed dual headlamps
- Full-length upper body peak molding
- Bright rocker panel molding with front extension

MODEL AVAILABILITY	
	Buick Electra 225
2-Door Coupe	X
4-Door Sedan	X

ENGINE AVAILABILITY	
	Buick Electra 225
350 CID 4V V-8	S
403 CID 4V V-8	O

LEGEND: X = Available S = Standard O = Optional

MERCURY MARQUIS BROUGHAM	2-Door Hardtop	4-Door Pillared Hardtop
Wheelbase	124.0	124.0
Overall Length	229.0	229.0
Overall Height	53.8	54.8
Overall Width	79.6	79.6
Tread, Front	64.1	64.1
Tread, Rear	63.3	63.3
<b>FRONT</b>		
Head Room	37.3	38.4
Shoulder Room	61.0	61.0
Hip Room	59.6	59.7
Leg Room	41.8	41.8
<b>REAR</b>		
Head Room	35.8	36.9
Shoulder Room	60.0	60.8
Hip Room	61.0	58.0
Leg Room	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2
Curb Weight (Pounds)	4554	4608

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

MODEL AVAILABILITY	
	Mercury Marquis Brougham
2-Door Hardtop	X
4-Door Pillared Hardtop	X

LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Mercury Marquis Brougham
400 CID 2V V-8	S
460 CID 4V V-8 (a)	O

(a) Not available in California.

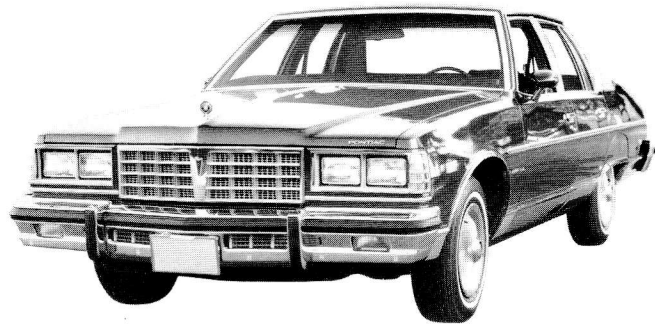
## IMPORTANT MERCURY MARQUIS BROUGHAM STANDARD FEATURES

- SelectShift transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- Steel-belted radial ply tires
- Power side windows
- Automatic parking brake release
- Flight bench seat with folding center armrest
- Color-keyed, cut-pile carpet
- Electric clock
- Luggage compartment light
- Vinyl roof
- Concealed headlamps
- Bright remote-control left-hand outside mirror
- Fender skirts
- Deluxe wheel covers
- Full-length upper body peak molding
- Improved corrosion protection with expanded use of pre-coated steel panels



# MERCURY MARQUIS BROUGHAM

# PONTIAC BONNEVILLE BROUGHAM



PONTIAC BONNEVILLE BROUGHAM	2-Door Coupe	4-Door Sedan
Wheelbase	115.9	115.9
Overall Length	213.8	213.8
Overall Height	53.9	53.9
Overall Width	75.4	75.4
Tread, Front	61.7	621.7
Rear	60.7	60.7
FRONT		
Head Room	38.3	39.0
Shoulder Room	61.0	61.0
Hip Room	55.0	55.0
Leg Room	42.2	42.2
REAR		
Head Room	38.0	38.0
Shoulder Room	59.3	59.4
Hip Room	54.3	54.1
Leg Room	38.9	39.5
Luggage Capacity (Cu. Ft.)	20.2	20.2
Fuel Capacity (Gallons)	20.0	20.0
Curb Weight (Pounds)	3741	3802

## MERCURY MARQUIS BROUGHAM STANDARD FEATURES OVER PONTIAC BONNEVILLE BROUGHAM

- Traditional full-size six passenger car
- Longer wheelbase
- Longer, wider overall
- Wider track, front and rear
- More hip room, front and rear
- More rear shoulder room
- More luggage capacity
- Greater fuel capacity
- Larger standard engine
- Vinyl roof
- Concealed headlamps
- Automatic parking brake release
- Bright seat side shields
- Automatic seat back release (2-door model)

MODEL AVAILABILITY	
	Pontiac Bonneville Brougham
2-Door Coupe	X
4-Door Sedan	X

LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Pontiac Bonneville Brougham
301 CID 2V V-8 (a)	S
350 CID 4V V-8 (b)	O
403 CID 4V V-8	O

(a) Not available in California or High Altitude Areas.  
 (b) Standard in California and High Altitude Areas.

Dimensions in inches unless otherwise stated.  
 Source: Motor Vehicle Manufacturers Association Specifications

MERCURY MARQUIS BROUGHAM	2-Door Hardtop	4-Door Pillared Hardtop
Wheelbase	124.0	124.0
Overall Length	229.0	229.0
Overall Height	53.8	54.8
Overall Width	79.6	79.6
Tread, Front	64.1	64.1
Rear	63.3	63.3
FRONT		
Head Room	37.3	38.4
Shoulder Room	61.0	61.0
Hip Room	59.6	59.7
Leg Room	41.8	41.8
REAR		
Head Room	35.8	36.9
Shoulder Room	60.0	60.8
Hip Room	61.0	58.0
Leg Room	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2
Curb Weight (Pounds)	4554	4608

Dimensions in inches unless otherwise stated.  
 Source: Motor Vehicle Manufacturers Association Specifications

MODEL AVAILABILITY	
	Mercury Marquis Brougham
2-Door Hardtop	X
4-Door Pillared Hardtop	X

LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Mercury Marquis Brougham
400 CID 2V V-8	S
460 CID 4V V-8 (a)	O

(a) Not available in California.

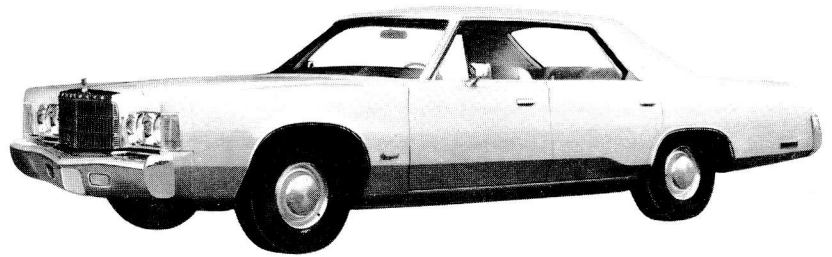
## IMPORTANT MERCURY MARQUIS BROUGHAM STANDARD FEATURES

- SelectShift transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- Steel-belted radial ply tires
- Power side windows
- Automatic parking brake release
- Flight bench seat with folding center armrest
- Color-keyed, cut-pile carpet
- Electric clock
- Luggage compartment light
- Vinyl roof
- Concealed headlamps
- Bright remote-control left-hand outside mirror
- Fender skirts
- Deluxe wheel covers
- Full-length upper body peak molding
- Improved corrosion protection with expanded use of precoated steel panels



# MERCURY MARQUIS BROUGHAM

# CHRYSLER NEWPORT



CHRYSLER NEWPORT	2-Door Hardtop	4-Door Hardtop	4-Door Sedan
Wheelbase	124.0	124.0	124.0
Overall Length	226.6	226.6	226.6
Overall Height	54.3	54.4	55.1
Overall Width	79.7	79.5	79.5
Tread, Front	64.0	64.0	64.0
Tread, Rear	63.4	63.4	63.4
<b>FRONT</b>			
Head Room	37.9	37.9	38.7
Shoulder Room	61.5	61.5	61.5
Hip Room	58.7	58.7	58.7
Leg Room	42.1	42.1	42.1
<b>REAR</b>			
Head Room	37.0	37.0	37.8
Shoulder Room	60.4	61.6	61.6
Hip Room	57.8	58.5	58.5
Leg Room	38.3	38.3	38.3
Luggage Capacity (Cu. Ft.)	20.2	20.2	20.2
Fuel Capacity (Gallons)	26.5	26.5	26.5
Curb Weight (Pounds)	4540	4625	4595

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

## MERCURY MARQUIS BROUGHAM STANDARD FEATURES OVER CHRYSLER NEWPORT

- Longer overall
- Wider overall (4-door model)
- Wider track, front and rear
- More front hip room
- More rear hip room (2-door model)
- More rear leg room (4-door model)
- Greater luggage capacity
- Concealed dual headlamps
- Power windows
- Full-vinyl roof (4-door) or Landau vinyl roof (2-door)
- Full-length upper body peak molding
- Bright left-hand remote-control mirror
- Electric clock
- Ashtray in front portion of front passenger door armrest
- Luggage compartment light

MODEL AVAILABILITY	
	Chrysler Newport
2-Door Hardtop	X
4-Door Hardtop	X
4-Door Sedan	X

LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Chrysler Newport
360 CID 4V V-8 (a)	O
400 CID 4V V-8 (b)	S
440 CID 4V V-8	O

(a) Standard in California and High Altitude Areas.  
(b) Not available in California or High Altitude Areas.

MERCURY MARQUIS BROUGHAM	2-Door Hardtop	4-Door Pillared Hardtop
Wheelbase	124.0	124.0
Overall Length	229.0	229.0
Overall Height	53.8	54.8
Overall Width	79.6	79.6
Tread, Front	64.1	64.1
Tread, Rear	63.3	63.3
<b>FRONT</b>		
Head Room	37.3	38.4
Shoulder Room	61.0	61.0
Hip Room	59.6	59.7
Leg Room	41.8	41.8
<b>REAR</b>		
Head Room	35.8	36.9
Shoulder Room	60.0	60.8
Hip Room	61.0	58.0
Leg Room	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2
Curb Weight (Pounds)	4554	4608

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

MODEL AVAILABILITY	
	Mercury Marquis Brougham
2-Door Hardtop	X
4-Door Pillared Hardtop	X

LEGEND: X = Available S = Standard O = Optional

## IMPORTANT MERCURY MARQUIS BROUGHAM STANDARD FEATURES

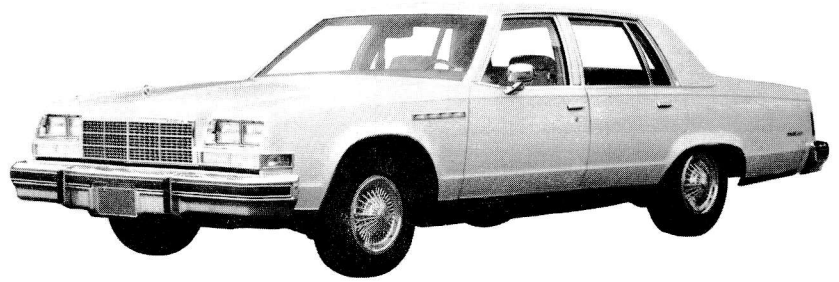
- SelectShift transmission
- DuraSpark ignition
- Power steering
- Power front disc/rear drum brakes
- Steel-belted radial ply tires
- Power side windows
- Automatic parking brake release
- Flight bench seat with folding center armrest
- Color-keyed, cut-pile carpet
- Electric clock
- Luggage compartment light
- Vinyl roof
- Concealed headlamps
- Bright remote-control left-hand outside mirror
- Fender skirts
- Deluxe wheel covers
- Full-length upper body peak molding
- Improved corrosion protection with expanded use of pre-coated steel panels

(a) Not available in California.



# MERCURY MARQUIS BROUGHAM

# BUICK ELECTRA LIMITED



BUICK ELECTRA LIMITED	2-Door Coupe	4-Door Sedan
Wheelbase	118.9	118.9
Overall Length	222.1	222.1
Overall Height	55.0	55.9
Overall Width	77.2	77.2
Tread, Front	61.8	61.8
Rear	60.7	60.7
<b>FRONT</b>		
Head Room	38.2	39.1
Shoulder Room	60.6	59.1
Hip Room	55.2	55.2
Leg Room	42.2	42.2
<b>REAR</b>		
Head Room	38.0	38.0
Shoulder Room	58.9	59.1
Hip Room	57.6	55.4
Leg Room	39.9	40.9
Luggage Capacity (Cu. Ft.)	20.4	20.4
Fuel Capacity (Gallons)	24.5	24.5
Curb Weight (Pounds)	3917	3971

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

## MERCURY GRAND MARQUIS STANDARD FEATURES OVER BUICK ELECTRA LIMITED

- Traditional full-size six passenger car
- Longer wheelbase
- Longer, wider overall
- Wider track, front and rear
- More shoulder room, front and rear
- More hip room, front and rear
- Greater luggage capacity
- Larger standard engine
- Tinted glass
- Concealed dual headlamps
- Full-length wide bodyside molding with color-keyed vinyl insert
- Deck lid and hood paint stripes
- Full-length upper body peak molding
- Full-vinyl roof (4-door) or Landau vinyl roof (2-door) with bright surround molding

MODEL AVAILABILITY	
	Buick Electra Limited
2-Door Coupe	X
4-Door Sedan	X

ENGINE AVAILABILITY	
	Buick Electra Limited
350 CID 4V V-8	S
403 CID 4V V-8	O

LEGEND: X = Available S = Standard O = Optional

MERCURY GRAND MARQUIS	2-Door Hardtop	4-Door Pillared Hardtop
Wheelbase	124.0	124.0
Overall Length	229.0	229.0
Overall Height	53.8	54.8
Overall Width	79.6	79.6
Tread, Front	64.1	64.1
Rear	63.3	63.3
<b>FRONT</b>		
Head Room	36.9	38.0
Shoulder Room	61.0	61.0
Hip Room	58.5	58.5
Leg Room	41.8	41.8
<b>REAR</b>		
Head Room	35.8	36.9
Shoulder Room	60.0	60.8
Hip Room	61.0	58.0
Leg Room	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2
Curb Weight (Pounds)	4704	4772

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

MODEL AVAILABILITY	
	Mercury Grand Marquis
2-Door Hardtop	X
4-Door Pillared Hardtop	X

LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Mercury Grand Marquis
400 CID 2V V-8 (a)	S
460 CID 4V V-8	S

(a) Only available in California.

## IMPORTANT MERCURY GRAND MARQUIS STANDARD FEATURES

- SelectShift automatic transmission
- Power front disc/rear drum brakes
- Power steering
- Steel-belted radial ply tires
- Power side windows
- DuraSpark ignition
- Power ventilation
- Automatic parking brake release
- Twin Comfort lounge seats with dual center armrests and reclining passenger seat
- Concealed headlamps
- Luxury steering wheel
- Digital clock
- Color-keyed, cut-pile carpeting
- Luggage compartment trim
- Rear pillar courtesy lights
- Landau vinyl roof (2-door models)
- Full-vinyl roof (4-door models)
- Improved corrosion protection with expanded use of precoated steel panels



# MERCURY GRAND MARQUIS



# OLDSMOBILE 98 REGENCY



OLDSMOBILE 98 REGENCY	2-Door Coupe	4-Door Sedan
Wheelbase	119.0	119.0
Overall Length	220.4	220.4
Overall Height	55.5	55.5
Overall Width	76.8	76.8
Tread, Front	61.7	61.7
Rear	60.7	60.7
<b>FRONT</b>		
Head Room	38.2	39.1
Shoulder Room	59.1	59.1
Hip Room	55.2	55.3
Leg Room	42.2	42.2
<b>REAR</b>		
Head Room	38.0	38.0
Shoulder Room	58.9	59.1
Hip Room	57.6	55.5
Leg Room	39.9	40.9
Luggage Capacity (Cu. Ft.)	20.3	20.3
Fuel Capacity (Gallons)	24.5	24.5
Curb Weight (Pounds)	3954	4010

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications.

## MERCURY GRAND MARQUIS STANDARD FEATURES OVER OLDSMOBILE 98 REGENCY

- Traditional full-size six passenger car
- Longer wheelbase
- Longer, wider overall
- Wider track, front and rear
- More shoulder room, front and rear
- More hip room, front and rear
- Greater luggage capacity
- Larger standard engine
- Tinted glass
- Full-vinyl roof (4-door) or Landau vinyl roof (2-door)
- Dual beam dome/map light
- Visor-mounted vanity mirror
- Luggage compartment lamp
- Concealed dual headlamps
- Rear pillar courtesy lights

MODEL AVAILABILITY	
	Oldsmobile 98 Regency
2-Door Coupe	X
4-Door Sedan	X

ENGINE AVAILABILITY	
	Oldsmobile 98 Regency
350 CID 4V V-8	S
403 CID 4V V-8	O

LEGEND: X = Available S = Standard O = Optional

MERCURY GRAND MARQUIS	2-Door Hardtop	4-Door Pillared Hardtop
Wheelbase	124.0	124.0
Overall Length	229.0	229.0
Overall Height	53.8	54.8
Overall Width	79.6	79.6
Tread, Front	64.1	64.1
Rear	63.3	63.3
<b>FRONT</b>		
Head Room	36.9	38.0
Shoulder Room	61.0	61.0
Hip Room	58.5	58.5
Leg Room	41.8	41.8
<b>REAR</b>		
Head Room	35.8	36.9
Shoulder Room	60.0	60.8
Hip Room	61.0	58.0
Leg Room	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2
Curb Weight (Pounds)	4704	4772

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications

MODEL AVAILABILITY	
	Mercury Grand Marquis
2-Door Hardtop	X
4-Door Pillared Hardtop	X

LEGEND: X = Available S = Standard O = Optional

ENGINE AVAILABILITY	
	Mercury Grand Marquis
400 CID 2V V-8 (a)	S
460 CID 4V V-8	S

(a) Only available in California.

## IMPORTANT MERCURY GRAND MARQUIS STANDARD FEATURES

- SelectShift automatic transmission
- Power front disc/rear drum brakes
- Power steering
- Steel-belted radial ply tires
- Power side windows
- DuraSpark ignition
- Power ventilation
- Automatic parking brake release
- Twin Comfort lounge seats with dual center armrests and reclining passenger seat
- Concealed headlamps
- Luxury steering wheel
- Digital clock
- Color-keyed, cut-pile carpeting
- Luggage compartment trim
- Rear pillar courtesy lights
- Landau vinyl roof (2-door models)
- Full-vinyl roof (4-door models)
- Improved corrosion protection with expanded use of precoated steel panels



# MERCURY GRAND MARQUIS

# CHRYSLER NEW YORKER BROUGHAM



CHRYSLER NEW YORKER BROUGHAM	2-Door Hardtop	4-Door Hardtop
Wheelbase	124.0	124.0
Overall Length	231.0	231.0
Overall Height	54.5	54.5
Overall Width	79.7	79.5
Tread, Front	64.0	64.0
Tread, Rear	63.4	63.4
<b>FRONT</b>		
Head Room	37.9	37.9
Shoulder Room	61.5	61.5
Hip Room	58.7	58.7
Leg Room	42.1	42.1
<b>REAR</b>		
Head Room	37.0	37.0
Shoulder Room	60.4	61.6
Hip Room	57.8	58.5
Leg Room	38.3	38.3
Luggage Capacity (Cu. Ft.)	20.2	20.2
Fuel Capacity (Gallons)	26.5	26.5
Curb Weight (Pounds)	4825	4910

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications.

## MERCURY GRAND MARQUIS STANDARD FEATURES OVER CHRYSLER NEW YORKER BROUGHAM

- Wider front track
- Greater luggage capacity
- Larger standard engine
- Vinyl roof
- Full-length bodyside molding with color-keyed vinyl insert
- Fender peak molding
- Tinted glass
- Visor mounted vanity mirror
- Dome lamp with dual beam map light

MODEL AVAILABILITY	
	Chrysler New Yorker Brougham
2-Door Hardtop	X
4-Door Hardtop	X

LEGEND: X = Available S = Standard NEC = Available at No Extra Cost

ENGINE AVAILABILITY	
	Chrysler New Yorker Brougham
440 CID 4V V-8 (b)	S
360 CID 4V V-8 (a)	NEC

(a) Standard in California and High Altitude Areas.  
(b) Optional in California and High Altitude Areas.

MERCURY GRAND MARQUIS	2-Door Hardtop	4-Door Pillared Hardtop
Wheelbase	124.0	124.0
Overall Length	229.0	229.0
Overall Height	53.8	54.8
Overall Width	79.6	79.6
Tread, Front	64.1	64.1
Tread, Rear	63.3	63.3
<b>FRONT</b>		
Head Room	36.9	38.0
Shoulder Room	61.0	61.0
Hip Room	58.5	58.5
Leg Room	41.8	41.8
<b>REAR</b>		
Head Room	35.8	36.9
Shoulder Room	60.0	60.8
Hip Room	61.0	58.0
Leg Room	35.2	39.4
Luggage Capacity (Cu. Ft.)	22.7	22.7
Fuel Capacity (Gallons)	24.2	24.2
Curb Weight (Pounds)	4704	4772

Dimensions in inches unless otherwise stated.  
Source: Motor Vehicle Manufacturers Association Specifications.

MODEL AVAILABILITY	
	Mercury Grand Marquis
2-Door Hardtop	X
4-Door Pillared Hardtop	X

LEGEND: X = Available S = Standard O = Optional

## IMPORTANT MERCURY GRAND MARQUIS STANDARD FEATURES

- SelectShift automatic transmission
- Power front disc/rear drum brakes
- Power steering
- Steel-belted radial ply tires
- Power side windows
- DuraSpark ignition
- Power ventilation
- Automatic parking brake release
- Twin Comfort lounge seats with dual center armrests and reclining passenger seat
- Concealed headlamps
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- Color-keyed, cut-pile carpeting
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- Rear pillar courtesy lights
- Landau vinyl roof (2-door models)
- Full-vinyl roof (4-door models)
- Improved corrosion protection with expanded use of precoated steel panels

(a) Only available in California.



# MERCURY GRAND MARQUIS