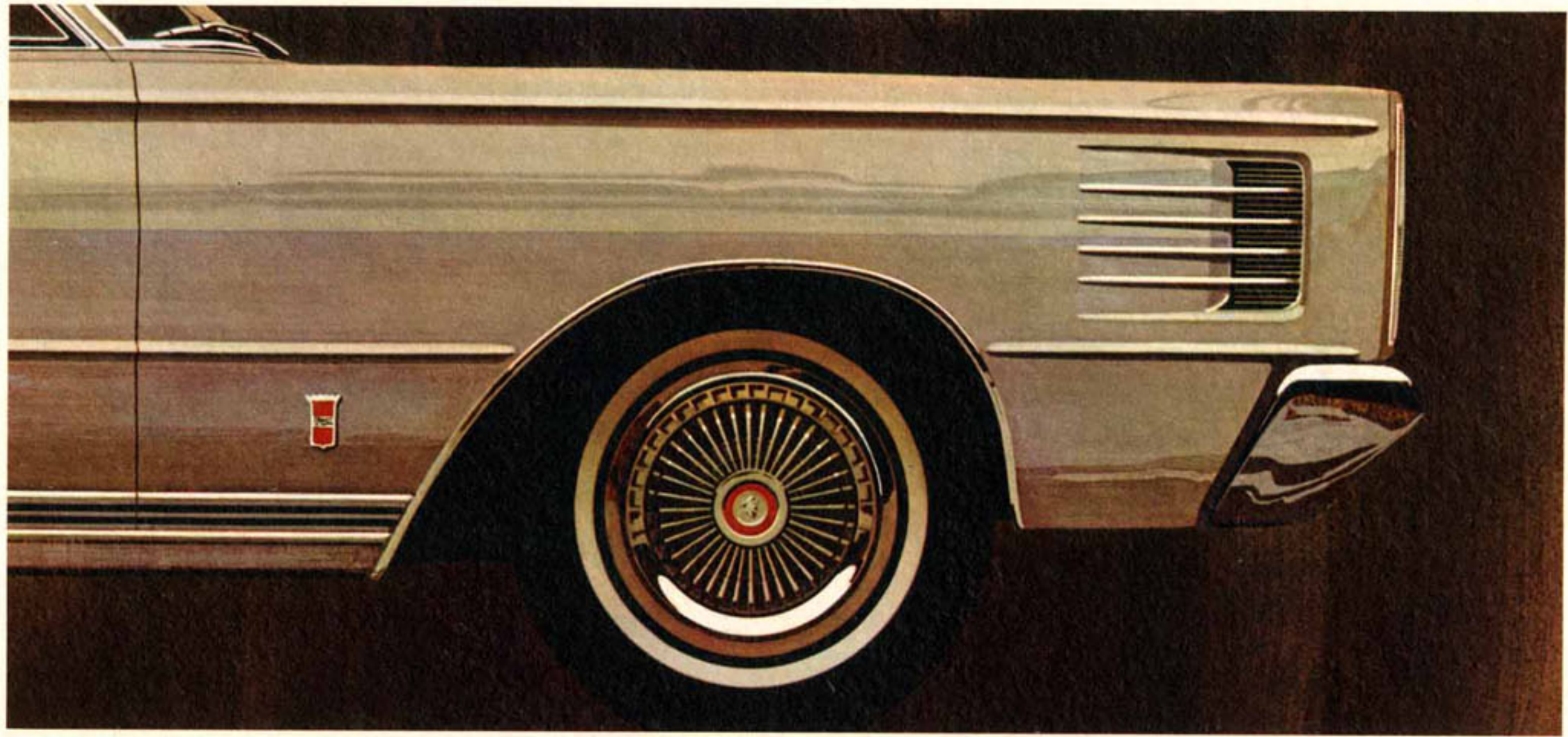


*Mercury*



## 1965 MERCURY...

NOW IN THE LINCOLN CONTINENTAL TRADITION

For 1965, Mercury assumes a new posture . . . one inspired by the Lincoln Continental heritage for elegance, interior appointments and road-handling characteristics. The '65 Mercury is an entirely different automobile. An impressive full-width grille, long sleek profile and a handsome rear deck are the more obvious advancements. This classic, beautifully proportioned car has many others. There's a 123" wheelbase and a totally new suspension system for improved ride and comfort. Interiors are luxurious—ranging from crinkle vinyl and rich brocaded cloth to plush leather-vinyl combinations. Mercury engines, always a strong feature, have been improved in reliability, performance and economy.

A four-door sedan in each series features exclusive Breezeway Design with its reverse slope, retractable rear window and Breezeway ventilation. In addition, a new ventilation system — Flow-Through — is in all four-door hardtops, offering the maximum in fresh-air comfort. Mercury also lists 24 new or improved items—for personal customizing. Total model line-up: 15 in three series—Park Lane, Montclair and Monterey—and the Colony Park and Commuter station wagons. Because Mercury is suitable for all settings, many famous resorts have selected the '65 Mercury as their courtesy car for special guests. In the following pages, you'll see some of these resorts. You'll also see a new kind and class of Mercury.



**PARK LANE** Mercury's most elegant. All four Park Lane models enter 1965 in a grand manner—now in the Lincoln Continental tradition of outstanding ride, comfort, convenience and styling. Classic lines and functional beauty are further enhanced by special Park Lane trim and identification. Inside are 23 elegant combinations, including\* optional pleated leather and vinyl with bench seats. No detail is too small to complement this picture of luxury. Even door panels feature a wood-toned inset, rich moldings and a distinctive Park Lane crest. From any view, the Park Lane is sure to be just as much an eye-catcher parked in your driveway as it would be at a distinguished resort. When you start with the Park Lane, you'll see why everything about the 1965 Mercury reflects the Lincoln Continental way of doing things.

**PARK LANE STANDARD EQUIPMENT INCLUDES:** Marauder Super 390 V-8 (300 hp)  3-speed all-synchronized transmission  cut-pile nylon carpeting  sun visor vanity mirror  trip odometer and lighted Mercury head emblem in instrument cluster  map light  interval selector windshield wipers  red and white lower door courtesy lights  color-keyed padded instrument panel  electric clock  deluxe wheel covers  special Park Lane body trim  heater-defroster  front safety seat belts.

**POPULAR OPTIONS AND ACCESSORIES INCLUDE:** Choice of two Marauder V-8 engines (with 330 and 425 hp ratings)  Multi-Drive Merc-O-Matic transmission with vacuum-operated automatic parking brake release  4-speed manual transmission  power steering  power brakes  deluxe air conditioner  tinted glass  6-way power-operated front seat  power windows  remote control side view mirror  choice of three wheel cover styles including simulated wire wheel covers  Park Lane sports package for two-door hardtop and convertible (includes: bucket seats, full-front console with tachometer, console-mounted shift lever, elapsed time clock in place of the conventional clock and a choice of either Multi-Drive Merc-O-Matic or 4-speed manual transmission).



PARK LANE FOUR-DOOR HARDTOP

Mercury: chosen by Del Monte Lodge (shown here), Pebble Beach, California, as their courtesy car for special guests.



PARK LANE TWO-DOOR HARDTOP



PARK LANE CONVERTIBLE



PARK LANE FOUR-DOOR BREEZEWAY SEDAN

Mercury: chosen by The Cloister (shown in these three illustrations), Sea Island, Georgia, as their courtesy car for special guests.

Moselle fabric and vinyl seats are available for sedan and hardtops in blue, red, turquoise, palomino, ivy gold and black.



Crinkle vinyl bench seats available all models in white, blue, red, and turquoise. Ivy gold and black, hardtops and convertible; palomino for the convertible only.



Crinkle vinyl bucket seats are available for convertible and two-door hardtops in white, blue, red, black and palomino.



## MONTCLAIR

Right in step with the Lincoln Continental tradition for a sure-footed, solid-riding car is the Mercury Montclair. Lots of interior luxury, too. Three models are available: two-door hardtop, four-door hardtop and a four-door Breezeway sedan. With the Breezeway roof, there's a power-operated rear window that gives you full-range control of the interior air flow. Since the rear window is protected from the weather, it seldom requires cleaning to remove ice and frost. If your styling choice is a four-door hardtop, you'll enjoy another unique ventilation system—Flow-Through. This system allows a stream of fresh air to flow through the car expelling smoke and stale air through a rear outlet. Another extremely important thing to remember about the Montclair, as with all Mercurys, is the superb ride. In addition to a longer wheelbase every Mercury now has an entirely new rigidized body construction and four torque-box perimeter frame plus a new suspension system with four coil springs. We call it a compliance-tuned chassis. You'll call it sheer riding comfort.

MONTCLAIR STANDARD EQUIPMENT INCLUDES: 250 hp Marauder 390 V-8 (266 hp with automatic transmission)  3-speed all-synchronized transmission  full-length body side molding  deep-loop carpeting  Biscuit-design Lamay fabric and vinyl or all-vinyl upholstery  interval selector windshield wipers  electric clock  deluxe wheel covers  bright drip-rail moldings  curb moldings  deluxe steering wheel  heater-defroster  front safety seat belts. POPULAR OPTIONS AND ACCESSORIES INCLUDE: Choice of three Marauder V-8 engines (with 300, 330 and 425 hp ratings)  Multi-Drive Merc-O-Matic transmission  4-speed manual transmission  power steering  power brakes  deluxe air conditioner  6-way power-operated front seat  power windows  remote control side view mirror  choice of three wheel cover styles including simulated wire wheel covers  AM-FM radio  tilt steering wheel  tinted glass.



MONTCLAIR FOUR-DOOR BREEZEWAY SEDAN

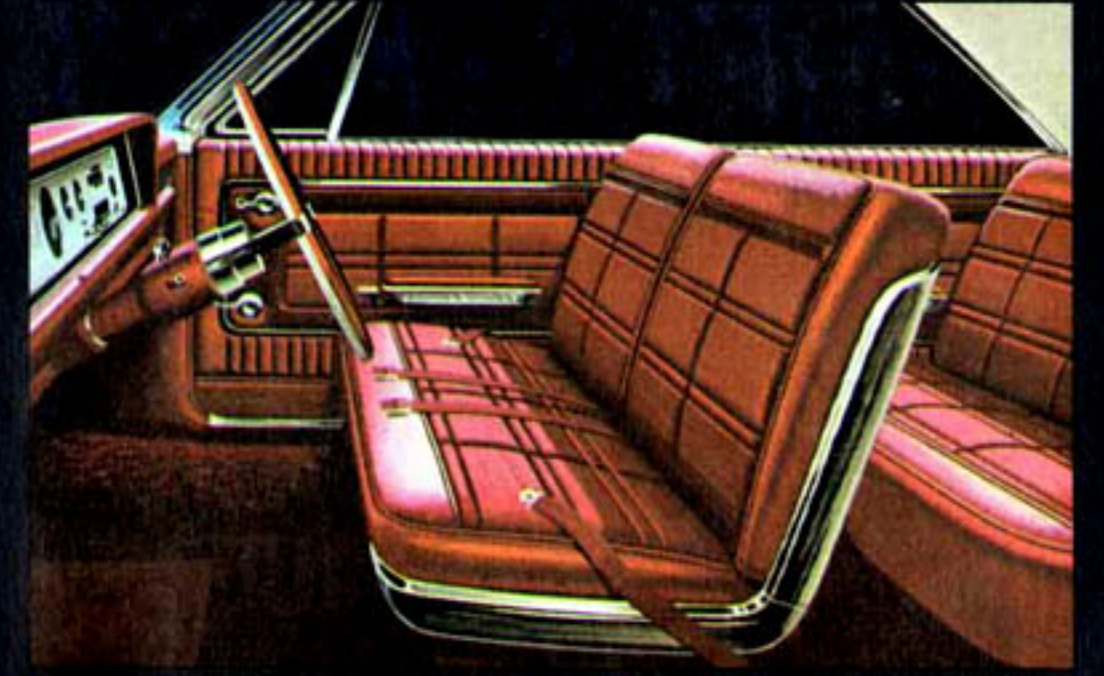
Mercury: chosen by Lake Placid Club (shown here), Lake Placid, New York, as their courtesy car for special guests.



Lamay fabric and vinyl upholstery is available in blue, red, black, turquoise, ivy gold and palomino.



Montclair Biscuit design all-vinyl upholstery is available in white, blue, red, black and palomino.



MONTCLAIR FOUR-DOOR HARDTOP

MONTCLAIR TWO-DOOR HARDTOP

Mercury: chosen by Mountain Shadows (shown in both illustrations), Scottsdale, Arizona, as their courtesy car for special guests.

**MONTEREY** There are six ways to indulge your taste for exceptional space and luxury without breaking the budget. Each one is named Monterey. It's a perfect "move-up-to" car with a full measure of big-car comfort and beauty. Mercury Monterey advantages are many: clean uncluttered styling, longer wheelbase (123") for superior ride, more interior space, larger trunk and the look and liteness of a car that is going places. Step inside and you'll discover a rich-looking interior in either attractive Seville fabric and vinyl or all-vinyl upholstery. Convertible lovers take note: the Monterey convertible features a rakishly inclined rear window and a top that won't balloon when you are on the move. Result? A sleek racy appearance, top up or down. And glass is used in the rear window . . . won't scratch or mar like plastic, folds down neatly without unzipping. Monterey—another example of the beginning of a new generation of Mercurys.

**MONTEREY STANDARD EQUIPMENT INCLUDES:** Marauder 390 V-8 (250 hp)  3-speed all-synchronized transmission  bright-finish windshield and rear window moldings  curb moldings  vinyl headlining  crank-operated vent windows  color-keyed trim panels and deep-loop carpet  "floating" accelerator pedal  keyless door locking  heater-defroster  front safety seat belts.

**POPULAR OPTIONS AND ACCESSORIES INCLUDE:** Choice of three Marauder V-8 engines (with 300, 330 and 425 hp ratings)  Multi-Drive Merc-O-Matic transmission  4-speed manual transmission  power steering  power brakes  deluxe air conditioner  6-way power-operated front seat  power windows  shell-design bucket seats for two-door hardtop and convertible  remote control side view mirror  choice of four wheel cover styles including simulated wire wheel covers  AM-FM radio  tilt steering wheel  choice of three safety door locking systems  trailer towing package  interval selector windshield wipers  white sidewall tires, other special trim decor as shown on Monterey models.



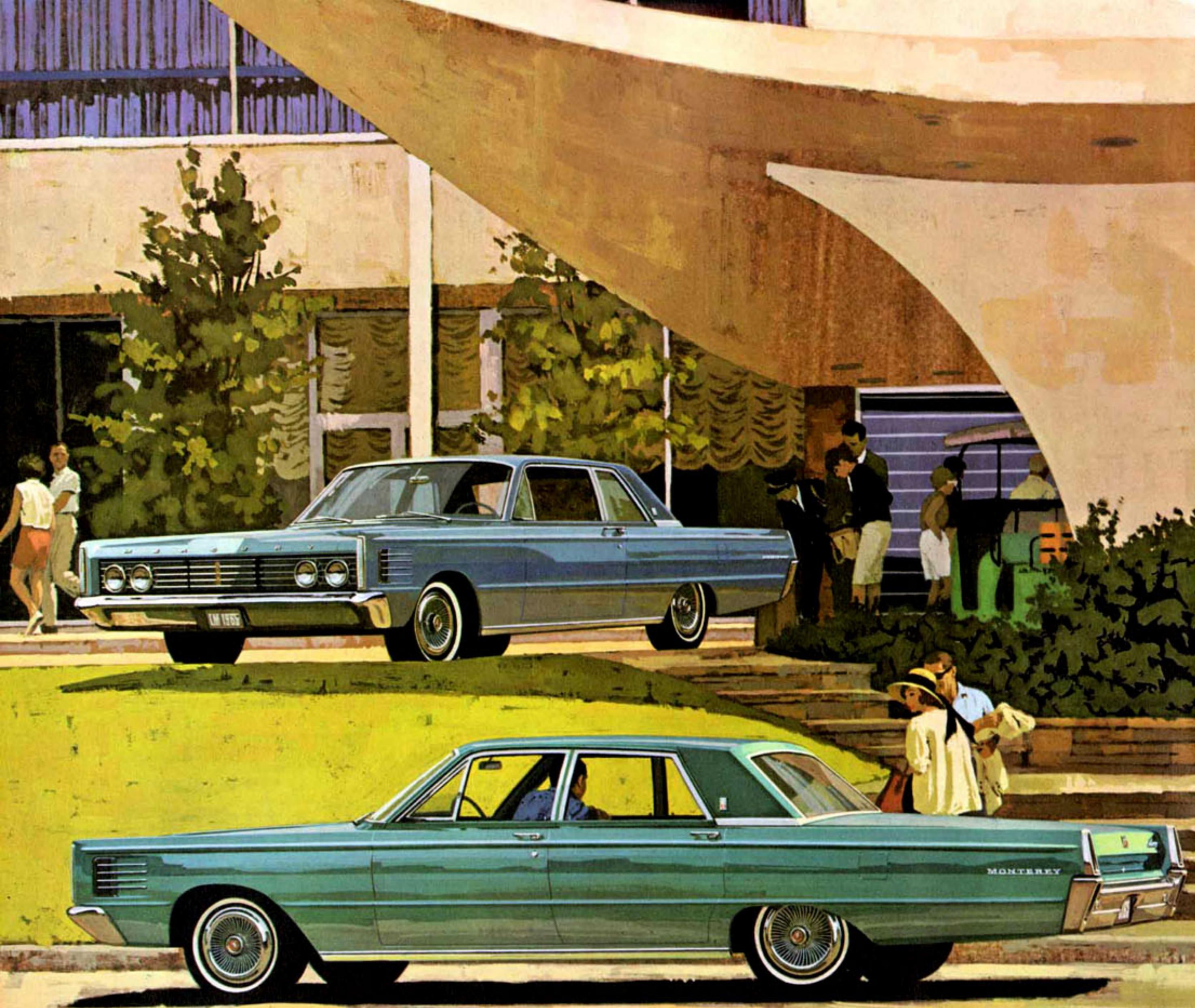
MONTEREY CONVERTIBLE (above)

MONTEREY FOUR-DOOR HARDTOP



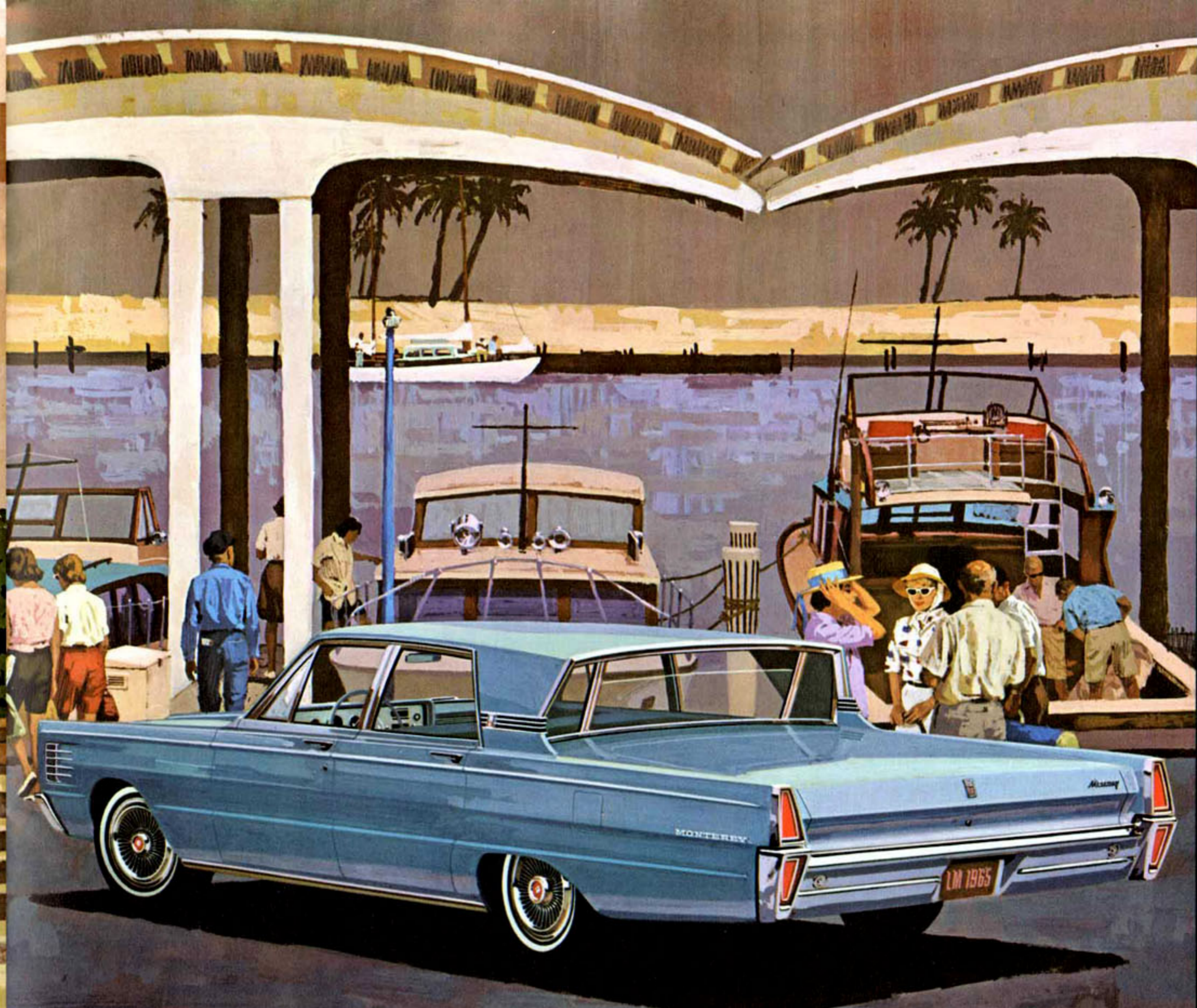
MONTEREY TWO-DOOR HARDTOP

Mercury: chosen by Aspen Meadows (shown in both illustrations), Aspen, Colorado, as their courtesy car for special guests.



MONTEREY TWO-DOOR SEDAN (above)

MONTEREY FOUR-DOOR SEDAN



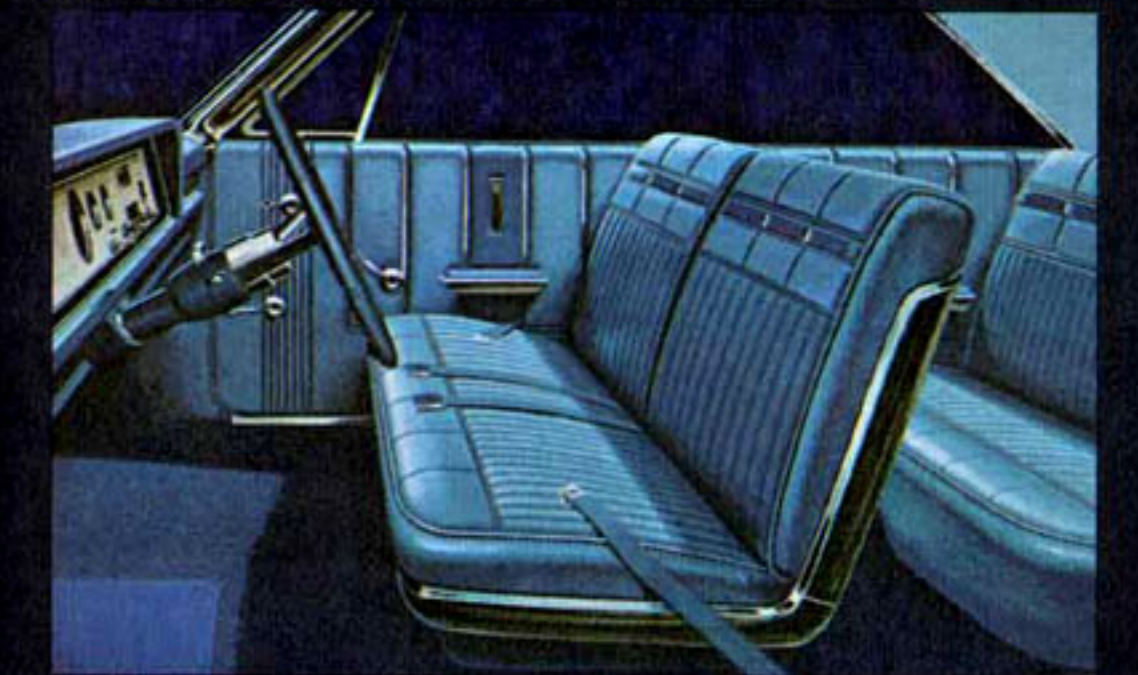
MONTEREY FOUR-DOOR BREEZEWAY SEDAN

Mercury: chosen by Broadwater Beach Hotel (shown in both illustrations), Biloxi, Mississippi, as their courtesy car for special guests.

Seville fabric is standard for sedans and hardtops in blue, red, black, turquoise; palomino in four-door sedans and hardtops.



All-vinyl upholstery in white, blue, red, black and palomino is standard for the convertible. (Optional for hardtop and four-door sedan models.)



Shell-design bucket seats are available in white, blue and palomino. (Optional for convertible and two-door hardtop models.)





# STATION WAGONS

America's most handsome station wagon—Mercury—is better looking than ever in '65. The Colony Park is Mercury's finest example of how beauty can be built into a wagon. Its outside decor is mahogany-toned paneling blended into a smoothly sculptured side. Inside, Colony Park upholstery has the luxury look of a Montclair. The Commuter is also a styling standout with its commanding profile and tasteful trim. Inside, the seats have the high standards of quality you'd expect in a Mercury. Both Colony Park and Commuter offer four-door convenience, an optional fold-down third seat and a power-operated rear window. And, Channel-Aire, a new station wagon feature, helps keep the rear window cleaner. Plentiful loading space: 91.3 cubic feet with a load length of 117.6". Counter-balanced tailgate opens wide (54.3") for easy stowing. For taking trips or toting tykes it's tough to top a Mercury wagon.

**COLONY PARK STANDARD EQUIPMENT INCLUDES:** 250 hp Marauder 390 V-8 (266 hp with automatic transmission)  3-speed all-synchronized transmission  mahogany-toned side paneling  Montclair-quality seat upholstery  deluxe wheel covers  electric clock  interval selector windshield wipers  Channel-Aire system.

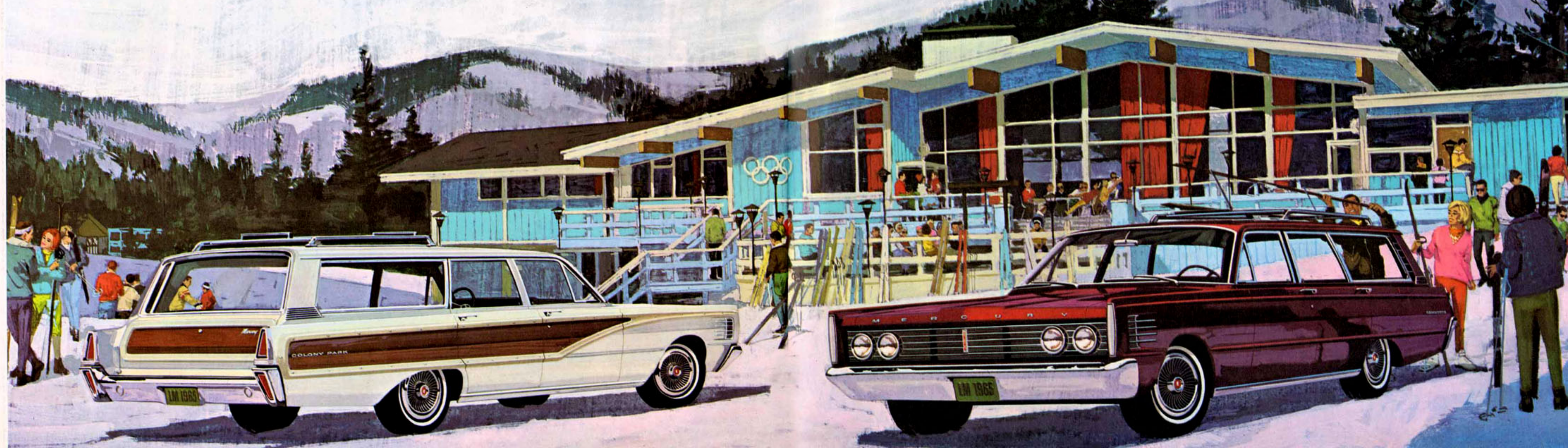
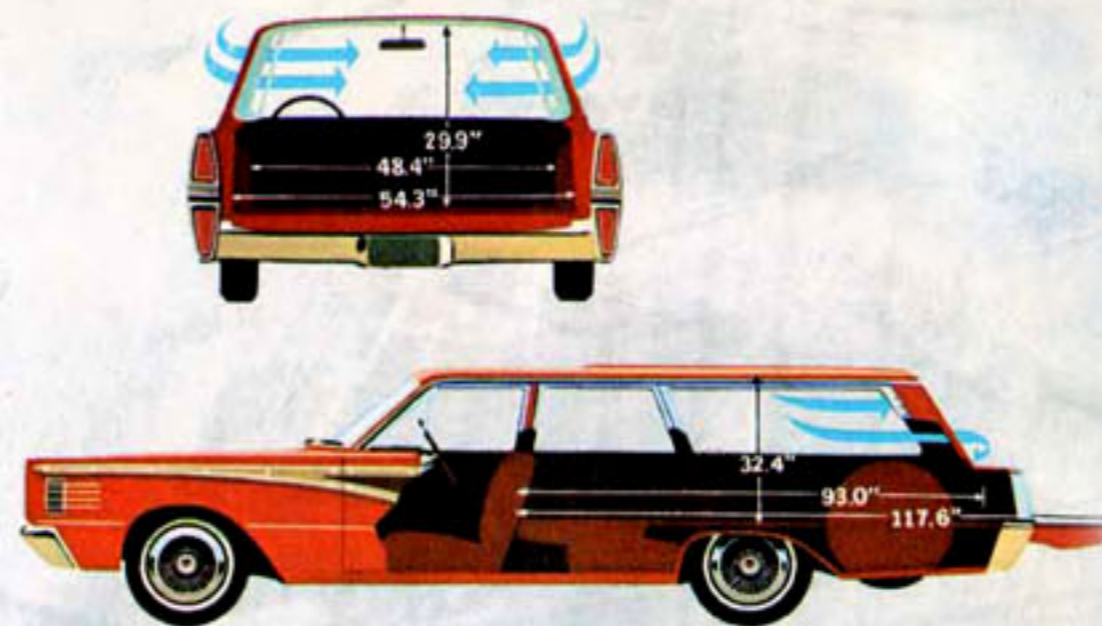
**COMMUTER STANDARD EQUIPMENT INCLUDES:** Marauder 390 V-8 (250 hp)  3-speed all-synchronized transmission  fold-down second seat  power-operated rear window  extra-wide tailgate  Channel-Aire system  deep-loop carpeting  curb moldings.

**POPULAR MERCURY STATION WAGON OPTIONS AND ACCESSORIES INCLUDE:** Choice of either Marauder Super 390 (300 hp) or Marauder Interceptor 390 (330 hp) V-8's  Multi-Drive Merc-O-Matic transmission  full power equipment  deluxe air conditioner  tinted glass  remote control side view mirror  AM-FM radio  tilt steering wheel  fold-down third seat  luggage carrier  third seat heater  trailer towing package.



Colony Park all-vinyl interiors are available in blue, red, turquoise, ivy gold and palomino. Cloth and vinyl, palomino only.

Besides a full measure of load space (see diagram), Mercury station wagons feature the new Channel-Aire system that scoops in air and directs it across the rear window. Helps keep snow and dust away from the window.

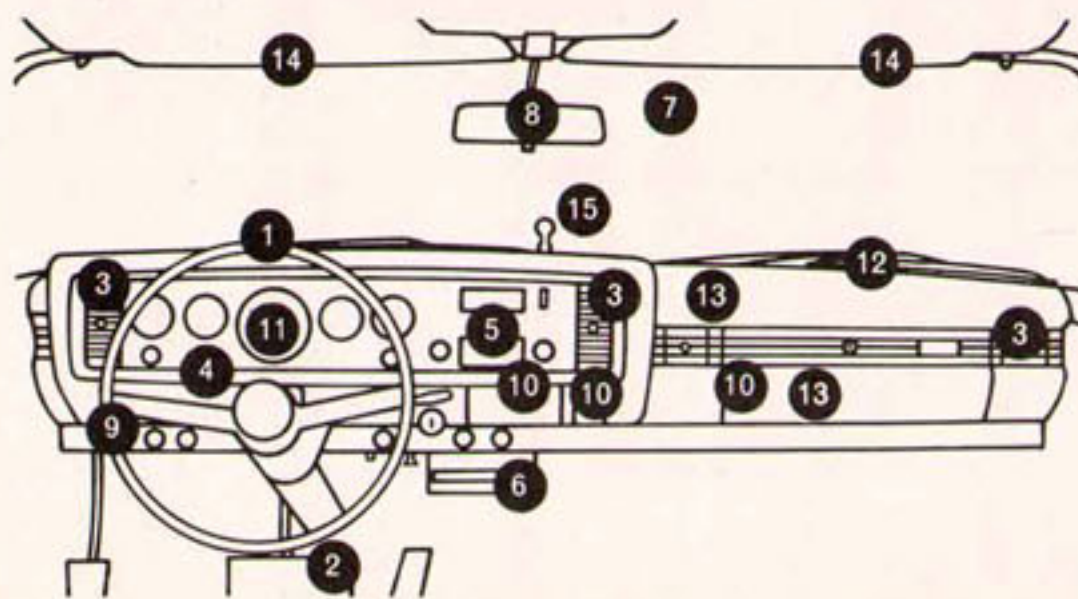
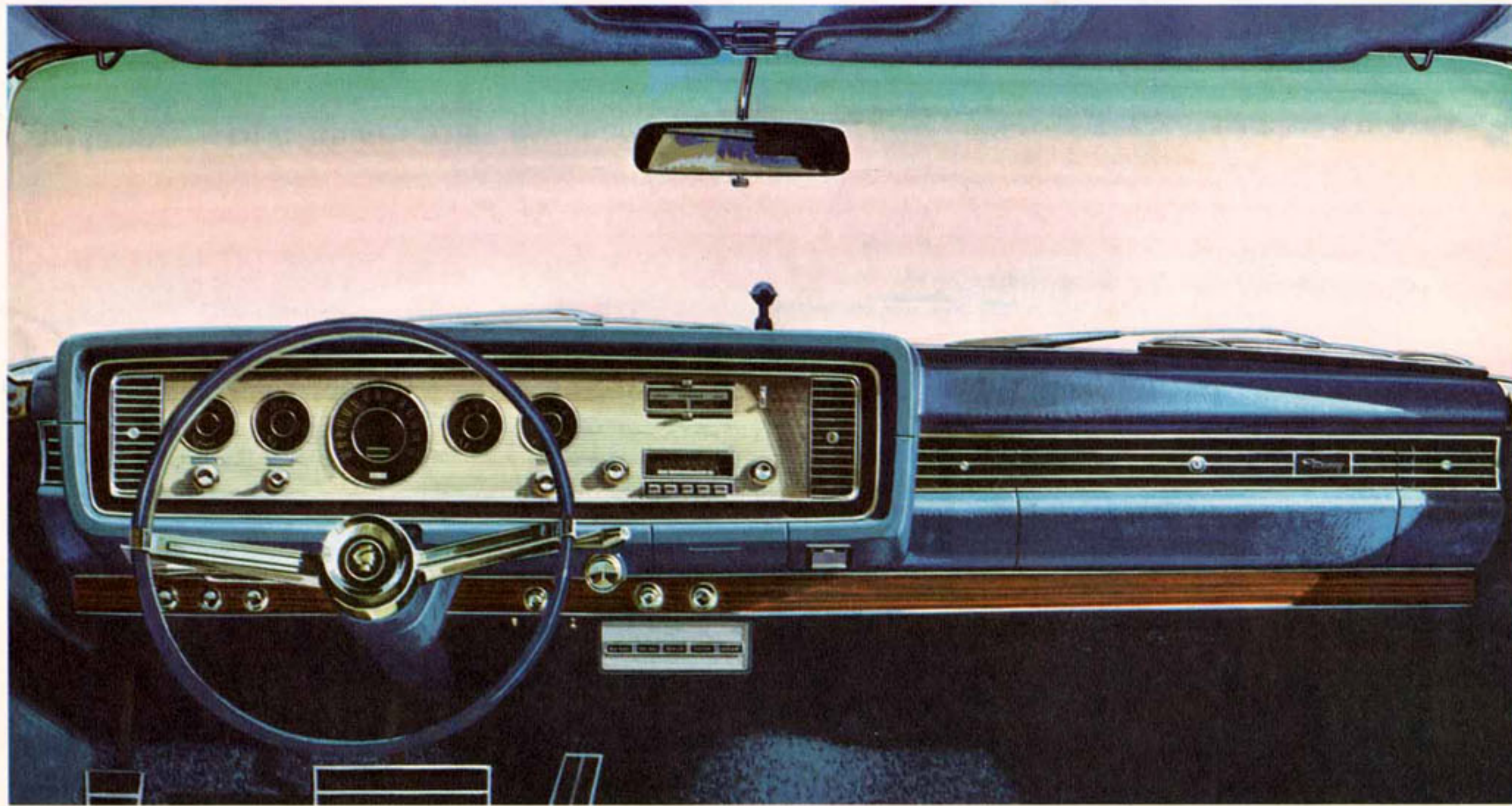


COLONY PARK FOUR-DOOR STATION WAGON

COMMUTER FOUR-DOOR STATION WAGON

Mercury: chosen by Squaw Valley (shown here), Tahoe City, California, as their courtesy car for special guests.

# MERCURY OPTIONS AND ACCESSORIES



**PERSONALIZE FOR PLEASURE**—There's a bountiful supply of extra-enjoyment options and accessories\* available for every Mercury owner: Check this extensive list. **1.** Power Steering. **2.** Power Brakes. **3.** Deluxe Air Conditioner—enjoy year-round driving comfort in a refreshing, cooling atmosphere. **4.** Tilt Steering Wheel—adjustable to seven different positions for maximum driving comfort, makes for easier entrances and exits. **5.** AM-FM Radio—has a unique slide bar for AM or FM band selection and has flip-over push buttons for setting to either type station. **6.** Safety/Convenience Group—includes emergency flasher, seat belt warning light, door-ajar warning light and low-fuel warning light (available only when power door locks are ordered). **7.** Tinted Glass—windshield only, or for all windows. **8.** Non-Glare Rear View Mirror—two-position control for day-night driving. **9.** Speed Control—allows driver to select a predetermined speed. **10.** Courtesy Light Group†—includes map light, parking brake warning light, glove box light, trunk/cargo light, ashtray light and rear door jamb switches. **11.** Trip Odometer\*\*—requires only a simple turn to reset the mileage indicator. **12.** Interval Selector Windshield Wipers††—give the driver a wide range of wiping intervals. **13.** Padded Instrument Panel\*\*. **14.** Padded Visors. **15.** Automatic Headlamp Dimmer.

\*Availability determined by model or equipment. †Standard on Park Lane, optional for all sedans and hardtops. \*\*Standard on Park Lane. ††Standard on Park Lane, Montclair and Colony Park.

## TOUCHES OF ELEGANCE

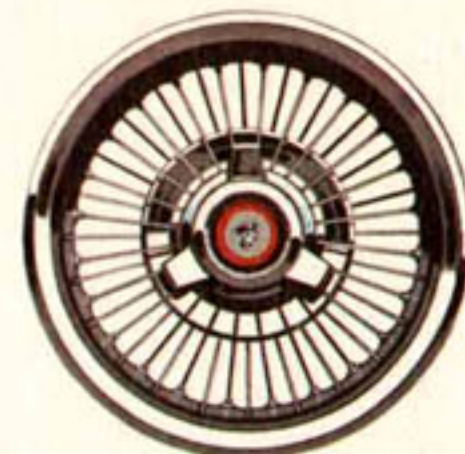
**DELUXE WHEEL COVERS WITH SPINNERS\***—Deluxe three-prong spinner wheel covers can give your Mercury that popular sports-car look. They are made of non-corrosive, spun stainless steel to help retain their lustrous appearance.

**CUSTOM WHEEL COVERS\***—These all-new aluminum cast wheel covers with radial fins and attached colorful Mercury head insert are sure to add a personal stamp of luxury to your car.

**SIMULATED WIRE WHEEL COVERS\***—Tops in sports-car appeal are simulated wire wheel covers with a three-spoke spinner, 48 spokes and red Mercury deluxe insert. These wheel covers will be a glamorous addition to your Mercury. (Not available for station wagon.)

**PLUS\*\*** Power antenna. Power transfer axle. Back-up lights. Heavy-duty battery. Bucket seats. Park Lane sports package. Reclining bucket seat. Console and tachometer. Remote control deck lid release. Adjustable dome reading lamp. Door edge guards. Electric clock. Emergency flasher. Engine dress-up kit. Station wagon third-seat heater. Power door locks. Remote control side view mirror. Six-way power bench seats. Four-way power bucket seats. Power windows. Power vent windows. Extra-cooling radiator. Push-button AM radio. Rear seat speaker(s). Studio sonic rear seat speaker. Retractable safety seat belts. Station wagon third seat. Luggage carrier. Ski rack. Whitewall tires. Trailer towing package. Vinyl-covered roof. Windshield washers. Light duty trailer hitch.

\*Optional at extra cost. \*\*Availability determined by model or equipment.



## PEAK PERFORMANCE WITH IMPROVED MARAUDER ENGINES

ENGINES	Adv hp @ rpm	CAR SERIES					TRANSMISSIONS		
		Park Lane	Montclair	Monterey	Colony Park	Commuter	3-Speed Manual	4-Speed Manual*	Multi-Drive Merc-O-Matic*
390 V-8	250 @ 4400	N.A.	Standard	Standard	Standard	Standard	•	•	•
390 V-8	266 @ 4400	N.A.	Standard†	N.A.	Standard†	N.A.	N.A.	N.A.	•
Super 390 V-8†	300 @ 4600	Standard	Optional	Optional	Optional	Optional	•	•	•
Interceptor 390 V-8*	330 @ 5000	Optional	Optional	Optional	Optional	Optional	•	•	•
Super 427 V-8*	425 @ 6000	Optional	Optional	Optional	N.A.	N.A.	N.A.	•	N.A.

\*Optional at extra cost. †Optional at extra cost for all models except Park Lane. ‡Standard in Montclair and Colony Park with Multi-Drive Merc-O-Matic. 4-speed manual transmission not available with station wagons. Park Lane with optional Special Sports Package includes either 4-speed manual or Merc-O-Matic transmission at no extra cost. N.A.—Not available.

# SPECIFICATIONS

**EXTERIOR DIMENSIONS (INCHES)**—Wheelbase . . . 123.0 passenger cars and 119.0 station wagons; over-all length . . . four-door sedans 218.4, station wagons 214.5; over-all height . . . four-door sedans 56.0, station wagons 56.7, two-door hardtops 55.1, convertibles 55.2; over-all width . . . four-door sedans and station wagons 79.6, two-door hardtops and convertibles 79.4; wheel tread (front and rear) . . . 62.0 for all models; curb weight (lbs) . . . four-door sedan 4000, four-door Commuter station wagon 4210. (Weights are for vehicles equipped with automatic transmission.)

**CAPACITIES**—Fuel tank . . . 21 gallons passenger cars and 20 gallons station wagons; cooling system 20.5 quarts, with heater; engine oil . . . 6 quarts with oil filter; usable luggage capacity . . . 18.6 cubic feet for 4-door sedans.

**BRAKES**—type . . . 4-wheel hydraulic, self-energizing, self-adjusting; drum diameter . . . 11 inches; total lining area . . . 204.0 square inches for passenger cars and 225.0 square inches for station wagons.

**TIRES**—size . . . 8.15 x 15 on all models.

**SUSPENSION**—front . . . Cushion Link with compliance-strut design; rear . . . coil-link with full rubber insulation.

# COLORS

**EXTERIORS**—The '65 Mercury offers 17 solid colors and 26 optional-at-extra-cost, two-tone combinations.

Solid Colors: Onyx, Polar White, Pearl Gray, Tiffany Blue, Blue Ice, Midnight Blue, Aquamarine, Silver Turquoise, Ocean Turquoise, Ivy Gold, Olive Mist, Fawn, Sandrift, Pecan Frost, Yellow Mist, Carnival Red and Burgundy.

INTERIORS		Cloth and Vinyl					All-Vinyl					
		Black	Blue	Ivy Gold	Palomino	Turquoise	Black	Blue	Ivy Gold	Palomino	Turquoise	White
MONTEREY**	Sedans	•	•	•†	•	•	•	•	•	•	•	•
	Hardtops	•	•	•	•	•	•	•	•	•	•	•
	Convertible	•	•	•	•	•	•	•	•	•	•	•
MONTCLAIR	Sedan	•	•	•	•	•	•	•	•	•	•	•
	Hardtops	•	•	•	•	•	•	•	•	•	•	•
	Sedan	•	•	•	•	•	•	•	•	•	•	•
PARK LANE††	Hardtops	•	•	•	•	•	•	•	•	•	•	•
	Convertible	•	•	•	•	•	•	•	•	•	•	•
	Commuter	•	•	•	•	•	•	•	•	•	•	•
STATION WAGONS	Commuter	•	•	•	•	•	•	•	•	•	•	•
	Colony Park	•	•	•	•	•	•	•	•	•	•	•

†Not available on Monterey two-door sedan. \*Optional at extra cost for Monterey hardtops and four-door sedans. \*\*Monterey bucket seats, optional at extra cost for two-door hardtop and convertible, are available in white, blue and palomino. ††Extra cost option for the Park Lane are leather bench seats in burgundy or palomino. Optional Park Lane Sports Package bucket seats are available in white, blue, red, black and palomino for convertible and two-door hardtop; bucket seats with a reclining passenger seat are available in white, black and palomino.



*Mercury*

. . . now in the Lincoln Continental tradition

