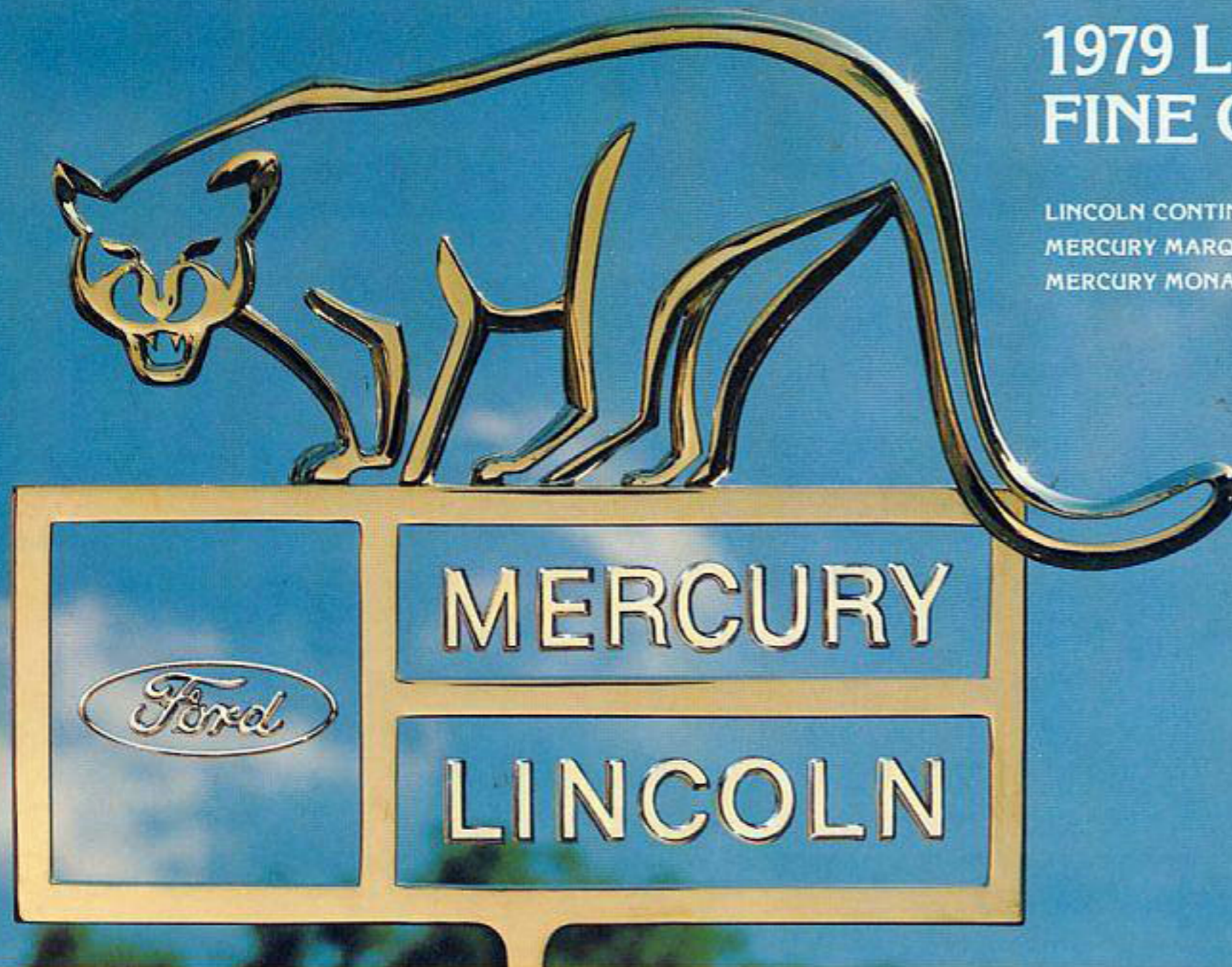


1979 LINCOLN-MERCURY FINE CAR COLLECTION

LINCOLN CONTINENTAL CONTINENTAL MARK V LINCOLN VERSAILLES
MERCURY MARQUIS MERCURY COUGAR MERCURY CAPRI
MERCURY MONARCH MERCURY ZEPHYR MERCURY BOBCAT



1979 Mercury Capri



1979 Lincoln Versailles



1979 Mercury Grand Marquis



1979 Mercury Grand Marquis 4-door sedan



1979 Mercury Marquis Brougham 2-door sedan

MERCURY MARQUIS. The Most Scientifically Designed Marquis in History.

Marquis is totally new for 1979. Designed with the use of computer technology to bring you more room than '78. And styled for a more elegant look in three levels of 2-door and 4-door sedans and two station wagons.

Upper left, the Grand Marquis 4-door sedan. Lower left, the Marquis Brougham 2-door sedan.



Mercury Grand Marquis Twin Comfort Lounge seat interior

Above: The Grand Marquis standard interior in optional dove grey leather-and-vinyl trim.



1979 Mercury Marquis Colony Park Station Wagon



1979 Mercury Capri

MERCURY CAPRI

Created new to add to the pure joy of driving.



Capri standard high-back bucket seat interior



1979 Mercury Capri RS



1979 Mercury Capri Turbo RS

There's more than one way to get a Capri thrill in '79. There's Mercury Capri, shown at the top. For more flair, the sexier, "flashier" Capri RS, far left. And, left, Capri Turbo RS, with a turbocharged 2.3 litre engine, TRX wheels and Michelin tires standard. And Capri is comfortable to live with, as evidenced by the base Capri interior shown above. Choose bucket seats in pleated Corinthian vinyl or rich looking optional Danbury cloth.



1979 Mercury Cougar XR-7

MERCURY COUGAR.

From the most affordable Mercury Cougar to the spirit-rousing Cougar XR-7, shown left, every 1979 Cougar is ride-engineered.

Shown below: the optional Cougar bucket seat interior in dove grey.



Optional Cougar Bucket Seat interior



1979 Mercury Monarch 4-door w/Ghia Option

MERCURY MONARCH.

Mercury Monarch takes on distinctive charm in the Monarch with Ghia Option, shown left.

Shown below: the Monarch with Ghia Option interior. Flight Bench Seat, in optional Willshire luxury cloth.



Mercury Monarch



1979 Mercury Zephyr Z-7



1979 Mercury Zephyr Wagon w/Villager Option



1979 Mercury Zephyr 4-door sedan w/Ghia Option



Mercury Zephyr with Ghia Option interior

MERCURY ZEPHYR.

Put a charge in your life with the excitingly styled Mercury Zephyrs for '79. Shown above is the striking Mercury Zephyr Z-7. Left center, Zephyr Wagon with Villager Option. Bottom left, Zephyr w/Ghia Option and Tu-tone paint option.

Above: Zephyr's Ghia Option interior features Flight Bench seat, woodtone insert door trim, luxury steering wheel and woodtone applique instrument panel.



1979 Mercury Bobcat 3-dr. Runabout w/Sports Package Option and Sports Accent Option



Mercury Bobcat standard bucket seats

MERCURY BOBCAT.

Pictured above are two glamorous versions of the Bobcat 3-door Runabout. In the foreground you see Bobcat with the Sports Package Option, and, in the background with the Sports Accent Option. Then there's Bobcat Wagon and Bobcat Wagon with Villager Option shown below. A choice in interiors, too. Shown left is the standard high-back bucket seat in black vinyl. Low-back bucket seats are also available in all-vinyl or cloth-and-vinyl.



1979 Mercury Bobcat wagon and Bobcat wagon w/Villager Option

Some items shown are optional. See dealer for a complete list of standard and optional equipment.



Collector's Series Continental Mark V in Midnight Blue Metallic



CONTINENTAL MARK V. The Collector's Series.

Here is the highest expression of luxury among cars that trace their lineage to the original Lincoln Continental. The Collector's Series interior in Midnight Blue Kasman II luxury cloth features six-way power bucket seats with passenger recliner.



Mark V Collector's Series interior

LINCOLN VERSAILLES.

Lincoln Versailles is designed in tune with the times on a 110-inch wheelbase, and styled with a refined blend of the classic and contemporary. The world of Lincoln Versailles is a very special world.





Collector's Series Lincoln Continental

LINCOLN CONTINENTAL. The Collector's Series.

This Lincoln Continental Town Car's beauty is enhanced by a distinctive gold color grille and special Midnight Blue Metallic finish. The interior reflects Continental's reputation for roominess and elegance.



Continental Collector's Series Interior



LINCOLN CONTINENTAL TOWN COUPÉ.

Coach lamps and optional coach roof are elegant accents for the 1979 edition Lincoln Continental Town Coupé. Its interior (below) complements the exterior look of refinement.





Continental Mark V



Lincoln Continental Coupé



Lincoln Continental sedan



Lincoln Versailles



Grand Marquis 2-dr. sedan



Grand Marquis 4-dr. sedan



Marquis Brougham 2-dr. sedan



Marquis Brougham 4-dr. sedan



Marquis 2-dr. sedan



Marquis 4-dr. sedan



Cougar XR-7 2-dr. hardtop with Decor Option



Cougar XR-7 2-dr. hardtop



Cougar 2-dr. hardtop w/Brougham Option



Cougar 4-dr. pillared hardtop w/Brougham Option



Cougar 2-dr. hardtop



Cougar 4-dr. pillared hardtop



Monarch 2-dr. sedan with Ghia Option



Monarch 4-dr. sedan with Ghia Option



Monarch 2-dr. sedan with ESS option



Monarch 4-dr. sedan with ESS option



Monarch 2-dr. sedan



Monarch 4-dr. sedan



Zephyr Z-7 Sports Coupe



Zephyr 2-dr. sedan w/Ghia Option



Zephyr 4-dr. sedan w/Ghia Option



Zephyr 2-door sedan w/ES Type



Zephyr 2-dr. sedan



Zephyr 4-dr. sedan



Bobcat 3-dr. Runabout



Mercury Capri



Marquis Wagon w/Colony Park Option



Marquis Station Wagon



Zephyr Wagon w/Villager Option



Zephyr Station Wagon



Bobcat Villager Station Wagon



Bobcat Station Wagon



Lincoln-Mercury Division

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.

Form No. 79-202



With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest that you verify that it includes the optional equipment that you ordered, or if there are any changes, they are acceptable to you.