

1980 LINCOLN-MERCURY FINE CAR COLLECTION

CONTINENTAL MARK VI

LINCOLN CONTINENTAL

LINCOLN VERSAILLES

MERCURY MARQUIS

MERCURY COUGAR XR-7

MERCURY CAPRI

MERCURY MONARCH

MERCURY ZEPHYR

MERCURY BOBCAT



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



Continental Mark VI Signature Series 4-door



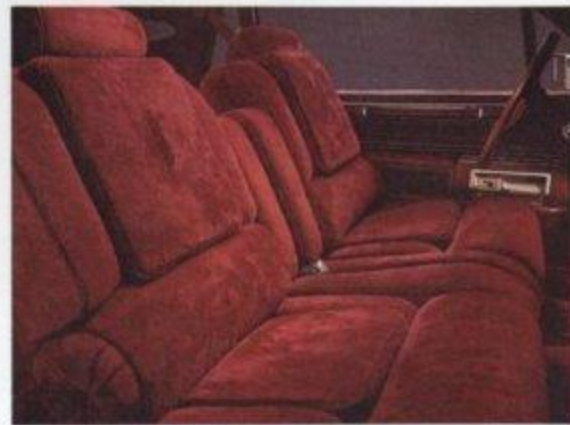
Continental Mark VI Signature Series 2-door

1980 CONTINENTAL MARK VI

It will never be mistaken for any other luxury car.

Continental Mark VI is, simply stated, everything you would expect a Mark to be. Like its predecessors, Mark VI is unique in styling, and advanced in engineering, with features like an astonishing Electronic Instrument Panel with Message Center. And—although trimmer in looks—Mark VI doesn't sacrifice roominess, actually offering more interior room and trunk space than last year's Mark.

Perhaps most significantly, Mark VI is now available in a 4-door model. Pictured left, is the new Signature Series Mark VI in 2- and 4-door models, the most luxurious Marks ever offered. Below: the Signature Series six-way power Twin Comfort Lounge seats are shown in Dark Red Signature cloth.



Continental Mark VI Signature Series interior



Lincoln Continental 4-door sedan

1980 LINCOLN CONTINENTAL

If there can be only one symbol of luxury, this is it.

To usher in the eighties, we're proud to present a Lincoln Continental that's more of a Lincoln than ever. Through efficient use of interior space, traditional Lincoln Continental passenger room and trunk space has been retained. The 1980 Lincoln Continental has new steering and suspension systems that you owe it to yourself to experience. Also, a number of impressive new electronic options are available this year.

The Lincoln Continental, for 1980, is shown left in Dark Champagne Metallic and Medium Fawn Metallic, one of five new Dual-Shadow colors available. Handsome coach lamps and optional Coach roof are elegant accents for the 1980 Lincoln Continental Town Coupé, lower left. Town Coupé Twin Comfort Lounge seats, below, are shown in optional Chamois color leather and vinyl.



Lincoln Continental Town Coupé



Town Coupé interior with Twin Comfort Lounge seats

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



Lincoln Versailles in Light and Medium Fawn Metallic Dual-Shade paint option and Coach roof

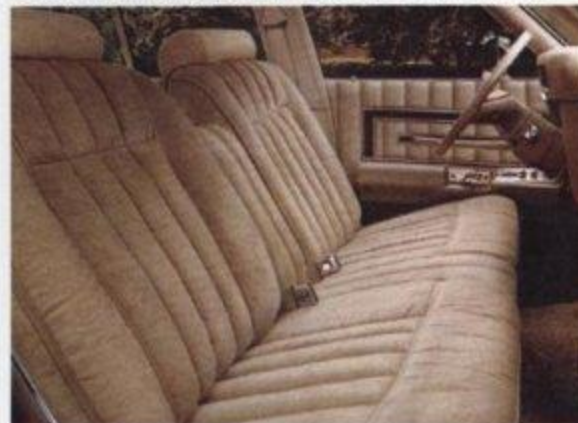


Lincoln Versailles with Valino grain vinyl Coach roof and frenched backlite

1980 LINCOLN VERSAILLES

Engineered to provide total driving pleasure in the Lincoln tradition.

If in choosing a prestige car, your prime considerations are ride, gracious styling and luxurious comfort, give serious thought to the 1980 Lincoln Versailles. Engineered to an agile 110-inch wheelbase, Versailles is created to provide total driving



Lincoln Versailles interior with Twin Comfort Lounge seats total driving pleasure. And, outside, you'll find Versailles is styled in the classic mode, an automobile with an individuality that befits its Lincoln heritage.

One glance at the 4-door Versailles, shown top left in Dual-Shade Light and Medium Fawn Metallic tells you that it is a car of impeccable coachcraft. Bottom left: Versailles in Dual-Shade Black and Silver Metallic.

Step into Lincoln Versailles and you enter a world created to gratify your most discriminating taste. The standard Twin Comfort Lounge seat interior, shown above, is an invitation to relaxing comfort.

1980 MERCURY MARQUIS Designed for the new decade.

Mercury Marquis recognized the needs of the eighties before the start of the new decade. It is an automobile sized and built with the help of modern science . . . in fact, the most scientifically designed car in Marquis history. And the 1980 Marquis maintains the riding comfort and six-passenger spaciousness that is the Marquis heritage.

Upper left, check the elegant Grand Marquis 4-door sedan in Tu-tone black and silver. Lower left, you see the Marquis Brougham 2-door sedan in pastel sand and sand metallic. Marquis also offers two station wagon models for 1980, including the luxurious Colony Park Wagon pictured here. Below: the Grand Marquis standard interior in optional dove grey leather-and-vinyl trim.



Mercury Grand Marquis 4-door sedan



Mercury Marquis Brougham 2-door sedan



Mercury Grand Marquis Twin Comfort Lounge seat interior



Mercury Marquis Colony Park Station Wagon

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



Mercury Cougar XR-7 with Decor Group

1980 COUGAR XR-7

A totally-new breed of cat.

The 1980 Cougar XR-7 is a completely new car. New styling. New engineering. New electronics. New standard and optional features. And Cougar XR-7 is highlighted by three new option groups in addition to the base model: the Decor (above), and the Luxury and Sports Groups.

Cougar XR-7 enters the '80's with a new

generation 108-inch wheelbase and new unitized body construction. Also, a new front and rear suspension, and variable ratio power rack-and-pinion steering, help give this cat a ride and steering response you must experience to appreciate. The Twin Comfort Lounge seats, shown in dove grey cloth, are standard with Cougar XR-7 Decor group.



Decor Twin Comfort Lounge seats in dove grey cloth



Mercury Cougar XR-7



Mercury Cougar XR-7 with Luxury Group

1980 LUXURY GROUP COUGAR XR-7

Catering to the individual.

Cougar XR-7 with Luxury Group, pictured bottom left, is a very special motor car . . . stamped with the look of a classic. It abounds with touches of the extravagant. Select the standard Twin Comfort Lounge seats in bittersweet luxury cloth, shown here; also available in dove grey, dark red, medium blue or new caramel.

The base Cougar XR-7, pictured upper left, is your most affordable entry into the Cat Set. And, like all Cougar XR-7 models, it has a new standard 4.2 liter V-8 engine designed to deliver V-8 performance and improved efficiency.



Luxury Group Twin Comfort Lounge seats in bittersweet cloth

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



Mercury Monarch with Ghia option

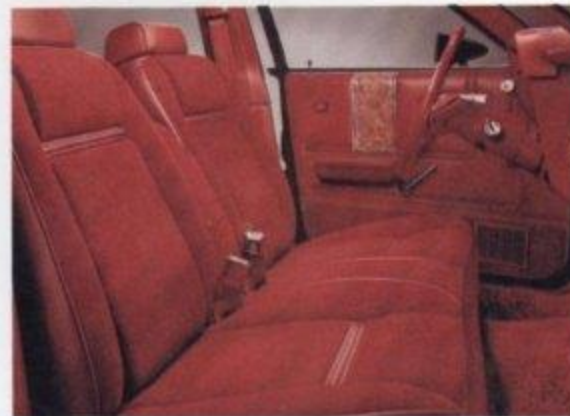


Mercury Monarch 2-door sedan

1980 MERCURY MONARCH

Fully equipped for comfort and luxury.

The Ride-Engineered Monarch is a distinctive precision-size car that opens the door to the eighties three different ways. Shown top left, is the most luxurious Monarch with Ghia Option. Bottom left, is the affordable and impressively equipped standard Monarch. Finally, there's Monarch with



Mercury Monarch Flight Bench seat

ESS Option . . . highlighted by the styling accents of a European sport sedan. And, for 1980, Monarch comes equipped with a full complement of standard and optional features for your comfort and convenience.

You can see Monarch's Ghia Option look is one of understated elegance. Check the color-keyed bodyside molding, wire wheel covers and accent paint stripes. Above: the Ghia Option Flight Bench seat in red luxury cloth, which is also available in vinyl. Pictured left, is the Monarch 2-door in sand metallic. It's one of three optional glamour finishes available.



Mercury Zephyr 2-door sedan



Mercury Zephyr 2-door sedan with Turbo Option



Mercury Zephyr 4-door with Ghia Option

1980 MERCURY ZEPHYR

Energy-engineered for today's driver.

If you're looking for an ideal car for the eighties, look closely at this page. We think the 1980 Zephyr is an exceptional combination of room and efficiency.

Mercury Zephyr offers a wide selection of models, including a double choice in wagons. Like all Zephyrs, the 2-door model, shown top left, is equipped with rack-and-pinion steering for precise handling. And it's the most affordable Zephyr you can

buy. Shown center left in dark blue is the elegant Zephyr with Ghia Option. And, bottom left, are two views of the exciting, high-voltage styled Zephyr Z-7 Sports Coupe. If you'd like to pack an added punch of pleasure in your driving, choose the Zephyr with new 2.3 liter Turbo engine option, shown above. Zephyr's Ghia Option interior with Flight Bench seat, woodtone insert door trim and luxury steering wheel, is shown below.

Mercury Zephyr Z-7 w/Tu-tone option background, foreground with two-piece vinyl top



Mercury Zephyr with Ghia Option Interior

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



Mercury Capri Turbo RS



Mercury Capri

1980 MERCURY CAPRI

A driver's car with the look of Europe.

Our engineers had one thing in mind when they designed the 1980 Capri: you . . . the driver. Every new Capri hews to that credo. In addition to the Turbo RS, shown upper left, and the base Capri, bottom left, there's the elegant Capri Ghia and Capri RS. One look assures you that Capri is no



Mercury Capri optional Recaro bucket seat interior

ordinary car. It stands out with racy, aerodynamic styling, giving it that unmistakable look of Europe. The Recaro bucket seats, shown above in cloth and vinyl, feature three adjustments and provide uncommon support. Below, you see Capri's standard high-back buckets in pleated Corinthian vinyl, also available in rich looking optional Scanda cloth.



Mercury Capri standard high-back bucket seat interior



Mercury Bobcat Runabout with Sport Option (foreground) and Runabout with Tu-tone paint option



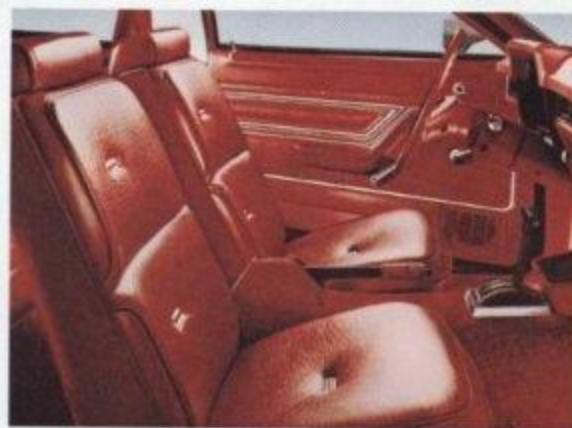
Mercury Bobcat Villager Wagon

1980 MERCURY BOBCAT

The lively and reasonable little cat.

The 1980 Bobcat is designed for people who demand the most of their new car dollar. And for people who want a car of many talents. Pictured left, are two sporty versions of the Bobcat 3-door Runabout. In the foreground you see the new Sport Option Runabout. Its handsome mate features the new Tu-tone paint option.

You have a choice of two Bobcat wagon models for 1980. The Bobcat Wagon and, shown lower left, the Bobcat Villager Wagon. Note the rosewood-tone appliques on Villager's bodyside and tailgate. Below: the optional Deluxe Interior includes low-back bucket seats, smartly styled door and seat trim and deluxe steering wheel.



Optional low-back bucket seat Deluxe Interior



Continental Mark VI 4-dr. sedan



Continental Mark VI 2-dr. coupé



Lincoln Continental sedan



Lincoln Continental coupé



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 w/Luxury Group



Cougar XR-7 w/Sports Group



Cougar XR-7 w/Decor Group



Cougar XR-7



Monarch 2-dr. sedan w/Ghia Option



Monarch 4-dr. sedan w/Ghia Option



Monarch 2-dr. sedan w/ESS Option



Monarch 4-dr. sedan w/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-dr. sedan w/Turbo Option



Zephyr 2-dr. sedan



Zephyr 4-dr. sedan



Bobcat 3-dr. Runabout w/Sport Option



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. 80-207B

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.



MERCURY

LINCOLN