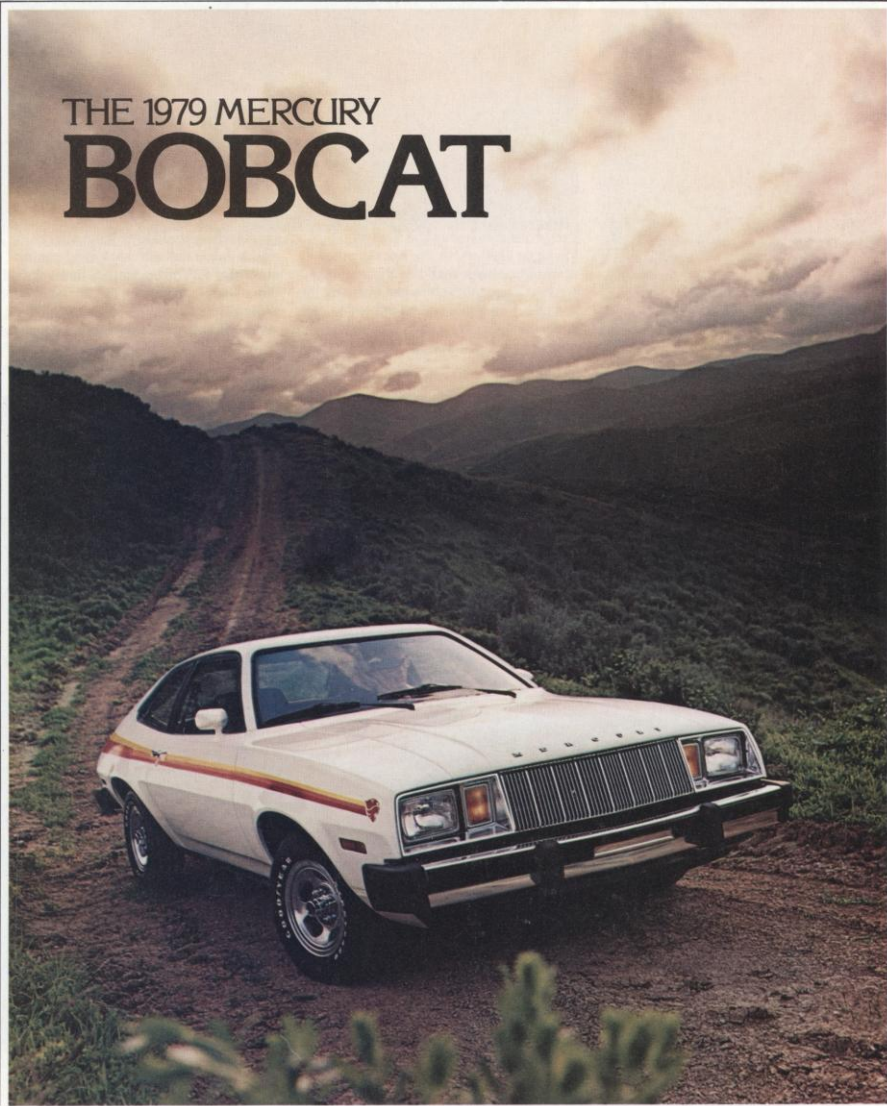


THE 1979 MERCURY
BOBCAT



1979 Mercury Bobcat.
Gives you so much to love!

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Mercury Bobcat has a new look for 1979. A styling treatment that brings impressiveness to small car design.

MERCURY BOBCAT 3-DOOR RUNABOUT. SPORTY AND VERSATILE.

The Bobcat 3-door Runabout, a smart, versatile car with a sporty image you can tailor to please, is shown in two optional packages. The silver metallic Runabout in the foreground features the Sports Package Option. In the background is the Runabout with the Sports Accent Group which is shown with the optional flip-up removable moonroof. Each has a wealth of sporty accents detailed on page 7.

Check Bobcat's new vertical grille, its new power dome hood, and don't overlook its rectangular headlamps and parking lamps. Inside, Bobcat has a new instrument panel. We think you'll agree that Bobcat's a sporty cat, and a value cat with rack-and-pinion steering, AM radio, tinted glass, styled steel wheels with trim rings and steel-belted radial tires, all standard. (The AM radio may be deleted for credit.)



Bobcat optional Sports Accent Group w/Sports Instrumentation (See page 7 for detail)

The 3-door Runabout offers room for four with the rear seat up. The standard high-back bucket seats are shown below in two decor choices: All-vinyl black, also available in

medium red, light Wedgewood blue and chamois; and light Wedgewood blue optional Kirsten cloth-and-vinyl, with black, medium red and chamois colors available.

Bobcat 3-dr. Runabout standard equipment includes:

- 2.3 litre OHC 4-cylinder engine
- Floor-mount 4-speed transmission
- AM radio
- BSW steel-belted radial tires
- Styled steel wheels (4) w/trim rings
- Rack-and-pinion steering
- Tinted glass
- Instrument panel woodtone applique
- Passenger door courtesy light switch
- Woodtone transmission shift knob and parking brake grip
- Bright windshield surround, window frame, and belt moldings
- Wheelip/rocker panel moldings
- Under hood sound blanket.



Mercury Bobcat Runabout w/Sports Package Option (foreground) and Runabout w/Sports Accent Group

NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.



Runabout standard interior in black vinyl



Standard bucket seats in optional Kirsten cloth



Optional AM/FM radio w/cassette tape

Mercury Bobcat Station Wagon and Bobcat Villager Wagon



1979 MERCURY BOBCAT STATION WAGONS, LOADED WITH GOOD LOOKS, INSIDE AND OUT.

Mercury Bobcat offers you a choice in station wagons: the Bobcat Wagon and the Bobcat Villager which is designed with rosewood-tone appliques on bodyside and tailgate.

Each offers functional utility and roominess, with over 57 cubic feet of cargo volume. Both are fun-to-drive wagons, with AM radio, rack-and-pinion steering, steel-belted radial tires and popular 2.3 litre four-cylinder engine standard. And both are equipped with counter-balanced tailgates for easy access, and

a warning light to alert you when the liftgate has been left open.

Bobcat Wagon standard equipment (in addition to Bobcat 3-door Runabout features on page 3):

- Hinged quarter window
- Liftgate open warning system
- Cargo area light
- Three pod vertical taillamps

Bobcat Villager standard equipment in addition to Bobcat Wagon:

- Rosewood-tone appliques and woodtone bodyside moldings

- Rosewood-tone liftgate applique
- Villager block letters on tailgate
- Load floor carpet.

Mercury Bobcat Specifications:

	3-dr. Runabout	Station Wagons
Wheelbase.....	94.5"	94.8"
Overall length.....	168.8"	178.6"
Overall height.....	50.6"	52.1"
Overall width.....	69.4"	69.7"
Track width—front...	55.0"	55.0"
—rear.....	55.8"	55.8"
Head Room—front...	36.9"	37.7"
—rear.....	35.8"	38.8"
Leg Room—front...	40.2"	40.2"
—rear.....	29.5"	29.5"
Cargo volume (cubic feet)*.....	29.0	57.2
Engines.....	2.3L-2V (std.)	2.8L-2V (opt.)
Fuel capacity (gals.)...	14.0	14.0

*With rear seat folded down

NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.



Optional low-back bucket seats in chamois vinyl.



Optional AM/FM stereo radio



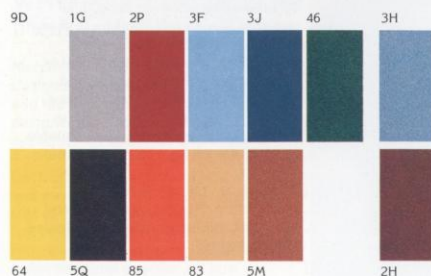
Standard steel-belted radials w/opt. white sidewalls.



Bobcat or Villager Wagon interiors can be tailored to suit your taste. The optional Deluxe Interior Trim is shown left. Its low-back bucket seats in medium red vinyl are also available in black, light blue, tangerine and chamois. With this option you may choose, at no extra charge, Alpine Plaid cloth in tangerine, and available in medium red, light blue and chamois.

The Deluxe Interior Trim Option includes smartly designed door and seat trim, deluxe seat belts and deluxe steering wheel.

Optional low-back bucket seat Deluxe Interior.



Colors shown here are a printed representation.
For accurate color selection, see your Lincoln-Mercury dealer.

MERCURY BOBCAT EXTERIOR COLORS

Standard Colors

9D White
1G Silver Met.
2P Bright Red
3F Lt. Med. Blue
3J Bright Blue
46 Dark Jade Met.
64 Bright Yellow
5Q Dark Brown Met.

85 Tangerine
83 Light Chamois
5M Med. Copper Met.

Optional

Glamour Paints
3H Med. Blue Met.
2H Med. Red Met.

DESIRABLE DRESS-UP COMFORT AND CONVENIENCE OPTIONS FOR YOUR BOBCAT

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 you ordered or if there are changes they are acceptable to you. Some options have restricted availability or require other options as a requirement of availability. See your dealer for details.

- a. Flip-up Removable Moonroof
- b. Manual Air Conditioner
- c. All-glass 3rd Door w/Electric Rear Window Defroster
- d. Dual Racing Mirrors
- e. Deluxe Interior. Low-back bucket seats in Alpine Plaid cloth
- f. (L. to R.) White Forged-Alum. Wheel, Deluxe Wheel Cover, Wire Wheel Cover, White Styled Steel Wheels, Forged-Aluminum Wheels, Cast-Aluminum Wheels



Consider the Ford Extended Service Plan.

While you're considering options for your Bobcat, give a thought to ordering Ford Motor Company's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company and honored by participating Lincoln-Mercury dealers nationwide. Ask your dealer for details.

BOBCAT OPTIONS

OPTION	AVAILABILITY		
	Bobcat Runabout	Bobcat Wagon	Villager Wagon
PERFORMANCE RELATED			
2.8 Litre V-6 Engine (1)	X	X	X
Select-Shift Automatic Transmission (2)	X	X	X
Higher Performance (3.08:1) Axle Ratio (3)	X	NEC (3)	NEC (3)
Heavy-Duty (54 AH) Battery	X	X	X
Sports Instrumentation Group (4)	X	X	X
Power Disc Brakes	X	X	X
Power Steering, Variable Ratio	X	X	X
COMFORT & CONVENIENCE			
Air Conditioning (5)	X	X	X
Convenience Group (6)	X	X	X
Defroster, Electric Rear Window	X	X	X
Light Group (7)	X	X	X
Luggage Carrier, Roof	NA	X	X
Moonroof, Flip-up, Removable	X	NA	NA
Radio, AM/Digital Clock	X	X	X
Radio, AM/Stereo Tape	X	X	X
Radio, AM/FM Monaural	X	X	X
Radio, AM/FM Stereo	X	X	X
Radio, AM/FM Stereo w/Cassette Tape	X	X	X
Seat, Bucket - Four-way Manual (8)	X	X	X
APPEARANCE & PROTECTION			
Appearance Protection Group (9)	X	X	X
Carpet, Load Floor	X	X	X
Door, Third Air-glass	X	NA	NA
Interior Accent Group (10)	X	X	X
Luggage Compartment Cover	X	NA	NA
Mirrors, Dual Racing	X	X	X
Molding, Narrow Protective Bodyside	X	X	X
Molding, Rocker Panel	Std.	Std.	Std.
Paint, Glamour	X	X	X
Protection, Lower Bodyside Vinyl Coating	X	X	X
Sports Accent Group (11)	X	X	X
Sports Package (12)	X	X	NA
Tires, White Sidewall Steel-Belted Radials	X	X	X
Tires, Raised White Letter Steel-Belted Radials	X	X	X
Trim, Deluxe Interior (13)	X	X	X
Trim, Kirsten Cloth	X	NA	NA
Wheel Covers, Deluxe	X	X	X
Wheel Covers, Wire	X	X	X
Wheels, Four Cast Aluminum	X	X	X
Wheels, Four Forged Aluminum	X	X	X
Wheels, Four White Forged Aluminum	X	X	X

X - Available NEC - No extra charge NA - Not Available
The above is only a partial list of options. See your dealer for a complete list.

(1) Requires automatic transmission. Includes Variable Venturi carburetor in California and load floor carpeting on station wagons.

(2) Required on 2.8 litre V-6 engine.

(3) 3.08:1 axle ratio available only on Runabout with 2.3 litre engine with manual transmission. Standard on Station Wagons and Runabout with automatic transmission.

(4) Includes tachometer, temperature gauge and ammeter; soft-rim sports steering wheel. Also higher axle ratio in Runabout with 2.3 litre engine and manual transmission.

(5) Tinted glass recommended. Includes heavy-duty radiator.

(6) Includes day/night inside mirror, glove box lock, pivoting quarter window (standard on station wagons), passenger side visor vanity mirror, deluxe color-keyed seat belts and interval windshield wipers.

(7) Includes adjustable map light, engine compartment light, glove box light, ashtray light, headlamp on warning buzzer, and third door courtesy light switch on Runabout.

(8) High or low-back buckets on driver's side.

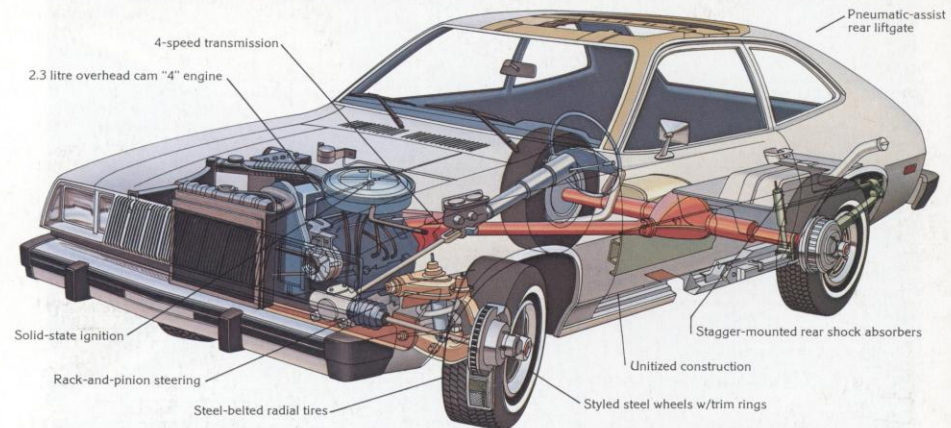
(9) Includes door edge guards, front floor mats, glove box lock and rear license plate frame unless front plate bracket is specified.

(10) Includes deluxe seat and shoulder belts, day/night inside rear view mirror, left-hand remote control mirror and deluxe two-spoke steering wheel.

(11) Includes lower bodyside and lower back panel paint/tape treatment (Runabout only), leather-wrapped sports steering wheel, deluxe low-back bucket seats, high level seat and door trim, deluxe seat belts, sound package, gold color bodyside tape stripe (Villager only). Not available with Sports Package, Deluxe Interior Trim or Interior Accent Group.

(12) Includes tri-color bodyside tape stripe with stylized Bobcat head on front fender, lower back panel/liftgate tape stripes, four styled wheels painted white, dual racing mirrors, all-glass third door (Runabout only), black paint treatment to wiper arms, drip and window frames, belt areas and windshield moldings and lower back molding. Not available for Villager Wagon.

(13) Includes deluxe low-back bucket seats, higher level door and seat trim, deluxe seat and shoulder belts, deluxe steering wheel or Sports steering wheel with Sports Instrumentation Group order) and sound package, including carpeting in load area.



MERCURY BOBCAT. A PLEASURE TO OWN. FUN TO DRIVE.

Rack-and-pinion steering. Like many expensive European sports cars, Bobcat has rack-and-pinion steering. It provides positive response for turns and easy parking. Optional variable ratio power steering is also available for your 1979 Bobcat.

2.3 Litre engine and manual transmission standard. The 2.3 litre 4-cylinder overhead cam engine and four-speed stick transmission are standard for all Bobcats. Optional 2.8 litre V-6 engine and automatic transmission are also available.

Stagger-mounted shock absorbers. Rear shock absorbers on Bobcat are angle mounted to slant inward to assist control. Large rubber bushings are used in mounting the shocks to help control noise and vibration levels.



1979 Mercury Bobcat 3-door Runabout



1979 Mercury Bobcat Station Wagon



1979 Mercury Bobcat Villager Station Wagon



TESTED TOUGH

Quality Replacement Parts from Ford. Your new Mercury comes equipped with factory engineered and approved parts, including a dependable Motorcraft battery, shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

MERCURY BOBCAT

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. 79-205

