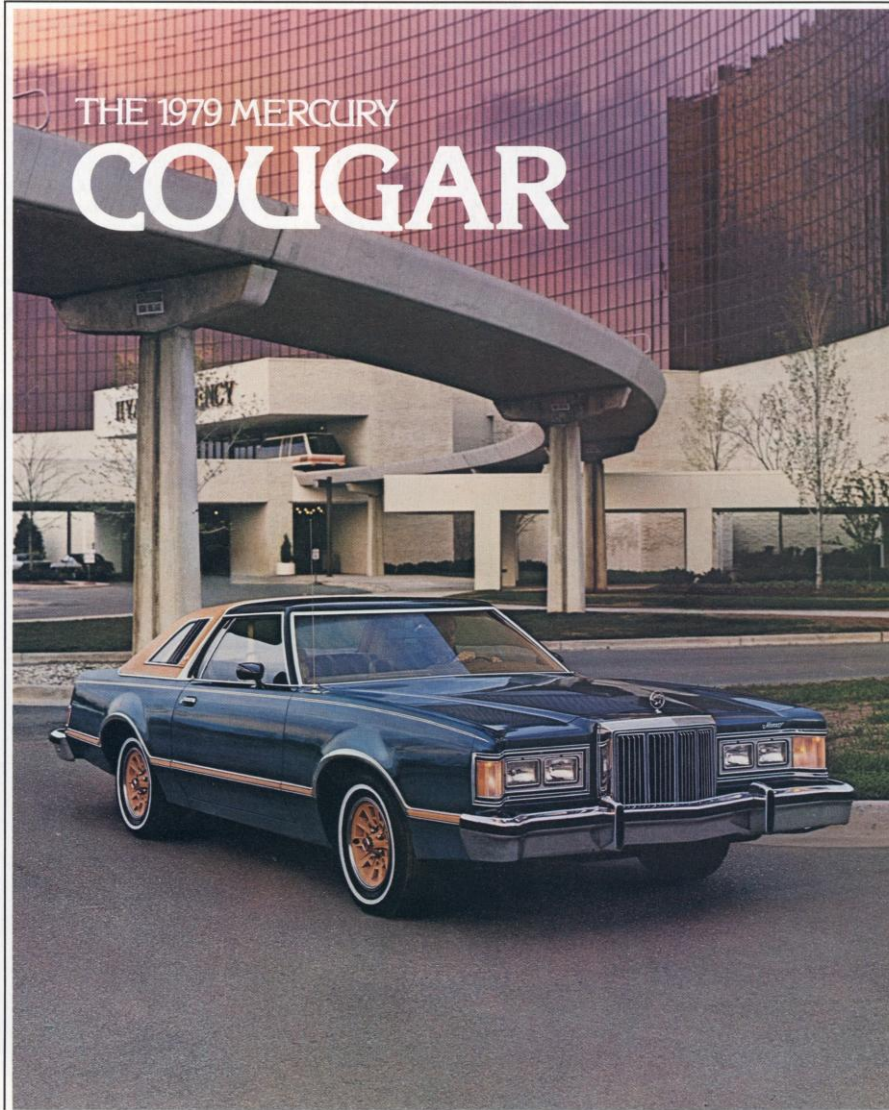




THE 1979 MERCURY
COUGAR

1979 Mercury Cougar
Sport styling. Ride-Engineered

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Cougar carries the tradition of personal luxury another step ahead for 1979. It provides room and sophisticated surroundings without sacrificing the adventurous feeling you want in an automobile.

UNLEASHING MERCURY COUGAR XR-7 FOR 1979. AN EXCITING EXTENSION OF COUGAR'S UNTAMED PERSONALITY.

Pictured below is the 1979 Cougar XR-7 with the Chamois Decor Group option. Note the black finish with chamois color accents that set off XR-7's distinctive styling. Adding a sophisticated look to XR-7 is the half-vinyl roof with its unique crossover strap motif, and the padded "Continental-type" tire deck. Also included in this special XR-7 Chamois Decor Group are bodyside paint

stripes, full-length bodyside moldings with color-keyed, padded vinyl inserts, and styled wheels.

In addition to Cougar XR-7, there are two-door and four-door Cougars with Brougham Option, and the Mercury Cougar two-door and four-door models. A wide choice in fine Cougars to help make entry into the Cat Set compatible with your budget and taste.

Creature comforts are not overlooked in Cougar. Consider the Chamois Decor option interior with bucket seats and console shown below. The saddle Huntsman Cloth upholstery, trimmed here in chamois vinyl, is also available in blue with chamois trim. Other interior amenities include door trim panels pleated to harmonize with the seat design, and with a carpeted lower section. Walnut woodtone appliques adorn the two-spoke luxury steering wheel, the instrument panel cluster and area above the locking glove box. Deep-pile Tiffany carpeting, padded

door armrests and deluxe seat belts are other Chamois Decor Group interior features.

The optional AM/FM stereo radio with 8-track tape, shown below right, is one of seven entertainment units for Cougar, any one of which may be combined with the optional 40-channel CB radio. And note, in another illustration below right, the spaciousness of the Cougar luggage compartment, with the inflatable space-saver tire available as replacement for the conventional spare at no extra cost.



1979 Mercury Cougar XR-7 w/Chamois Decor Group Option

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



Chamois Decor Group option bucket seats in Huntsman Cloth w/saddle vinyl trim



AM/FM stereo radio w/8-track tape



Cougar luggage compartment

MERCURY COUGAR WITH BROUGHAM OPTION ELEGANCE. A GLAMOROUS WAY TO JOIN THE CAT SET.

The Mercury Cougar with Brougham Option is available as a four-door pillared hardtop or two-door hardtop. You see the four-door pictured below in dove grey. With its full vinyl roof, opera windows, fine paint stripes on the upper body, full-length bright bodyside moldings and deluxe wheel covers, it is a family car with flair. And it's all Cougar.

Cougar w/Brougham Option features in addition to Cougar standard equipment on page 8:

- Opera windows
- Full vinyl roof on 4-door
- Upper bodyside paint stripes
- Bright bodyside moldings with integral wheelip moldings
- Deluxe wheel covers
- Electric clock

- Flight Bench seat with folding center armrest
- Choice of cloth-and-vinyl or all-vinyl luxurious interior trim
- Door trim with carpeted lower area
- Deluxe steering wheel
- Deluxe sound insulation package.

For added good looks and comfort with your Brougham Option, you can include the Decor Group option. This features Twin Comfort Lounge seats with passenger recliner. Also included: nylon cut-pile carpeting, luxury steering wheel, deluxe seat belts and color-keyed vinyl inserts in wide bodyside moldings.



Cougar 4-dr. pillared hardtop w/Brougham Option

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



The Twin Comfort Lounge seat interior, available with the Brougham Decor Group Option, includes a folding center armrest and a reclining passenger seat. Shown below in dark red, the Twin Comfort Lounge seat interior may also be had in medium blue, dove grey, dark jade, chamois or cordovan. It is also available in white combined with any of these colors (except dove grey).

There are many ways to personalize your Cougar. There's the Tilt Steering Wheel, shown below, that moves up for easy entry and adjusts to five positions for long-distance driving.

Also shown below (left) is the AM/FM stereo radio with search feature, one of seven radio/radio-tape combinations to help entertain you as the miles pass by. You can add to that choice a 40-channel CB that uses the radio speaker system. On pages 10 and 11 you'll find a list of Cougar options—many illustrated—all designed to add to the pleasure of Cougar ownership.



AM/FM Multiplex stereo radio option



Optional Tilt Steering Wheel w/Speed Control option



Twin Comfort Lounge seat interior available w/Brougham Decor Group option

1979 Cougar XR-7 w/Decor Group option



MERCURY COUGAR XR-7. A UNIQUE PERSONAL CAR.

Year after year, since its introduction, Cougar XR-7 has represented excitement in a sporty personal car.

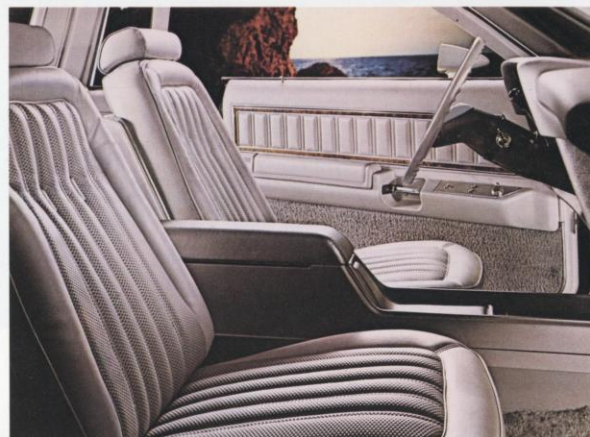
Check the 1979 XR-7 shown above in the new-for-'79 dark red exterior. Note the new one-piece grille with body color tape and black and bright accents. Also note the new headlamps and parking lamp frames. And there are seven new exterior colors among the total of fifteen (listed on page 10), and three new color choices for the vinyl roof (nine in all).

Cougar XR-7 standard features in addition to Cougar standard equipment on page 8:

- 15" wheels
- Rear stabilizer bar
- Special sound insulation package
- Walnut-tone appliques on instrument cluster, lower instrument panel and right-hand dash area
- Rossano cloth or Mateo vinyl trim
- Carpeting on lower door

- Electric clock
- Deluxe steering wheel
- Hood rear edge molding
- Upper bodyside paint stripes
- Opera windows with louvers
- Fully padded Landau vinyl roof
- Decklid with lock cover, lower molding and paint stripe
- Horizontal theme taillamps w/bright horizontal bars
- Dual-note horn.

XR-7's optional bucket seats with console, shown at right in dove grey, are just one of the seating and color choices you have when you choose Cougar XR-7. Door panels are designed to harmonize with the trim in style and color.



Sports Instrumentation Group option



Air Conditioning option



Optional Wire Wheels (4) w/white sidewall tire option

As with any Cougar you select, you have more than sixty options to help personalize your XR-7. Shown on this page are just three. There's the comfort of air conditioning, for one. Then there's the Sports Instrumentation Group with ampere, engine oil pressure and engine temperature gauges, trip odometer, tachometer and luxury color-keyed steering wheel and column. Also shown on this page is one of the optional wire wheel covers available with optional whitewall steel-belted tires.

Optional bucket seat interior

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

MERCURY COUGAR. STYLISH AND AFFORDABLE.

The most affordable Mercury Cougar is available as either a 2-door hardtop or 4-door pillared hardtop. Like all Cougars, it is ride-engineered.

The 2-door Cougar hardtop is shown below in medium dark orange metallic, one of its seven new colors for '79. And Cougar's practical size is trim enough for easy parking and maneuverability, yet permits comfortable seating for six.

Mercury Cougar standard equipment includes:

- 5.0 litre (302-2V) V-8 engine (5.8 litre engine required in California.)
- Select-Shift automatic transmission
- Power steering
- Power front disc/rear drum brakes
- BSW steel-belted radial tires
- Windshield washer spray jets on wiper arm
- Door trim with padded armrest
- Cut-pile carpeting

- Rosewood-tone appliques on instrument cluster, right-hand and lower instrument panel areas
- Lockable glove box
- Vertical theme grille with bright surround molding
- Bright windshield, roof drip, door belt, rocker panel and wheelip moldings
- Taillamps with integral side markers
- Backup lamps in lower back panel.

Illustrated below right is Cougar's interior with optional Flight Bench seat, including a folding center armrest,

in chamois color. It is also available in dove grey, dark red, medium blue, dark jade and cordovan for the 2-door.

The colors above are also available for the standard bench seat in cloth-and-vinyl or optional all-vinyl, or the optional all-vinyl bucket seats for 2-door Cougars.

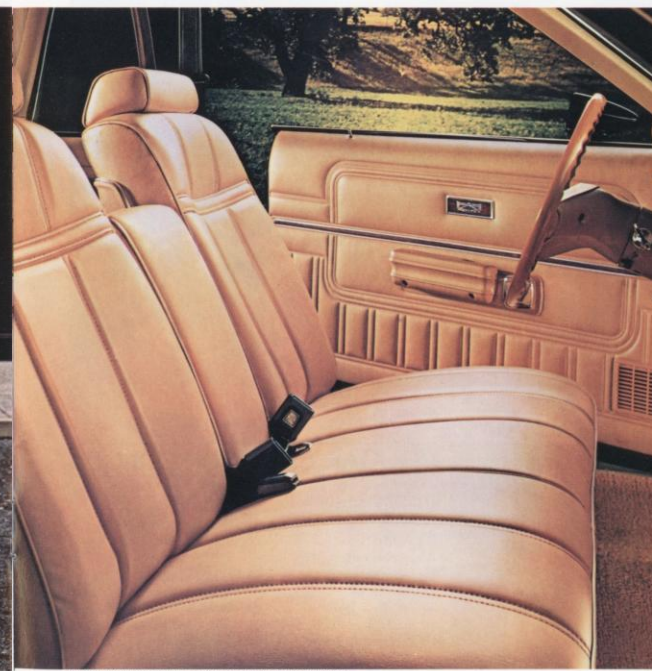
And you can personalize your Mercury Cougar from an extensive list of available options. Shown at lower right: AM/FM radio and Day/Date electric clock.

Cougar Dimensions	XR-7	2-Dr.	4-Dr.
Wheelbase.....	114.0"	114.0"	118.0"
Overall Length.....	215.5"	215.5"	219.5"
Overall Width.....	78.6"	78.6"	78.6"
Head Room—			
Front.....	37.3"	37.3"	38.0"
Rear.....	36.1"	36.3"	37.0"
Hip Room—			
Front.....	55.6"	59.2"	58.8"
Rear.....	57.0"	57.0"	57.0"
Shoulder Room—			
Front.....	58.6"	58.6"	58.6"
Rear.....	56.9"	56.9"	58.2"
Leg Room—			
Front (max.).....	42.2"	42.1"	42.1"
Rear (min.).....	32.7"	32.8"	37.1"
Luggage Cap. (cu. ft.).....	15.7	15.9	15.9
Fuel Cap. (gals.).....	21.0	21.0	21.0



1979 Mercury Cougar 2-door hardtop

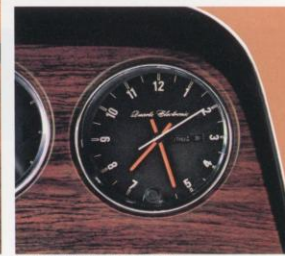
NOTE: Some items are optional. See notable standard features, measurements, and color code reference listed throughout this catalog.



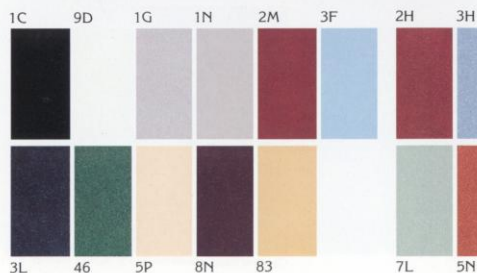
Mercury Cougar interior w/optional Flight Bench seat



AM/FM Radio option



Optional Day/Date electric clock



COUGAR EXTERIOR COLORS

Standard Colors

1C Black
9D White
1G Silver Met.
1N Dove Grey
2M Dark Red
3F Lt. Med. Blue
3L Dark Blue Met.
46 Dark Jade Met.

5P Pastel Chamois
8N Dark Cordovan Met.
83 Light Chamois

Optional Glamour Paints
2H Med. Red Met. (XR-7 only)
3H Med. Blue Met.
7L Med. Jade Met.
5N Med. Dark Orange Met.

Optional Tu-Tone accent paint treatment also available. See your dealer for details.

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

OPTIONS TO PERSONALIZE YOUR 1979 MERCURY COUGAR

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. Power moonroof. (Cougar XR-7 only.)
b. Illuminated visor vanity mirror.
c. 6-way power seats. (Driver's side only w/bucket or Twin Comfort seat.)
d. Illuminated Entry System provides ring of light around front key holes and interior lights are activated by lifting outside door handles.
e. Power lock group. Includes decklid release and power door locks.
f. Citizens Band radio option. (Only in combination with radio or radio/tape option.)
g. Available Cougar wheels: (1 to r) Luxury Wheel Covers, Deluxe Wheel Covers, Styled Steel Wheels w/Trim Rings (4), Wire Wheel Covers, Styled Road Wheels (4), Cast Aluminum Wheels (4),



Consider the Ford Extended Service Plan.

While you're considering options for your Mercury Cougar, 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.

COUGAR OPTIONS

PERFORMANCE RELATED

	Cougar XR-7	Cougar w/ Brougham Option	Cougar
5.8 litre (351-2V) V-8 engine	X	X	X
Axle—Traction-Lok	X	X	X
Sports Instrumentation Group (1)	X	X	X
Suspension—Cross-Country (2)	X	X	X
Engine Block Heater	X	X	X

COMFORT & CONVENIENCE

	Cougar XR-7	Cougar w/ Brougham Option	Cougar
Clock—Electric Day/Date	X	X	X
Convenience Group (3)	X	X	X
Defroster—Electric Rear Window	X	X	X
Light Group (4)	X	X	X
Mirrors—Dual Racing Remote Control	X	X	X
Power Lock Group or Power Windows	X	X	X
Power Moonroof	X	NA	NA
Power Seat—Bucket Driver's Side	X	NA	NA
Power Seat—Flight Bench or Twin Comfort Lounge	X	X	NA
Radio—AM or AM/FM Monaural	X	X	X
Radio—AM/FM Stereo	X	X	X
Radio—AM/FM Stereo w/Tape	X	X	X
Radio—AM/FM Stereo Search	X	X	X
Radio—AM/FM Stereo w/Quad-8 Tape	X	X	X
Radio—AM/FM Stereo w/Cassette Tape	X	X	X
Radio—Citizens Band (5)	X	X	X
Seat—Bucket w/Console (2-door only)	X	X	X
Seat—Flight Bench	Std.	Std.	X
Seat—Twin Comfort Lounge w/Pass. Recliner	X	X	NA
Speed Control (includes luxury steering wheel)	X	X	X
Steering Wheel, Tilt	X	X	X

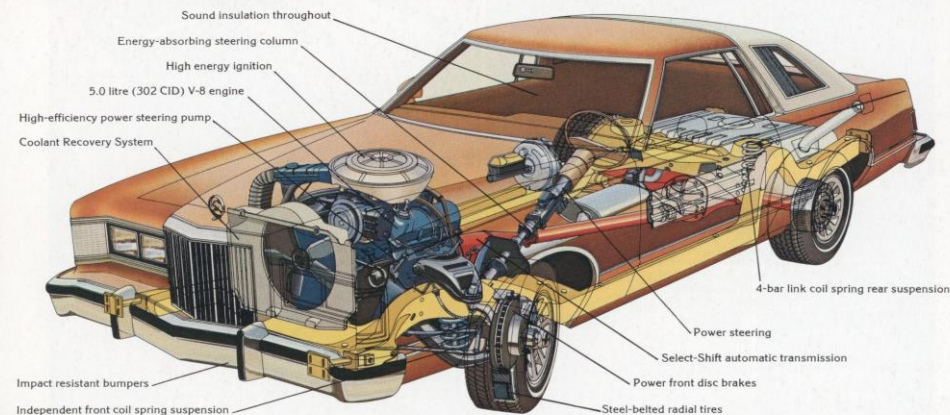
APPEARANCE & PROTECTION

	Cougar XR-7	Cougar w/ Brougham Option	Cougar
Appearance Protection Group (6)	X	X	X
Brougham Option (7)	X	X	NA
Decor Group—Brougham (8)	NA	X	NA
Decor Group—XR-7 (9)	X	NA	NA
Decor Group—Chamois (10)	X	NA	NA
Opera Windows (2-door only)	Std.	Std.	X
Protection—Lower Bodyside	X	X	X
Roof—Vinyl Full	NA	X	X
Roof—Vinyl Landau	Std.	X	X
Wheel Covers—Deluxe	NA	Std.	X
Wheel Covers—Luxury	NA	X	X
Wheel Covers—Wire	X	X	X
Wheels—Cast Aluminum (4) or Styled Road (4)	X	X	X
Wheels—Styled Steel w/(4) Trim Rings	X	NA	NA

X—Available NA—Not Available Std.—Standard
The above is only a partial list of options. See your dealer for a complete list.

- (1) Includes ampere, engine oil pressure, engine temperature gauges; electric clock, trip odometer, tachometer and color-keyed luxury steering wheel.
(2) On Cougar sedans includes heavy-duty rear springs and shocks, heavy-duty front stabilizer bar and rear stabilizer bar. On XR-7 includes heavy-duty front and rear shocks and heavy-duty rear springs.
(3) Includes RH visor vanity mirror, automatic parking brake release (except with bucket seats with floor shifts unless tilt steering wheel is ordered), automatic seat-back release (2-door), trip odometer, interval wipers and LH and RH remote control mirrors.
(4) Includes engine compartment light; instrument panel courtesy lights; door ajar, glove box, ashtray, trunk and dome/map lights; headlamp-on warning buzzer; rear door courtesy light switches on 4-dr.
(5) Must be ordered with radio option.
(6) Includes door edge guards, front/rear floor mats, license plate frames and spare tire lock.
(7) Includes Flight Bench seat, deluxe steering wheel, electric clock, upgraded seat/door trim, deluxe sound package, paint stripes, bodyside molding with integral wheelip moldings, deluxe

- wheel covers, opera windows, and vinyl roof on 4-door models.
(8) Available for Cougar 2-dr. and 4-dr. sedans with Brougham Option. Includes Twin Comfort seats with passenger recliner, luxury steering wheel, deluxe seat belts, 18 ounce Tiffany carpeting and wide color-keyed vinyl insert bodyside moldings. 2-dr. models include quarter armrest pads.
(9) Includes choice of Twin Comfort seats w/passenger recliner or bucket seats with console, luxury steering wheel, door trim, full-length bodyside moldings with color-keyed vinyl inserts, deluxe seat belts, quarter armrest pads, styled road wheels, racing mirrors, 18 ounce Tiffany carpeting and hood paint stripes.
(10) Includes rear half-vinyl roof with vinyl crossover strap, black louvers, padded Continental tire deck, paint stripe, color-keyed backlite molding, polycast styled wheel with chamois accent paint, upgraded sound package and color-keyed vinyl insert bodyside molding. Interior includes 18 ounce Tiffany carpeting, bucket seats with cloth inserts, vinyl side facings and formed bright buckles, cloth-and-vinyl door trim with pull straps and buckle console lid with cloth on top surface.



AN IN-DEPTH VIEW OF COUGAR ENGINEERING

Cougar Body. Cougar bodies feature a torque box frame construction. Rigid bodies with the torque box frame help minimize road shock, noise and vibration.

Powertrain. Standard engine in Cougar is the 5.0 litre (302 CID) V-8, except in California where the 5.8 litre

(351 CID) is required. Transmission is the Select-Shift automatic.

Suspension. Cougar's front suspension utilizes fully independent coil springs. A front link-type stabilizer bar helps fight excessive sway and "lean" when turning. Rear suspension is the 4-bar link-type.

Corrosion Protection. For 1979 Cougar continues the use of pre-coated steel to provide corrosion protection in several body areas. A sealer is also used liberally on the underside of several lower body areas.



Cougar XR-7 with Decor Option



Cougar XR-7



Cougar 2-dr. hardtop with Brougham Option



Cougar 4-dr. pillared hardtop with Brougham Option



Cougar 2-dr. hardtop



Cougar 4-dr. pillared hardtop



TESTED TOUGH

dependable Motorcraft battery, Motorcraft shock absorbers, ignition parts and Long Life Oil Filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

Quality Replacement Parts from Ford. Your new Mercury Cougar comes equipped with factory engineered and approved parts including a

MERCURY COUGAR

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.