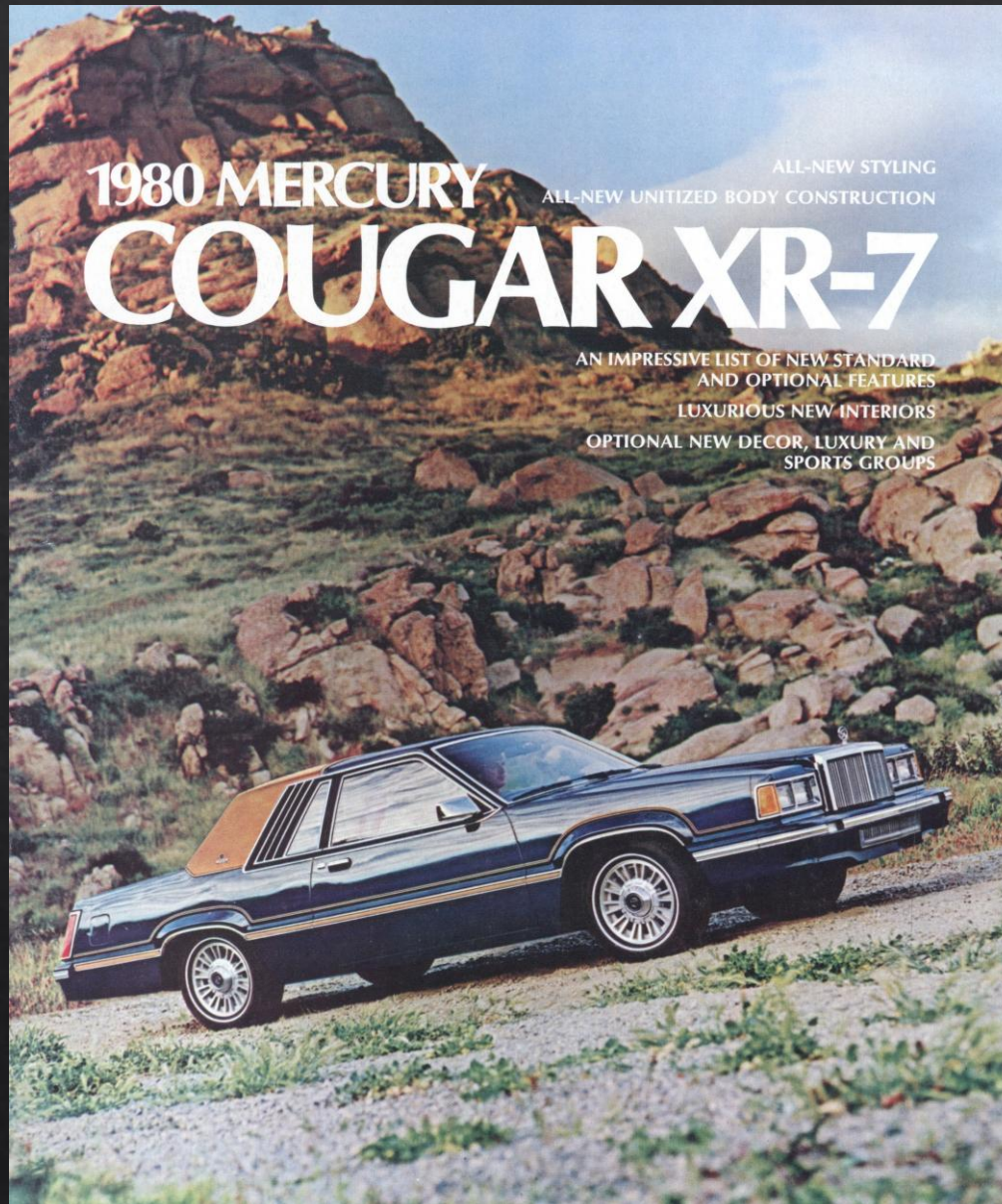
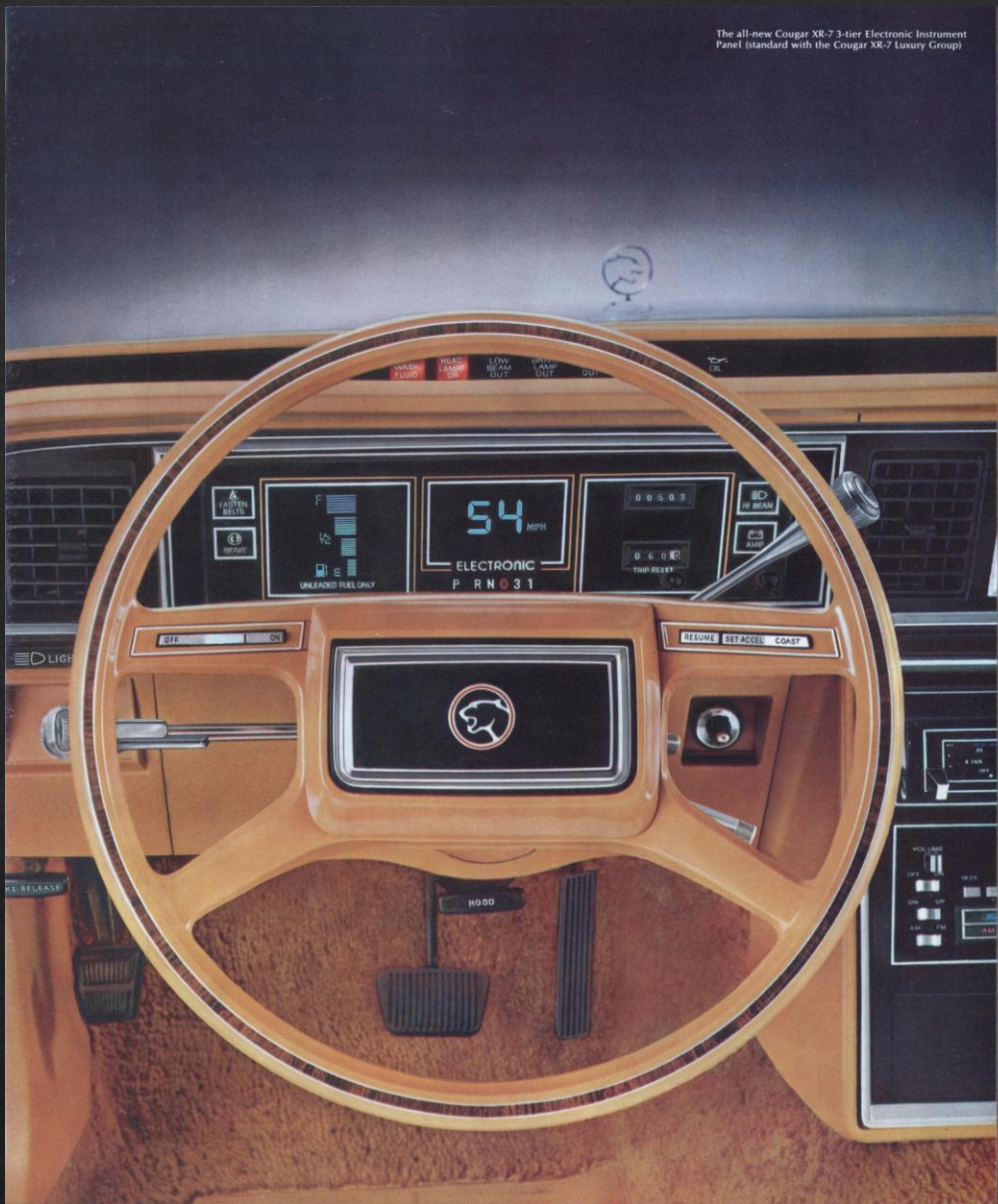


1980 MERCURY COUGAR XR-7

ALL-NEW STYLING
ALL-NEW UNITIZED BODY CONSTRUCTION

AN IMPRESSIVE LIST OF NEW STANDARD
AND OPTIONAL FEATURES
LUXURIOUS NEW INTERIORS
OPTIONAL NEW DECOR, LUXURY AND
SPORTS GROUPS





The all-new Cougar XR-7 3-tier Electronic Instrument Panel (standard with the Cougar XR-7 Luxury Group)

Mercury Cougar XR-7 with Decor Group

5



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1980 MERCURY COUGAR XR-7. ALL-NEW. FROM A PEDIGREE OF PERSONAL LUXURY.

Since its first appearance, Mercury Cougar XR-7 has been the embodiment of sport and luxury in personal motoring... a car for people who appreciate ex-



Decor Twin Comfort Lounge seats in dove grey cloth

citement and individuality above all else.

The 1980 Mercury Cougar XR-7 lives up to this heritage as a car of total newness. New engineering. New electronics. New standard and optional features. And three new Option Groups in addition to the base model: the Decor, Luxury and Sports Groups.

Cougar XR-7 enters the 80's with a new generation 108-inch wheelbase... unitized body construction... and new options like a Keyless Entry System and Electronic Instrument Panel (pictured left) that includes digital speedometer, engine gauges, and day/date/elapsed time clock.

You'll also appreciate how this car handles, thanks to variable ratio power rack-and-pinion steering, a reduced turning diameter and front and rear stabilizer bars.

IMPRESSIVE STANDARD FEATURES. An all-new, more fuel-efficient 4.2 liter (255 CID) V-8 engine is standard.* So are automatic transmission, power brakes and steel-belted radial tires. Pictured here are Cougar XR-7's standard column-mounted controls, wiper/washer, high/low headlamp beam, horn, and turn signal controls.

A WEALTH OF OPTIONS. A new Luxury Steering Wheel with "Speed Control" feature and a new Electronic

AM/FM Stereo Search radio with tape cassette and Dolby® System are just two of more than seventy appearance, comfort and convenience options for 1980. Pictured here is one of Cougar XR-7's seating plans: the Twin Comfort Lounge seats in dove grey. (Standard with Cougar XR-7 Decor Group; not available with Luxury Group or Sports Group.)

Cougar XR-7 with Decor Group features (in addition to Cougar XR-7 standard features.)

- Luxury wheel covers
- Bright dual remote control mirrors
- Twin Comfort Lounge seats
- Deluxe seat belts
- Luxury Steering Wheel
- Decor door trim applique
- Passenger visor vanity mirror
- Bodyside molding and rub strip extensions
- Hood and decklid accent stripes
- 18-oz. carpeting
- Wide door belt molding

*EPA ratings not available at time of printing. Data may now be available. See your local dealer.

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



AM/FM Stereo radio with cassette tape



Steering column-mounted controls



Mercury Cougar XR-7 with Decor Group

 "RIDE-ENGINEERED"	
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- Hood and decklid accent stripes
- 18-oz. carpeting
- Wide door belt molding

*EPA ratings not available at time of printing. Data may now be available. See your local dealer.

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



AM/FM Stereo radio with cassette tape



Steering column-mounted controls



Electronic clock

1980 LUXURY GROUP MERCURY COUGAR XR-7. CATERING TO THE INDIVIDUAL.

Cougar XR-7 with Luxury Group, pictured right, is a very special breed of Cat . . . stamped with the look of a classic. It is a car that abounds with touches of the extravagant, highlighted by a gracefully styled luxury half-vinyl roof with intriguing quarter-window treatment.

Its body is given added appeal with attractive color-keyed vinyl inserts, dual sail-mounted remote control mirrors



Twin Comfort Lounge seats

and hood and decklid accent stripes. Cast aluminum wheels with TR Type radial white sidewall tires are standard.

Cougar XR-7's Luxury Group interior reflects elegance and comfort with its Twin Comfort seat available in a luxurious cloth or optional fine leather with vinyl. Other standard features with the Luxury Group include electronic seat belt warning chimes, power windows, illuminated passenger visor vanity mirror, Luxury Steering Wheel, and 18-ounce carpeting.

Highlight of the Luxury Group interior is the standard Electronic Instrument Panel with digital speedometer, engine gauges, and electronic day/date/elapsed time clock.

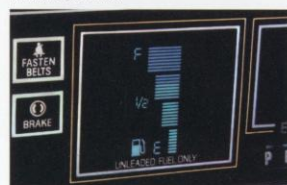
Cougar XR-7 with the Luxury Group option: a car of styling and distinction and a feel for the '80's.

Cougar XR-7 with Luxury Group features (in addition to Cougar XR-7 standard features)

- Twin Comfort Lounge seats with luxury trim
- Luxury door trim
- Luxury quarter trim
- Electronic Instrument Panel
- Diagnostic warning light module
- Luxury half vinyl roof
- Electronic warning chimes
- Power windows
- Light Group
- 18-oz. carpet
- Luxury Steering Wheel
- Quarter courtesy lamp
- Dual remote control sail-mounted mirrors
- Color-keyed bodyside molding with bright rub strip extension and integral partial wheelip moldings
- Wide door belt moldings with color-keyed insert
- Hood and decklid accent stripes
- TR Type radial WSW tires
- Cast aluminum wheels
- Luggage compartment trim
- Passenger illuminated visor vanity mirror



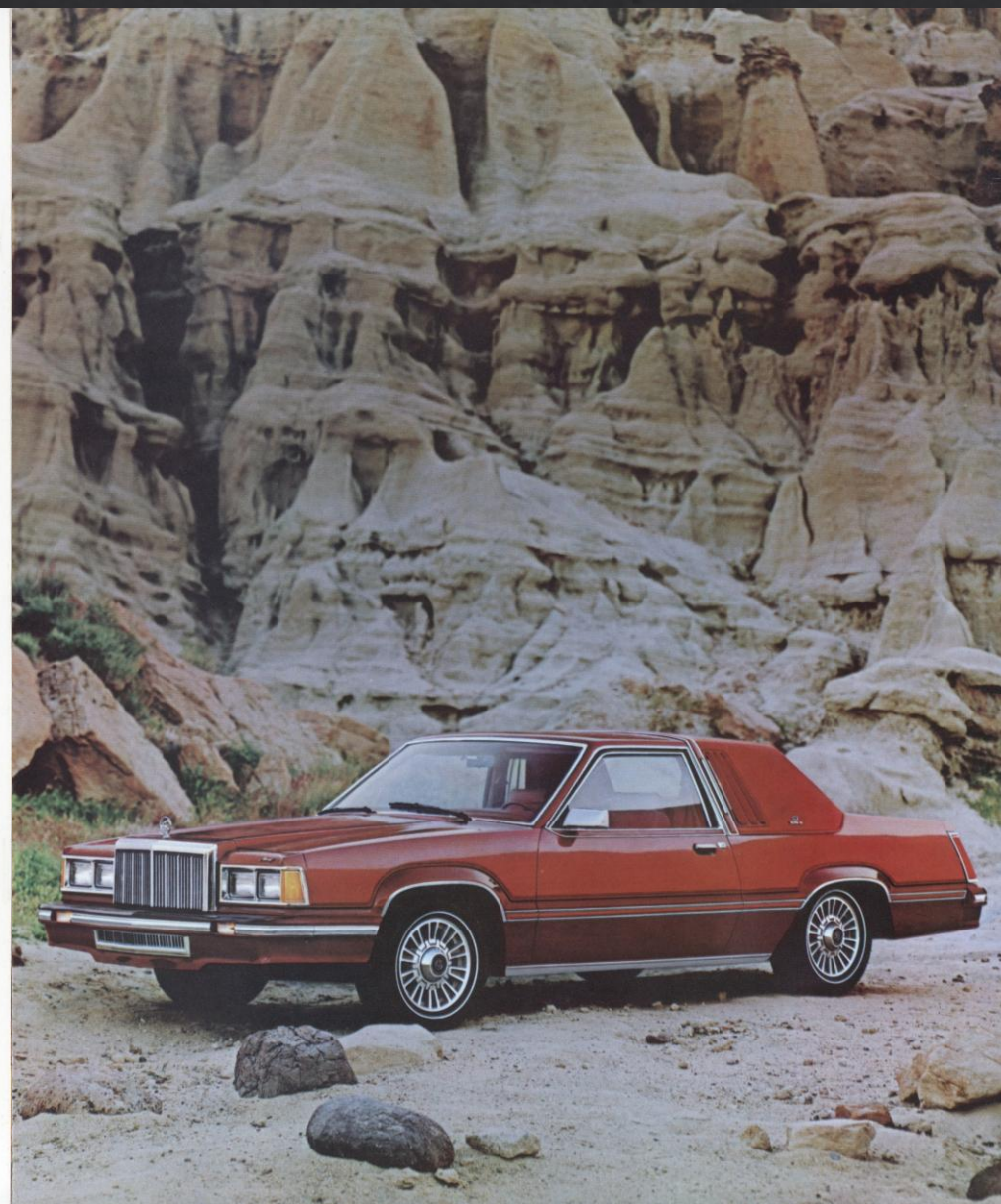
Electronic speedometer



Electronic fuel gauge

Cougar XR-7 features, whether standard or optional, are designed for convenience and comfort. Pictured top left is the electronic day/date/elapsed time clock. Above right you see the digital readout speedometer and (below) the electronic fuel gauge areas of the Electronic Instrument Panel. The Twin Comfort Lounge Seats, standard on Cougar XR-7 with Luxury Group Option, are shown left in luxury cloth trim. They are also available with optional six-way power and leather with vinyl trim.

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





MERCURY COUGAR XR-7 WITH SPORTS GROUP.* A SPECIAL KICK-OFF FOR THE EIGHTIES.

There is a definite flair to the Sports Group Cougar XR-7... a "look" heightened by special touches that include a Tu-tone paint treatment, dual bright remote control mirrors, hood and decklid accent stripes and color-keyed wide bodyside moldings. You can even add an available luxury half vinyl roof. Cornering lamps are also available. Functional standard features include TR Type radial white sidewall tires and cast aluminum wheels.

Interior appointments of the Sports Group Cougar XR-7 are equally impressive. Some of the highlights include new Recaro bucket seats, luxury rear seat trim, luxury door and quarter trim appliques, power windows, and 18-ounce cut-pile carpeting.

Standard engine for Cougar XR-7 with Sports Group option is the 4.2 liter V-8 with Select-Shift automatic transmission.

New Recaro bucket seats

Pictured above right are new Recaro bucket seats, probably the most comfortable and convenient seating ever built into the luxurious Cougar XR-7. Recaro is a European manufacturer of specialty seats for aircraft and racing cars. They are usually found on the more expensive cars. Recaro bucket seats provide uncommon support and feature six adjustments: seat-back infinitely adjustable from vertical to horizontal; mid-back support adjustment, tilt of upper seat-back; raise/lower head restraint; lengthen/shorten seat depth and raise/lower seat height at front, rear



Recaro bucket seats with console

or both. A console is included with Recaro bucket seats. Available with Cougar XR-7 only with Sports Group option.

Cougar XR-7 with Sports Group features (in addition to Cougar XR-7 standard features).

- Recaro bucket seats with console
- Decor rear seat
- Luxury rear seat trim
- Luxury door and quarter trim appliques
- Power windows
- 18-oz. carpet
- Tu-tone paint treatment
- Dual bright remote control mirrors
- Hood/decklid accent stripes
- TR Type radial WSW tires with cast aluminum wheels
- Wide door belt molding

Cougar XR-7 is completely redesigned for 1980 to offer a low, lean configuration that is the essence of automotive excitement. Also for 1980, Cougar XR-7 offers a host of new options, including the Electronic Instrument Panel, shown lower left with the optional leather-wrapped steering wheel and Speed Control. Standard on the Luxury Group XR-7, it features a digital speedometer, electronic fuel gauge and electronic day/date/elapsed time clock. Illustrated



Instrumentation with leather-wrapped steering wheel

below are the air conditioning and AM/FM Stereo radio with cassette tape options.

*A Note about TR Type tires:

TR Type tires are mounted on cast aluminum wheels and are offered in combination with a specially tuned suspension. These components are designed to help make the Cougar XR-7 with Sports Group Option the best handling of the new Cougar XR-7's.

* (NOTE: SPORTS GROUP OPTION MAY NOT BE AVAILABLE AT THIS TIME. SEE YOUR DEALER FOR DETAILS.)

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



Air conditioning and AM/FM stereo radio with cassette

MERCURY COUGAR XR-7 FOR 1980. YOUR PROUD ENTRY INTO THE CAT SET.

Judged from any viewpoint, Cougar XR-7 is a cat to pay heed to. It unmistakably preserves the Cougar heritage. Yet it is an all-new car with unitized construction on a sized-for-today 108-inch wheelbase.

A new front and rear suspension help give Cougar XR-7 a ride you must experience to appreciate. And its newly engineered standard engine, the lightweight 4.2 liter V-8, is designed to deliver efficiency geared for today's needs. Should you choose the 5.0 liter V-8, you'll find it available with the new automatic overdrive transmission, a 1980 innovation that helps conserve fuel.*

The practical side of Cougar XR-7 doesn't stop there, either. A new deep-well luggage compartment features increased luggage capacity. And a two-tier instrument panel locates gauges for quick, easy reading on the move.

Mercury Cougar XR-7 for 1980. Exciting, luxurious, extremely personal, it brings a whole new dimension to the world of the Cat Set.



Flight Bench seat

Some notable Mercury Cougar XR-7 standard features:

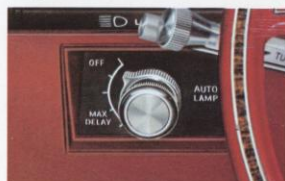
- 4.2 liter (255 CID) engine
- Select-Shift automatic transmission
- Variable ratio power rack-and-pinion steering
- Power brakes—front disc/rear drum
- BSW steel-belted radial tires
- Modified MacPherson strut front suspension
- Flight Bench seat trimmed in cloth
- Two-tier instrument panel
- Trip odometer
- Four-spoke color-keyed steering wheel
- Cut-pile carpeting
- Analog clock
- Half vinyl roof
- Frenched backlite
- Bright sail-mounted mirror
- Quarter window louvers
- Black door frames
- Bodyside accent stripes
- Mini-spare tire
- Dual note horn

*EPA ratings not available at time of printing. Data may now be available. See your local dealer.

Shown below is Cougar XR-7's Flight Bench Seat with folding center armrest and optional four-way power, available only on the base model. You see it in



Analog clock



Automatic Headlamp On/Off/Delay

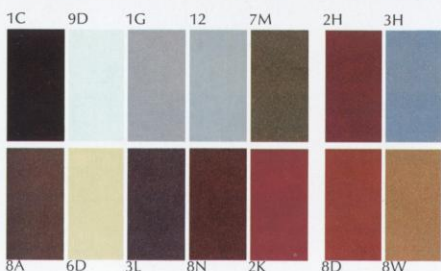
cloth with vinyl trim, and it is also available in all-vinyl. Above are the Analog Clock (not available with the Luxury Group, and standard on other models), and the Automatic Headlamp On/Off Delay Switch. It automatically turns on car lights for night driving and off during daylight. The system also provides a time delay for automatic turn-off of lights after the ignition switch is placed in the OFF position.

COUGAR XR-7 DIMENSIONS (INS.)

Specifications	
Wheelbase	108.4"
Overall Length	200.4"
Overall Width	74.1"
Overall Height	53.0"
Cowl Height	37.0"
Wheel Tread—Front	58.4"
—Rear	57.2"
Head Room—Front	37.1"
—Rear	36.3"
Leg Room—Front (Max.)	41.6"
—Rear (Min.)	36.4"
Hip Room—Front	55.9"
—Rear	52.0"
Shoulder Room—Front	56.0"
—Rear	55.6"
Luggage Capacity (cu. ft.)	17.7
Tire Size	P185/75R14

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





COUGAR XR-7 EXTERIOR COLORS

Standard Colors

- 1C Black
9D White
1G Silver Metallic
12 Light Grey*
7M Dark Pine Metallic*
8A Dark Chamois Metallic*
6D Pastel Sand*
3L Midnight Blue Metallic*

- 8N Dark Cordovan Metallic*
2K Candy Apple Red*

Optional Glamour Paints

- 2H Medium Red Metallic
3H Medium Blue Metallic
8D Medium Bittersweet Metallic*
8W Chamois Metallic*
*New for 1980

SOME OPTIONS FOR THE '80's

- a. Optional TR Type white sidewall tires.
b. Code buttons on driver's door for optional Keyless Entry System. System consists of a minicomputer and group of relays to permit opening of doors and decklid through use of the code buttons. You merely touch buttons in a sequence code programmed into the minicomputer and the doors unlock. Keyless Entry System, which can be bypassed with use of a key, also provides an Illuminated Entry feature.
c. Optional Citizens Band radio.
40-channel integral mounting with detachable microphone. Includes Tri-band antenna. Requires a regular radio option.
d. Twin Comfort Lounge seats with optional six-way power in optional leather. Not available with Sports Group.
e. Optional AM/FM Stereo radio with cassette tape.
f. Optional luxury wheel with available Speed Control. Speed Control includes "Resume" original speed feature.
g. Standard Full Wheel Covers.
h. Luxury Wheel Covers. Standard with Decor Group. Not available with Luxury or Sports Groups.
i. Optional Wire Wheel Covers. Not available with Luxury or Sports Groups.
j. Optional Cast Aluminum Wheels. Standard on Luxury and Sports Groups. Requires optional TR Type WSW tires.



CONSIDER THE FORD EXTENDED SERVICE PLAN. While you're ordering options for your Mercury Cougar XR-7, consider 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.

MERCURY COUGAR XR-7 OPTIONS

AVAILABILITY

	Cougar XR-7	Cougar XR-7 with Decor Group	Cougar XR-7 with Luxury Group	Cougar XR-7 with Sports Group
PERFORMANCE RELATED				
4.2 liter V-8 Engine	Std.	Std.	Std.	Std.
5.0 liter V-8 Engine	X	X	X	X
Automatic Overdrive Transmission (1)	X	X	X	X
Suspension—Heavy-duty (2)	X	X	X	X
Extended Service Plan	X	X	X	X
COMFORT & CONVENIENCE				
Air Conditioning, Automatic or Manual Control	X	X	X	X
Clock—Electronic Day/Date/Elapsed Time (3)	X	X	Std.	X
Defroster—Electric rear window	X	X	X	X
Electronic Instrument Panel (4)	X	X	Std.	X
Garage Door Opener Control	X	X	X	X
Headlamps—Automatic ON/OFF Delay Switch	X	X	X	X
Illuminated Entry System (included with Keyless Entry Option)	X	X	X	X
Keyless Entry System (5)	X	X	X	X
Lamps—Cornering	X	X	X	X
Locks—Power Lock Group (6)	X	X	X	X
Mirrors—Dual Remote Control, Sail-Mounted	X	Std.	Std.	Std.
Mirror—LH Remote Control	X	Std.	Std.	Std.
Radio—AM	X	X	X	X
Radio—AM/FM Mono	X	X	X	X
Radio—AM/FM Stereo	X	X	X	X
Radio—AM/FM w/8-Track Tape	X	X	X	X
Radio—AM/FM w/Cassette Tape	X	X	X	X
Radio—Electronic AM/FM Stereo Search w/8-Track	X	X	X	X
Radio—Electronic AM/FM Stereo Search	X	X	X	X
Radio—Electronic AM/FM Stereo Cassette w/Dolby*	X	X	X	X
Radio—Citizens Band (7)	X	X	X	X
Seats—Bucket with Console	X	NA	NA	NA
Seats—Power Flight Bench, Four-way	X	NA	NA	NA
Seats—Power, Six-way driver	X	X	X	X
Seats—Recaro Bucket	NA	NA	NA	Std.
Seats—Twin Comfort Lounge	X	Std.	Std.	NA
Sound System—Premium (NA with AM radio)	X	X	X	X
Speed Control (8)	X	X	X	X
Steering Wheel—Leather-Wrapped	X	X	X	X
Steering Wheel—Tilt	X	X	X	X
Windows—Power side	X	X	Std.	Std.
Moonroof—Flip-up	X	X	X	X
APPEARANCE & PROTECTION				
Appearance Protection Group (9)	X	X	X	X
Chimes—Electronic Seat Belt Warning	X	X	Std.	X
Molding—Wide Bodyside (10)	X	Std.	Std.	Std.
Molding—Rocker Panel (11)	Std.	X	X	X
Paint—Hood/Decklid Stripes	X	Std.	Std.	Std.
Paint—Glamour	X	X	X	X
Paint—lu-tone	X	X	X	Std.
Protection—Lower bodyside (Vinyl coating)	X	X	X	X
Roof—Luxury Half Vinyl (12)	X	X	Std.	X
Trim—Leather (Twin Comfort Lounge)	NA	NA	X	NA
Trim—Vinyl (Split, Flight Bench or Bucket Seats)	X	X	NA	NA
Wheels—Cast Aluminum (13)	X	X	Std.	Std.
Wheel Covers—Luxury	X	Std.	NA	NA
Wheel Covers—Wire	X	X	NA	NA

X—Available Std.—Standard NA—Not Available

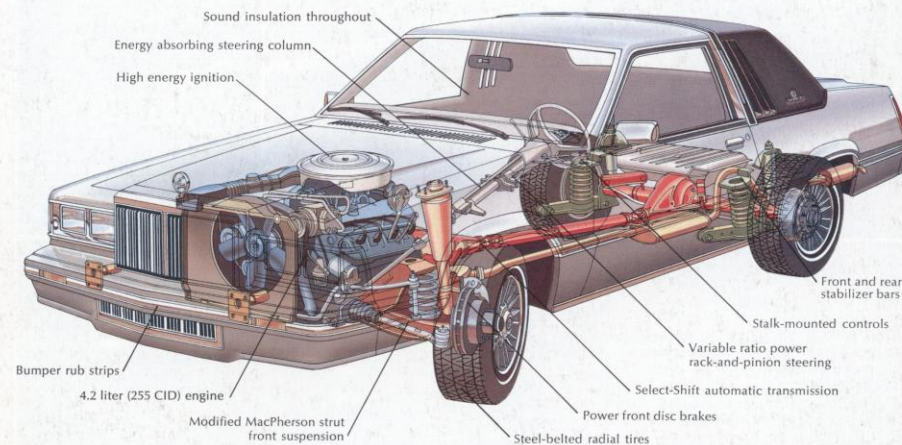
The above is only a partial list of options. See your dealer for a complete list.

- (1) Requires 5.0 liter engine.
(2) Includes heavy-duty front and rear shocks and heavy-duty rear springs and revised rear stabilizer bar diameter.
(3) Included with Electronic Instrument Panel.
(4) Includes digital speedometer, electronic fuel gauge and electronic day/date/elapsed time clock. Standard on Luxury Group.
(5) Includes Illuminated Entry System. Power lock group required.
(6) Includes power door locks and power decklid release. Required with Keyless Entry System.
(7) Requires a regular radio option.
(8) Includes Luxury Steering Wheel and

"Resume" feature.

- (9) Includes door edge guards and license plate frames (rear only without optional front license plate bracket).
(10) Color-keyed vinyl insert with integral partial wheelieps and bumper rub strip extensions. Base rocker panel molding deleted.
(11) Deleted when bodyside molding is installed. Available with bodyside molding at extra cost. Included in Road Abrasion Protection Group.
(12) Fully padded with quarter window louvers, vinyl clad strap with bright edges and coach lamps, and color-keyed vinyl retention moldings.
(13) Requires TR Type WSW tires at extra cost.

(Note: For interior color and seat combinations, see your Lincoln-Mercury dealer.)



MERCURY COUGAR XR-7: IN-DEPTH ENGINEERING THROUGHOUT.

Cougar XR-7 Body. Constructed with a fully unitized body structure that replaces the previous separate body and frame design.

Cougar XR-7 Powertrain. Standard engine is the new 4.2 L (255 CID) V-8 designed to deliver V-8 performance while meeting new vehicle weight reduction requirements. (California engines include an Electronic Engine Control System.)

Cougar XR-7 Suspension. Utilizes a four-bar link rear suspension combined with a Modified MacPherson strut front suspension.

Corrosion Perforation Warranty. Ford Motor Company offers a three year, unlimited mileage corrosion perforation warranty on all new cars placed in service or delivered at retail on or after July 11, 1979. And it's free.

The warranty states that any part

which, in normal use, develops perforation from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative.

Exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

The all-new Cougar XR-7 lineup for 1980.



Cougar XR-7 with Luxury Group



Cougar XR-7 with Sports Group



Cougar XR-7 with Decor Group



Cougar XR-7



DON'T ASK FOR TROUBLE. ASK FOR MOTORCRAFT.

Quality Replacement Parts from Ford. Your new Mercury Cougar XR-7 comes equipped with factory engineered and approved parts including shock absorbers, spark plugs and Long Life Oil Filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

MERCURY COUGAR XR-7

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. 80-2058

Litho in U.S.A.

