

MERCURY MONARCH/80

RISE-ENGINEERED FOR THE
EIGHTIES

LUXURY IN A PRECISION-SIZE
AUTOMOBILE

GHIA OPTION FOR THE ULTIMATE
IN MONARCH ELEGANCE

EUROPEAN INSPIRED STYLING
IN MONARCH ESS





Mercury Monarch four-door with Ghia Option



MERCURY MONARCH. FROM BEHIND THE WHEEL, THERE'S MORE THAN A TOUCH OF CLASS.

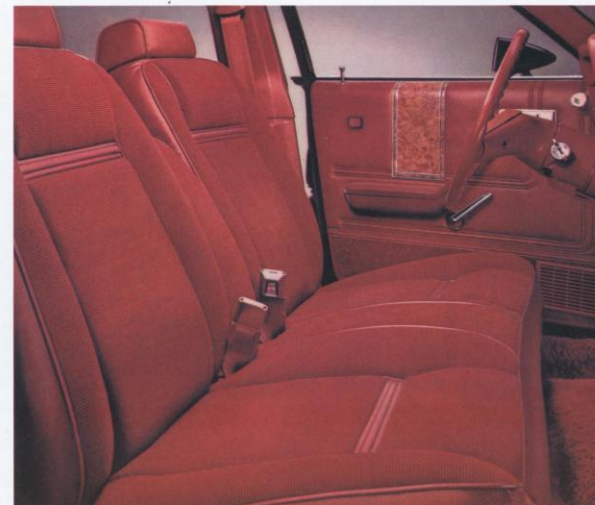
When you buy a car this year, spoil yourself a little... with a 1980 Mercury Monarch. As in many cars of its size, you'll find room and comfort for five. But Monarch offers more, including many luxury touches. And with its clean, elegant lines, Monarch suggests the look of a European luxury car.

This distinctive precision-size car opens the door to the eighties three different ways. There's the affordable and impressively equipped standard Monarch. Next, the Monarch ESS Option—with the styling accents of a European sport sedan. Finally, the most luxurious Monarch with Ghia Option.

Monarch's Ghia Option look is one of understated elegance. As shown left, Ghia Option styling refinements include color-keyed bodyside moldings, wire wheel covers and accent stripes.

The Ghia Option interior accentuates five passenger comfort with many luxury touches. Appointments include 18-ounce cut-pile carpeting, deluxe door panel trim with lower carpeting, color-keyed seat and shoulder belts, plus a deluxe steering wheel. For driving convenience, a day/night inside mirror is provided. And new for 1980 are seat belt and key-in-ignition electronic reminder chimes.

Both Ghia Option seating choices provide excellent riding comfort. Choose



Flight Bench seat in optional luxury cloth

reclining bucket seats upholstered in vinyl or optional luxury cloth or leather with vinyl. The Flight Bench Seat, pictured above in luxury cloth, is also available in vinyl. With either seat, you may select from six colors: dove grey, dark red, medium Wedgewood blue, caramel, sand or cordovan.

To further enhance your Monarch's appeal and value, more than sixty optional items may be ordered. Pictured on this page are the digital clock and the new Electronic AM/FM Stereo Search radio with cassette tape player and Dolby® Noise Reduction System.

Ghia Option special features in addition to Mercury Monarch standard equipment (listed on page 8):

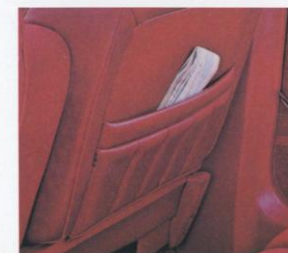
- Wire wheel covers
- Accent stripes
- Wide bodyside moldings
- LH remote control mirror
- Deluxe steering wheel
- Reclining bucket seats (Flight Bench seats available)
- Seat-back map pockets
- Deluxe seat and shoulder belts
- 18-oz. cut-pile carpeting
- Deluxe door trim with lower carpeting
- Rear door courtesy lamp switches
- Seat belt and key-in-ignition electronic reminder chimes

- Day/night inside mirror
- Luggage compartment carpeting
- Luxury sound insulation

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



Electronic AM/FM Stereo Search radio with cassette



Convenient seat-back map pockets



Digital clock option



Mercury Monarch two-door sedan with ESS Option

MERCURY MONARCH ESS. THE ÉLAN OF A EUROPEAN SPORTS SEDAN.

For the owner who appreciates recent trends in European car design, the Monarch ESS Option should be especially attractive. This sophisticated version of Monarch includes such distinctive styling refinements as black windshield wipers, black bodyside moldings, black window trim and black rocker panels—all handsomely accented by black or silver stripes on the hood and decklid.

Pictured at left is the Monarch ESS two-door sedan. Note how its color-keyed dual racing mirrors, bumper rub strips, and louvered opera windows (two-door sedan only) beautifully complement Monarch's sports appeal. Also shown are cast aluminum wheels, one of four wheel and wheel cover options available.

Monarch's ESS Option interior is especially equipped to enhance your riding comfort. As shown above right, standard ESS features include 18-ounce cut-pile carpeting, day/night inside mirror, deluxe door panel trim with lower carpeting, and deluxe seat and shoulder belts. Controls for wiper/washer, high/low headlamp beam, horn, and turn signals are mounted on the steering column. Electronic chimes provide a thoughtful reminder for seat belts and key-in-ignition. And appropriately, a leather-wrapped sports steering wheel is standard.

Monarch ESS offers you a wide selection of seating styles, colors, upholstery and power options. Flight Bench seats are available in standard vinyl or optional luxury cloth upholstery. Reclining



ESS Option bucket seat interior with console

bucket seats, shown above, may be ordered in standard vinyl or optional luxury cloth or leather with vinyl. With either seat, choose from six colors: dove grey, dark red, medium Wedgewood blue, caramel, sand or cordovan. In addition, any of three power and manual seat adjustment options may be specified. For reclining bucket seats, select a four-way power adjustment (driver's side), or a four-way manual adjustment (both front bucket seats). Flight Bench seats offer an optional four-way power adjustment.

To further personalize your Monarch ESS, choose from an extensive list of optional features. Inside, select the console option (shown above). Available with bucket seats, the console includes door-ajar, headlamps-on, low fuel, and trunk-open warning lights. For special ride and handling, you may prefer the heavy-duty suspension package—heavy-duty front and rear shock absorbers, and heavy-duty rear springs.

Shown left is the tilt steering wheel option, adjustable to five positions for driving comfort and greater ease of driver entry and exit.



Optional tilt steering wheel

ESS Option special features in addition to Monarch standard equipment:

- Reclining bucket seats (Flight Bench seats available)
- Dual racing mirrors
- Day/night inside mirror
- FR78 BSW tires
- Color-keyed wheel covers
- Leather-wrapped sports steering wheel
- ESS block letters on front fenders
- Dual-note horn
- Deluxe door trim with lower carpeting
- Deluxe seat and shoulder belts
- Full wheelip moldings
- Louvered opera window/2-door sedan
- Luxury sound insulation
- 18-oz. cut-pile carpeting
- Luggage compartment carpeting
- Rear door courtesy light switch/4-door sedan
- Seat belt and key-in-ignition electronic reminder chimes
- Hood accent stripes
- Black windshield wipers
- Black rocker panels
- Black bodyside moldings with bright inserts
- Black window trim
- Black rear door division bar/4-door sedan
- Decklid accent stripes

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



Optional Electronic AM/FM Stereo Search radio



Optional Automatic Temperature Control

MERCURY MONARCH. A PRECISION-SIZE CAR WITH MORE THAN YOU'D EXPECT.

To fully appreciate all that Monarch offers in terms of comfort, ride and response, test drive Monarch. Get behind the wheel and note the front, rear and side visibility. Note, too, the layout of gauges, warning lights and speedometer—all attractively framed by burled woodtone instrument panel appliques.



Flight Bench seat in optional base cloth

Relax in Monarch's standard Flight Bench seat, comfortably upholstered in vinyl and equipped with a fold-down center armrest. Support is provided by generous foam padding backed by a flexible grid of steel springs.

As you shut the door, sense the assurance of Monarch's construction. Its all-steel unitized body helps offer close fit and alignment of doors, hood and decklid. Monarch's solid feeling is further enhanced by ample sound insulation in its roof, floor, fenders, hood and luggage compartment.

Now start Monarch. Power is delivered by its standard 4.1 liter (250 CID) engine coupled to a 4-speed manual overdrive transmission—one that offers the advantage of low rpm cruising in fourth gear. (The optional 5.0 liter engine, which requires power brakes, is standard in California.) To help insure all-weather starting, the DuraSpark solid-state ignition system is also standard, as are an electronic regulator, 60 amp. alternator and Coolant Recovery System.

Take special note of Monarch's ride and handling. Its Ride-Engineered suspension system includes a front stabilizer bar, fully independent front coil springs, and Hotchkiss-type rear suspension—components designed to carry



Column-mounted windshield washer/wiper control

you in comfort over almost any kind of road. On the highway, Monarch's standard steel-belted radial tires provide a firm footing. In the city, Monarch's precision size and 39.4 ft. turning circle help you thread your way through tangled traffic and into parking spaces.

Check the firm action of Monarch's brakes. The standard system is dual hydraulic with front discs and rear drums. Power front disc brakes are optional.

The column-mounted windshield washer/wiper control (shown above) is one of the many convenient features you'll experience in driving Monarch. Also shown is the Electronic AM/FM Stereo Search radio. One of eight entertainment options available, this new radio offers electronic seek, scan and touchbutton tuning plus a digital frequency read-out.

Your test drive should confirm what we believe Monarch to be. A precision-size automobile offering unexpected luxury . . . equipped with features that reflect a solid value. Above all, a car engineered for driving enjoyment.

1980 Mercury Monarch dimensions:

	2-door	4-door
Wheelbase	109.9"	109.9"
Overall Length	197.8"	197.8"
Overall Width	74.5"	74.5"
Head Room—Front	38.0"	38.2"
—Rear	36.5"	37.6"
Hip Room—Front	55.9"	55.9"
—Rear	50.4"	51.2"
Shoulder Room—Front	55.8"	55.8"
—Rear	54.4"	55.8"
Leg Room—Front (max.)	40.7"	40.7"
—Rear (min.)	33.9"	35.6"
Luggage Capacity (cu. ft.)	16.2	16.2
Fuel Capacity (gals.)	18.0	18.0

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



MERCURY MONARCH. FULLY EQUIPPED FOR COMFORT AND LUXURY.

For 1980, you'll find that each Mercury Monarch comes equipped with a full complement of standard features. And with Monarch's extensive selection of optional equipment, you're assured of outfitting a Monarch to meet your personal requirements.

Select from thirteen handsome exterior finishes, eight that are new for 1980. Shown below is the Monarch two-door sedan in sand metallic, one of three optional Glamour finishes available. Any of four optional Tone-on-Tone paint combinations may also be specified.

A vinyl roof can be an attractive addition to your Monarch. Both Landau and full vinyl roofs are optional, and can be ordered in your choice of black, white, sand, caramel, cordovan, candy apple red, midnight blue or silver metallic. For additional Monarch appearance and protection options, see page 11.

Monarch's interior accommodates



Monarch's spacious luggage compartment

five passengers with room and comfort you might expect in a much larger car. Shown below is the standard Flight Bench seat, upholstered in vinyl and available in your choice of four colors: dark red, medium Wedgewood blue, sand or cordovan. For those who prefer the feel of fabric, base cloth with vinyl is the optional selection. Door trim panels and cut-pile floor carpeting are color-keyed and handsomely accented by burled woodtone appliques on the instrument cluster and right-hand instrument panel. Complementing Monarch's interior decor are many standard convenience features, including an inside hood release, cigar lighter and



Floor-mounted shift selector

large locking glovebox.

As pictured above left, Monarch's spacious luggage compartment provides ample room for vacation items. With its standard inflatable spare tire, Monarch offers a full 16.2 cu. ft. of usable space.

The standard transmission for Monarch is a four-speed manual overdrive with floor-mounted shift selector. A three-speed Select-Shift automatic transmission is optional.

Mercury Monarch standard equipment includes:

- 4.1 liter (250 CID) 6-cylinder engine (The optional 5.0 liter V-8 engine with automatic transmission is required in California.)
- Four-speed manual overdrive transmission
- Floor-mounted shift selector
- Manual front disc/rear drum brakes
- DuraSpark solid-state ignition
- Steel-belted radial tires
- Front and rear bumper guards
- Coolant Recovery System
- Full wheel covers
- Opera windows/two-door sedan
- Inside hood release
- Flight Bench seat w/center armrest
- Column-mounted windshield washer/wiper control
- Large locking glovebox
- Cut-pile carpeting
- Cigar lighter
- Foot-operated parking brake
- Parking brake warning light
- High level ventilation
- Burled woodtone instrument panel appliques
- Deluxe sound insulation
- Inflatable spare tire

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



Flight Bench seat in vinyl





MONARCH EXTERIOR COLORS

Standard Colors

1C Black
9D White
1G Silver Metallic
3F Light Medium Blue
12 Light Grey
6D Pastel Sand
3L Midnight Blue Metallic

8N Dark Cordovan Metallic
2K Candy Apple Red
8A Dark Chamois Metallic
Optional Glamour Paints
8W Chamois Metallic
6B Sand Metallic
8D Medium Bittersweet Metallic

Optional Tone-on-Tone Combinations

Sand Metallic/Pastel Sand
Dark Cordovan Metallic/Medium Bittersweet Metallic
Dark Chamois Metallic/Chamois Metallic
Black/Silver Metallic

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

OPTIONS TO ENHANCE YOUR MONARCH'S APPEAL AND VALUE.

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your Monarch when ordering it from your dealer. Before taking delivery, 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.

- Fingertip Speed Control Option
- Reclining Bucket Seat Option
- Illuminated Visor Vanity Mirror Option
- Optional Electric Rear Window Defroster
- Optional Air Conditioner with Automatic Temperature Control
- Illuminated Entry System Option (door locks and interior lights)
- Power Moonroof Option
- Optional Wheel Treatment: (l to r) Luxury Wheel Cover, Wire Wheel Cover, Styled Steel Wheel With Trim Ring, Cast Aluminum Wheel



CONSIDER THE FORD EXTENDED SERVICE PLAN. When you're considering options for your Mercury Monarch, give a thought to ordering the 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.

MONARCH OPTIONS

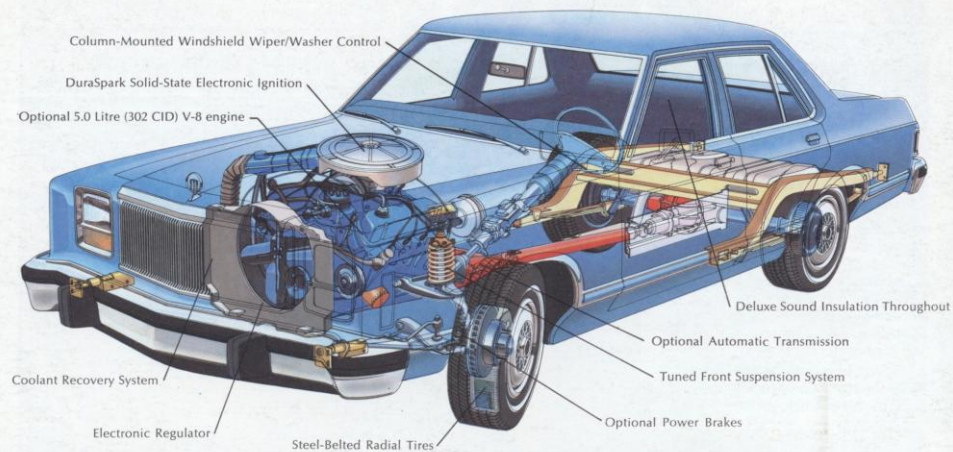
AVAILABILITY

	Monarch	Ghia Option	ESS Option
PERFORMANCE RELATED			
5.0 liter (302 CID) 2V V-8 Engine (1)	X	X	X
Select-Shift Automatic Transmission (2)	X	X	X
Floor-Mounted Automatic Transmission Selector (3)	X	X	X
Cold Weather Group (4)	X	X	X
Heavy-Duty Group (5)	X	X	X
Heavy-Duty Suspension (6)	X	X	X
Extended Service Plan	X	X	X
COMFORT & CONVENIENCE			
Air Conditioning (Automatic Temperature Control)	X	X	X
Air Conditioning (Manual Control)	X	X	X
Clock, Digital	X	X	X
Convenience Group (7)	X	X	X
Defroster, Electric Rear Window	X	X	X
Entry System, Illuminated (8)	X	X	X
Light Group (9)	X	X	X
Mirrors, Dual Racing (remote control)	X	X	Std.
Power Front Disc Brakes (10)	X	X	X
Power Door Locks	X	X	X
Power Moonroof (11)	X	X	X
Power 4-Way Bucket Seat (Driver's only) (12)	X	X	X
Power Seats, 4-Way Flight Bench (13)	X	X	X
Power Side Windows	X	X	X
Power Steering	X	X	X
Radio, AM	X	X	X
Radio, AM/FM	X	X	X
Radio, AM/FM Stereo	X	X	X
Radio, AM/FM Stereo w/Cassette Tape Player	X	X	X
Radio, AM/FM Stereo w/8-Track Tape Player	X	X	X
Radio, Electronic AM/FM Stereo Search	X	X	X
Radio, Electronic AM/FM Stereo Search w/8-Track Tape Player	X	X	X
Radio, Electronic AM/FM Stereo Search w/Cassette Tape Player and Dolby®	X	X	X
Seat, 4-Way Manual Adjustment (14)	X	X	X
Seat, Reclining Bucket	X	O	O
Speed Control (w/Select-Shift Trans. only)	X	X	X
Steering Wheel, Tilt (15)	X	X	X
APPEARANCE & PROTECTION			
Appearance Protection Group (16)	X	X	X
Bumper Rub Strips	X	X	Std.
Decor Group (17)	X	NA	NA
Roof, Full Vinyl	X	X	X
Roof, Landau Vinyl (2-door sedan only)	X	X	X
Trim, Leather (18)	X	X	X
Visibility Group (19)	X	X	X
Wheel Covers, Luxury (four)	X	X	X
Wheel Covers, Wire (four)	X	Std.	X
Wheels, Cast Aluminum (four)	X	X	X
Wheels, Styled Steel w/Trim Rings (four)	X	X	X

X—Available Std.—Standard NA—Not Available O—No-Extra-Cost Option
The above is only a partial list of options. See your dealer for a complete list.

- Required in California. Power front disc brake option and automatic transmission option also required.
- Required in California.
- Requires bucket seats. Not available with tilt steering wheel option.
- Includes 54 amp. battery, heavy-duty alternator, and engine block heater. Not available with heavy-duty group option.
- Includes 54 amp. battery, heavy-duty alternator, and extra cooling package.
- Includes revised shock absorber valving and increased spring rates.
- Includes deluxe seat belts, automatic parking brake release (except with manual transmission or floor shift), automatic seat-back release, and interval windshield wipers.
- Includes door lock illumination and delayed interior lighting feature.
- Includes lights in luggage compartment, glovebox, engine compartment and ashtray, instrument panel light, dual beam dome map

- light, headlamps-on reminder buzzer or chime, and rear door courtesy light switch.
- Required with 5.0L engine option.
- Requires full vinyl roof option and FR78 tires.
- Requires reclining bucket seat option.
- Not available with floor-mounted transmission shift selectors.
- Requires reclining bucket seat option.
- Requires power steering. Not available with manual transmission or floor-mounted automatic transmission selector.
- Includes front floor mats, door edge guards (Ghia excluded) and bright license plate frames.
- Includes deluxe door trim, deluxe steering wheel, and Flight Bench or reclining bucket seat.
- Available with Decor Group, Ghia and ESS options with bucket seats.
- Includes LH and RH remote control mirrors, day/night inside mirror, and RH visor vanity mirror.



1980 MERCURY MONARCH. A STUDY IN ENGINEERING.

MONARCH POWER TRAIN. The standard engine for the 1980 Monarch is the 4.1 litre (250 CID) 6-cylinder. A 5.0 litre (302 CID) V-8 engine (required in California) is optional. The standard transmission is a four-speed manual over-drive.

MONARCH SUSPENSION SYSTEM. Monarch features a fully-independent

front coil spring suspension with front link-type stabilizer bar. The rear suspension features Hotchkiss design semi-elliptical leaf-type springs.

MONARCH CORROSION PROTECTION. 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.



Monarch 2-Dr. w/Ghia Option



Monarch 4-Dr. w/Ghia Option



Monarch 2-Dr. w/ESS Option



Monarch 4-Dr. w/ESS Option



Monarch 2-Dr.



Monarch 4-Dr.



DON'T ASK FOR TROUBLE. ASK FOR MOTORCRAFT.

Quality Replacement Parts from Ford. Your new Mercury Monarch comes equipped with factory engineered and approved parts, including a dependable Motorcraft Battery, Motorcraft 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 MONARCH

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. 80-2048

Litho in U.S.A.

