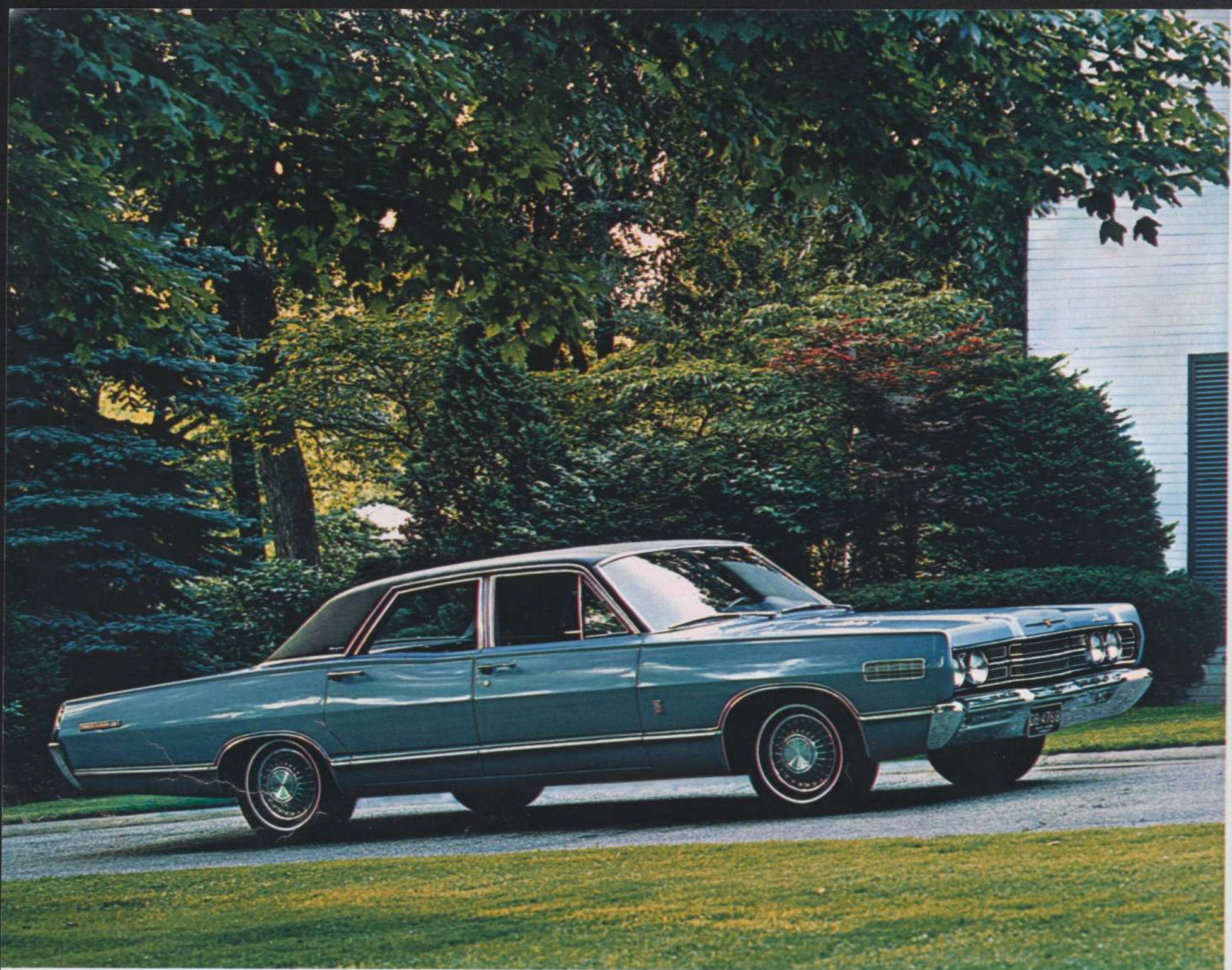


1967 Mercury the Man's Car

MARQUIS • BROUGHAM • PARK LANE • MONTCLAIR • MONTEREY • CYCLONE • CALIENTE • CAPRI • COMET 202 • AND THE COOL NEW COUGAR





*Brougham four-door sedan with Oxford Roof
Cyclone GT two-door hardtop with Oxford Roof*



1967 Mercury the Man's Car

The relationship between a man and his car is a very special thing. For a car is many things to a man. A passport to adventure . . . an open road beckoning . . . and a well-travelled trip to work.

A man expects a lot from his car. Good looks that are a constant source of pride. Performance that won't let him down. A quiet, authoritative ride. Integrity of workmanship. Unique features that add to the joy of driving. A car that protects and pampers the ones he loves. It takes a lot of car to satisfy a man—and he gets it in Mercury, the Man's Car!

For 1967, Mercury would like you to meet its brand new entries: Marquis, Brougham and Cougar. The Marquis two-door hardtop is the elegant, new top-of-the-line Mercury. The Brougham, in four-door sedan and hardtop, is its handsome running companion for luxury motoring. And

the Cougar is a new kind of luxury sports car: untamed elegance. As you read, you'll find Cougar excitement runs through the whole Mercury line. For 1967, ten great series . . . a total of 28 exciting Mercury models. And: New better-idea features and options. More safety, too. Every 1967 Mercury offers a man, and those he cares about, the peace of mind that only a thoroughly designed, engineered and tested car can bring. The Man's Car is a safer, more enjoyable and convenient automobile. All Mercury models have the entire pack-

age of Ford Motor Company Lifeguard Design Safety Features including: dual hydraulic brake system with warning light; deluxe seat belts with front retractors and reminder light; impact-absorbing steering wheel with deep-padded hub; padded instrument panel; padded sun visors; padded windshield pillars; double-yoke safety door latches; remote-control outside rear view mirror; windshield washers; two-speed windshield wipers; thick laminate safety plate glass windshield; turn indicators with lane-changing signal feature; four-way emergency flasher. And these are only some of the standard Ford Motor Company Lifeguard Design Safety Features in your '67 Mercury.

This is only the beginning. The best awaits you inside . . .

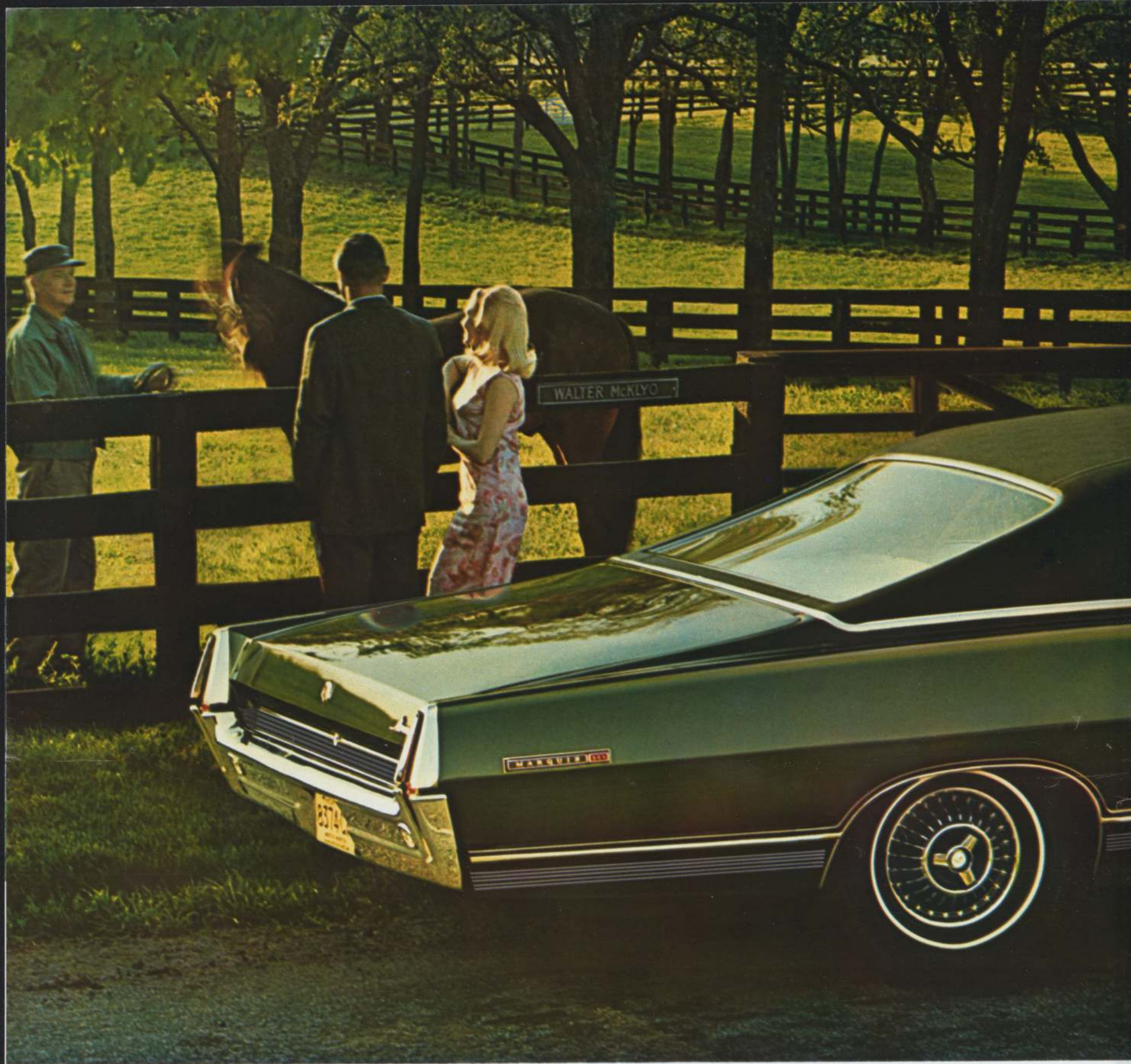
INDEX

- ☐ Marquis, Page 4 ☐ Brougham, Page 8
- ☐ Park Lane, Page 12 ☐ Montclair, Page 16
- ☐ Monterey, Page 18 ☐ Cougar, Page 22
- ☐ Cyclone, Page 26 ☐ Caliente, Page 30
- ☐ Capri, Page 34 ☐ Comet 202, Page 36
- ☐ Station Wagons, Page 38 ☐ Safety Features, Page 41
- ☐ Options and Accessories, Page 42 ☐ Power Teams and Axle Ratios, Page 44
- ☐ Colors, Trims and Dimensions, Page 46



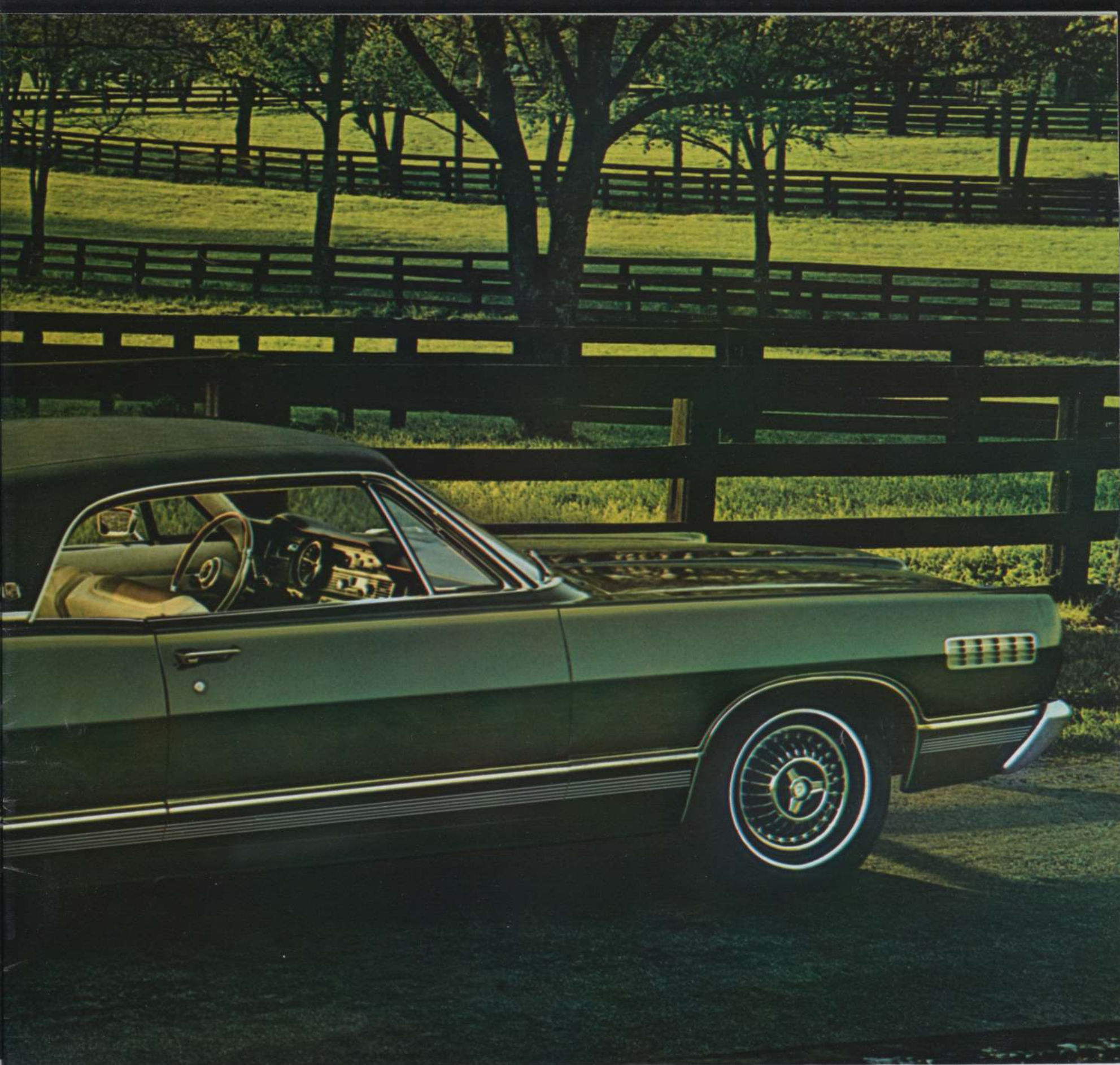
Cougar two-door hardtop with Oxford Roof





Mercury Marquis

A new entry, Marquis, leads the parade of '67 Mercurys. It's the most handsome interpretation of the Man's Car. The kind of car every man promises himself "some day." Five full-length body stripes beautifully enhance the exterior. A wide-pillared, levant-grain vinyl-covered Oxford Roof with an elegant, classic look—the newest thing under the sun—is standard. So are many other things you demand in a car: Marauder 410 V-8, luxury level body insulation, a Super-Hush Ride—the finest and quietest this side of the Lincoln Continental—and the sporty Select-Shift Merc-O-Matic transmission that gives you the flexibility of shifting through the gears or driving automatically. Or you can choose the



*Marquis two-door hardtop
Marquis coachmark*

fully-synchronized 4-speed manual, optional at no extra cost. And, power front disc brakes—for surer, fade-resistant stops—are standard. Step inside and you're surrounded by luxury. Deep-foam Twin-Comfort Lounge Seats in front that adjust individually . . . each with its own center armrest. A wood-grained steering wheel. And the new Comfort Stream Ventilation and Heating System which changes the air with all windows closed. Plus luxury and convenience options like a Stereo-Sonic Tape System for 70 minutes of your favorite music—uninterrupted. (Check pages 42 and 43 for other suggestions on personalizing your Marquis.) Now, turn the page for a look at Marquis interior luxury.







Mercury Marquis

An ultra luxurious interior awaits the pleasure of your company in a Marquis. Seat upholstery has deep-padded box pleats in a styling treatment that says plush distinction. On the door trim panels you'll find the elegant Marquis crest. Man-size luxury best describes Twin-Comfort Lounge Seats—another better idea from Mercury. They're individually adjustable, so a man can get the legroom he wants without disturbing his wife; each seat has its own center armrest. When the armrests are up, there is ample room for three adults. There's also a back-seat center armrest for the comfort of your passengers. Make your selection from Tiara fabric and Corona vinyl (in black, silver, blue, parchment or aqua) . . . or rich, genuine leather and vinyl (in dark red or black)—optional at extra cost. The Marquis crest is handsomely embossed into the seats signifying the painstaking excellence which is handcrafted into all Marquis upholstery.

Standard equipment includes

☐ Marauder 410 V-8 ☐ Select-Shift Merc-O-Matic or fully-synchronized 4-speed manual transmission ☐ vinyl-covered Oxford Roof ☐ Comfort Stream Ventilation and Heating System ☐ power front disc brakes ☐ wood-grain steering wheel ☐ wood-grain trim ☐ automatic parking brake release ☐ special luxury-car body insulation ☐ unique exterior and interior ornamentation ☐ electric clock ☐ vanity mirror ☐ courtesy light group (map light, glove box light, luggage compartment light and ashtray light) ☐ wheel-cut moldings ☐ tailored spare tire cover ☐ and the full complement of Ford Motor Company Lifeguard Design Safety Features as described on page 41.

Mercury, the Man's Car

Mercury Brougham

Your invitation to gracious living — Brougham. Formal in manner, luxuriously appointed, powered and equipped to perform beautifully. Your choice of four-door sedan or hardtop. You'll find masterful going behind a high-performance Marauder 410 V-8 . . . and surer stopping with standard power front disc brakes. Mercury's Super-Hush Ride, with a solid, geared-to-the-road stability that reflects engineering excellence. The regal lines of both Brougham models are accented by a special series script on the rear roof. On the inside, upholstery and trim are Mercury's finest for four-door models; and



each model has its own unique ventilation system. The Flow-Thru system in the four-door hardtop provides a constant, quiet flow of fresh air through the car with all windows closed. In the sedan, is another better idea from Mercury, the popular Breezeway system. The rear window, which is shielded by an overhanging roof panel, may be lowered as much as two inches for quiet positive ventilation—even in rainy weather—with side windows closed. Either system lets you travel relaxed and refreshed. A built-in Whisper-Aire Conditioner is, of course, an ideal option for a car of Brougham's distinction.



Brougham four-door sedan

Breezeway Ventilation with power retracting rear window







Mercury Brougham



Brougham four-door hardtop

Unstinted luxury is yours on every hand in a Brougham. Elegant Châlons or Versailles fabric seat upholstery is combined with fine vinyl in color schemes of black, blue, ivy gold, parchment or red. A distinctive touch is added to the total picture by an embroidered Brougham crest on both seat backs. Other special details include contour-molded foam front seat cushions and all foam seat backs, deep-loop, nylon-rayon carpeting, a Brougham plaque on the glove box, door assist handles, wood-grain steering wheel and instrument panel. Handsome door panels are highlighted by wood-grain insets, tailored buttons and lower door courtesy lights. As in all Mercurys, deluxe seat belts with front retractors and reminder light are standard. In total the Brougham has an aura of accomplishment, with all the hallmarks of good taste and refinement.

Standard equipment includes

☐ Marauder 410 V-8 ☐ Select-Shift Merc-O-Matic or fully-synchronized 4-speed manual transmission ☐ Flow-Thru Ventilation on hardtop; Breezeway Ventilation on sedan ☐ power front disc brakes ☐ wood-grain steering wheel ☐ wood-grain trim ☐ automatic parking brake release ☐ luxury level body insulation ☐ unique exterior and interior ornamentation ☐ electric clock ☐ vanity mirror ☐ courtesy light group (map light, glove box light, luggage compartment light, and ashtray light) ☐ rear seat center armrest ☐ wheel-cut moldings ☐ tailored spare tire cover ☐ and the Ford Motor Company Lifeguard Design Safety Features—see page 41 for details.



Mercury Park Lane

Mercury stylists have given all-new grace and natural beauty to the four Park Lane models for '67: two-door hardtop, four-door hardtop, four-door sedan and convertible. From the new die-cast front grille with its forward-thrust center section to the new rear bumper and crisply

sculptured rear deck lid. These are cars that any family will drive with pride. For example, the Park Lane two-door hardtop, shown above. Its styling hallmark is a sleek roofline with rear roof pillar blending in an unbroken line with the rear deck. And, now look at the other Park Lanes—you'll see high-style throughout. For example, the new power dome hood (shown at right). Under that hood is the 330 hp Marauder 410 V-8 that



Park Lane two-door hardtop

will give you mile after mile of superb motoring. Plus power front disc brakes, standard. The new Select-Shift Merc-O-Matic is standard . . . or you may have the fully-synchronized 4-speed manual transmission at no extra cost. And options such as speed-actuated power door locks that automatically lock all doors when a speed over eight mph is reached. Plus power windows . . . steering . . . seats . . . power everything !



Mercury Park Lane

Outstanding luxury is teamed with fine tailoring to distinguish Park Lane interiors. The elegant cloth seats combine Celebrity and Chaldane fabrics. Seat facings and edges are of long-wearing vinyl. Color availabilities: blue, parchment or aqua for all closed models . . . black or ivy gold for all except two-door hardtop. Supple all-vinyl interiors are available for all Park Lane models in red, blue, parchment or aqua. In addition, black, ivy gold or saddle except in four-door sedans. Those who love the ultra luxurious feel and look of leather will find it available, at extra cost, in dark red or black for the four-door hardtop; dark red for the two-door hardtop.



Park Lane all-vinyl interior

Standard equipment includes ☐ Marauder 410 V-8 ☐ Select-Shift Merc-O-Matic or fully-synchronized 4-speed manual transmission ☐ power front disc brakes ☐ deluxe steering wheel with horn bars ☐ automatic parking brake release ☐ special body insulation ☐ rear seat center armrest ☐ electric clock ☐ vanity mirror ☐ courtesy light group (map light, glove box light, luggage compartment light and ashtray light) ☐ wheel-cut moldings ☐ tailored spare tire cover ☐ and the Ford Motor Company Lifeguard Design Safety Feature package—see page 41 for a listing. **Mercury, the Man's Car**



Park Lane convertible

Park Lane four-door hardtop (below)

Park Lane four-door sedan (above)

Park Lane cloth and vinyl interior (right)





Mercury Montclair

Three smart models make up the '67 Montclair series: two- and four-door hardtops and a four-door sedan. Standard engine is the Marauder 390 V-8 (270 hp). Still more power is available at extra cost—up to a Super Marauder 428 4V V-8. The long, prestigious looks of a Montclair are set off by a full-length upper body molding, bright window frames, and deluxe wheel covers. While interior highlights include a deluxe steering wheel, electric clock, bright-finish seat side shields and courtesy lights in the rear roof pillars. There is the luxury and prestige a man wants and a woman loves in your choice of interior colors and upholstery. All-vinyl available in black, red, blue or parchment . . . or Mosaic fabric and vinyl in silver, blue, ivy gold, parchment or aqua. Inside and outside, the big Montclair is value-packed.



Montclair Mosaic fabric and vinyl interior



Montclair four-door sedan (shown with optional Breezeway Ventilation)

Standard equipment includes ☐ Marauder 390 V-8 ☐ deluxe wheel covers ☐ electric clock ☐ deluxe steering wheel with horn bars ☐ bright window frames ☐ bright finish wheel-cut moldings ☐ reversible keys ☐ keyless door locking ☐ color-keyed deep-loop carpet ☐ suspended accelerator, clutch and brake pedals ☐ foam-padded seats, front and rear ☐ courtesy light group (map light, parking brake warning light, glove box light, luggage compartment light and ashtray light) ☐ fully-synchronized three-speed manual transmission ☐ and the full package of Ford Motor Company Lifeguard Design Safety Features—please check page 41 for more information on these safety features.

Mercury, the Man's Car

Montclair two-door hardtop





Montclair four-door hardtop Montclair all-vinyl interior



Mercury Monterey

Set your sights on a beautiful 1967 Monterey model: convertible, two-door hardtop, four-door hardtop or a four-door sedan. (In the four-door sedan, you can have optional Breezeway Ventilation with a power retracting rear window. Comfort Stream Ventilation and Heating System is optional for all models; Flow-Thru Ventilation for four-door hardtop.) In the convertible, the rear window is of special-tempered glass. Won't yellow, wrinkle or rip and resists scratching. And you don't have to unzip it to lower the top. For a car at such

modest cost, Monterey advantages are truly outstanding. It's every inch a Man's Car—with all that being a Mercury implies: Marauder 390 V-8, a full-size 123" wheelbase with a four-torque box frame that cushions you for a Super-Hush Ride—the finest and quietest this side of Lincoln Continental, curved glass side windows, die-cast grille and a power dome hood. As you can see, Monterey is big, husky, good looking, all Mercury...and the options you can add are great. Drive Monterey—the Man's Car anyone can afford to own.





convertible glass rear window (above)



Monterey convertible (below)



Monterey four-door hardtop and Monterey four-door sedan





Monterey two-door hardtop

Mercury Monterey

Unusually fine interiors, with room to spare, grace the Monterey series. Standard for the convertible is Mondero all-vinyl trim with tailored pleats on both the seat cushion and the seat back. Bolsters are fashionable horseshoe style with French seams. The all-vinyl interior is available in black, red, blue and parchment. (Optional for sedan and hardtop models.) Standard upholstery for sedan and hardtop models is Mineret fabric and vinyl. Five color schemes are offered: black, blue, parchment, ivy gold and aqua. The material is soil resistant to help it keep its showroom looks for many years to come. All models feature wall-to-wall deep-loop carpeting in attractive colors to complement the interior.

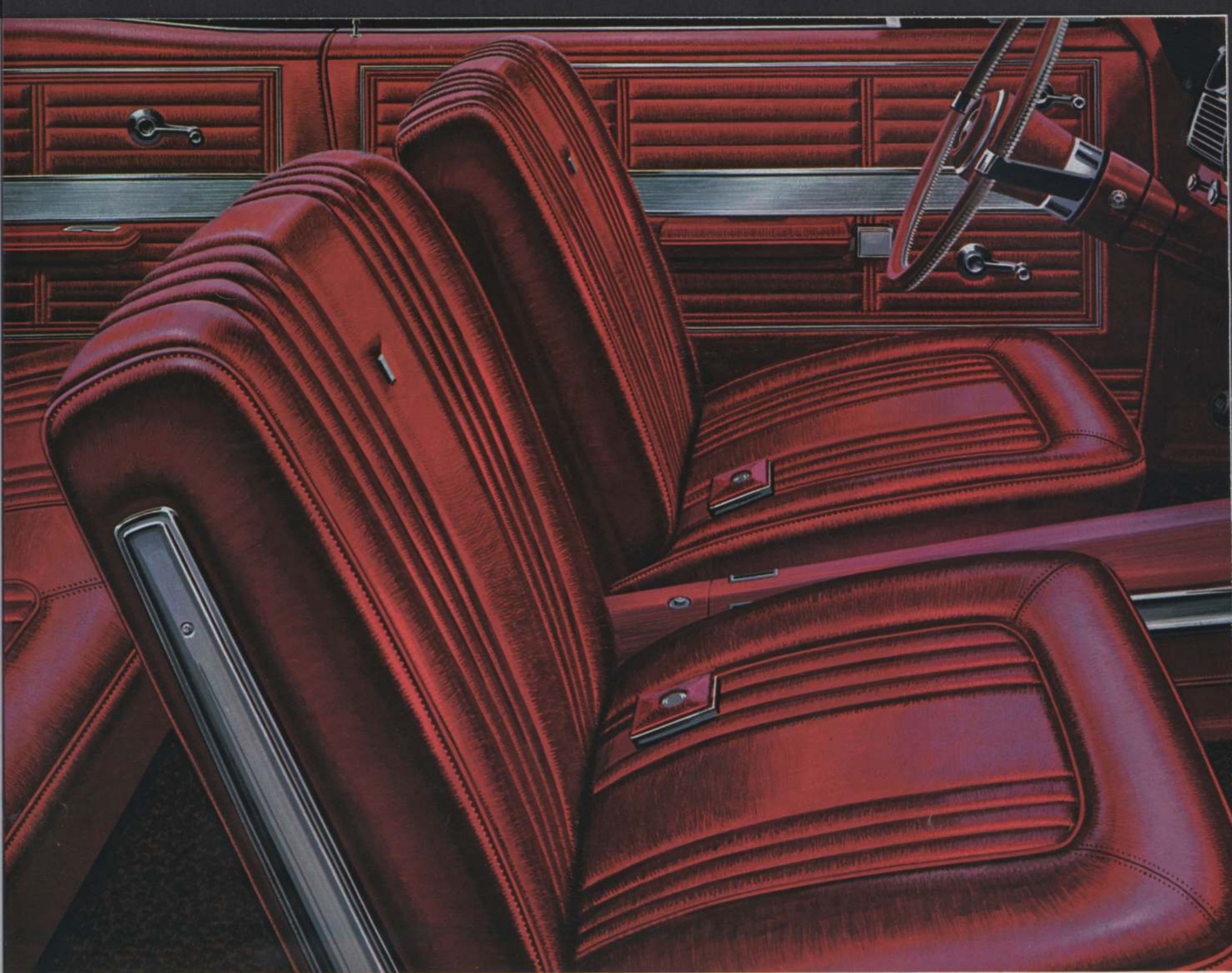
Standard equipment includes ☐ Marauder 390 V-8 ☐ bright-finish windshield and rear window moldings ☐ bright-finish wheel-cut moldings ☐ reversible keys ☐ keyless door locking ☐ color-keyed deep-loop carpet ☐ suspended accelerator, clutch and brake pedals ☐ foam-padded seats, front and rear ☐ courtesy light group (map light, parking brake warning light, glove box light, luggage compartment light and ashtray light) ☐ fully-synchronized three-speed manual transmission ☐ and the full package of Ford Motor Company Lifeguard Design Safety Features—please refer to page 41 for detailed information.

Monterey Mondero all-vinyl interior



Monterey Mineret fabric and vinyl interior





S-55 bucket seat interior

Mercury S-55

If you want more sport mixed into your Man's Car, try the S-55 Sports Package. Choose from two adventurous-looking models: two-door hardtop or convertible. In the power department there's a husky four-barrel Super Marauder 428 V-8 mustering up 345 horses. Also standard is an engine dress-up kit. It includes: chrome-plated rocker arm covers and air cleaner cover, oil filter cover, oil filler cap, fan guard, radiator cap, master brake cylinder cap, plus a stainless steel oil dip stick. Other

S-55 standard equipment: tuned dual exhausts, the surer stopping of power front disc brakes, a heavy-duty battery and special luxury car body insulation. Outside, the S-55 is easily identified by special ornamentation, sporty striping and deluxe wheel covers with spinners. Your pick of

optional console-mounted transmissions—4-speed manual or Select-Shift Merc-O-Matic. Inside, deluxe steering wheel, a handy Sports Console and bucket seats of a new design for greater comfort. For the ultimate in luxury, handling and performance ... get an S-55.

Mercury, the Man's Car



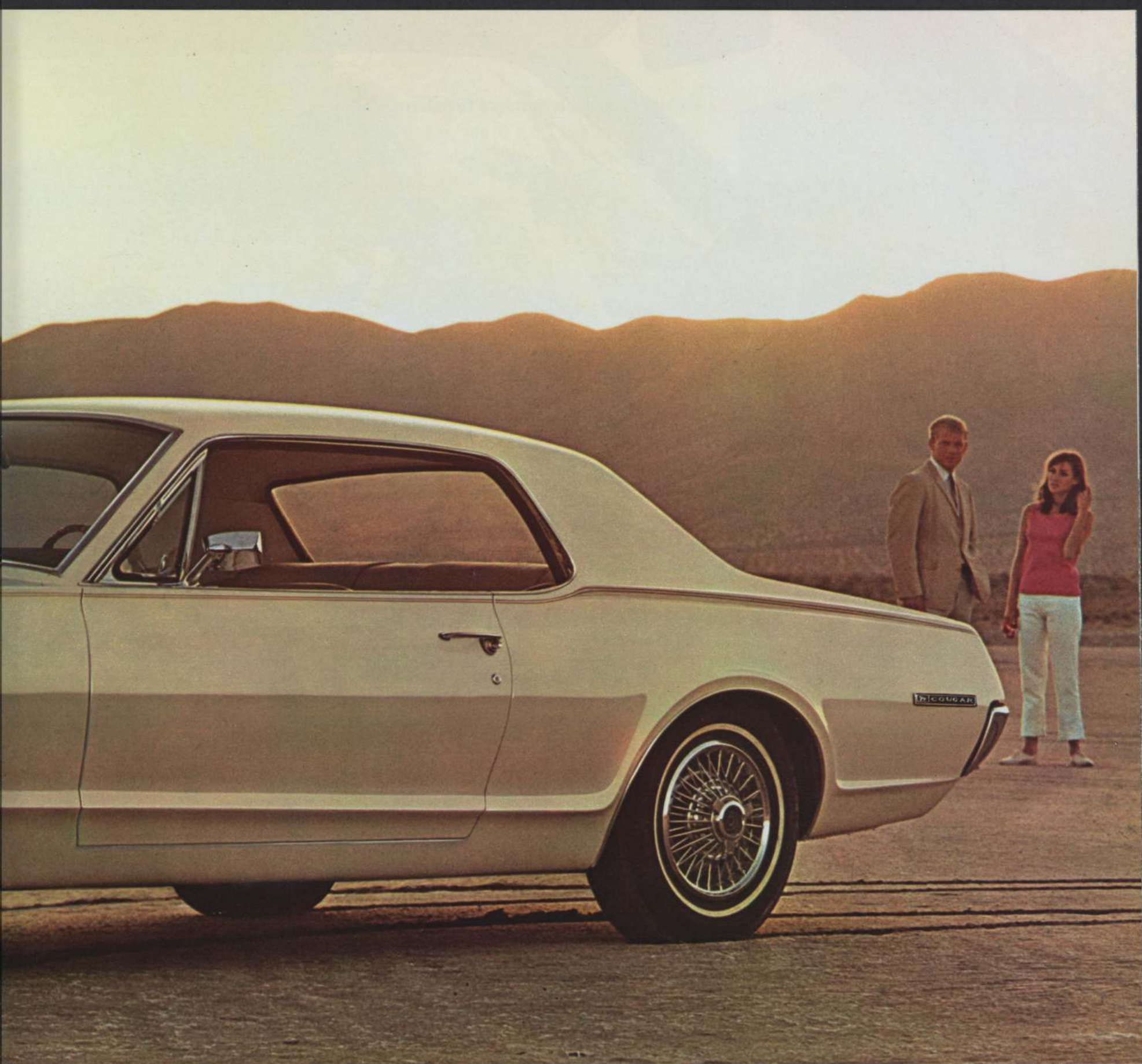
S-55 two-door hardtop (S-55 convertible also available)



Mercury Cougar

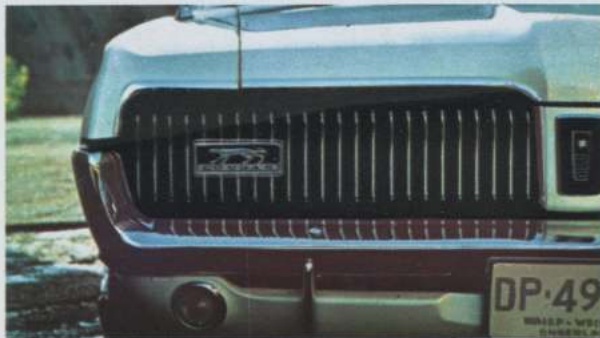
Untamed elegance... that's Mercury Cougar. America's first luxury sports car at a popular price. With a European flair and thrust to its styling. With generous room and a full rear seat. Handles and tracks beautifully. Rides smoothly and surely on rear springs nearly five feet long. With extras that are standard like a big 289 cu. in. V-8, headlamps con-

cealed behind a gleaming die-cast grille, triple taillights in a design that echoes the grille and sequential turn signals that don't just blink but point the way you are going. Options? All you could ask for to enhance performance, comfort, convenience and good looks. For example, 4-speed stick shift, Sports Console (AM, AM/FM Radio or Com-



Cougar two-door hardtop

bination AM Radio/Stereo-Sonic Tape System required), styled-in Whisper-Aire Conditioner, Oxford Roof, styled steel wheels, Speed Control with speed-set button on the turn-signal lever and much more. Mercury Cougar is a car of today—a contemporary machine for exciting people. And the best luxury sports car you can buy for the money.



Cougar headlamps hide by day... open at night!



Sequential turn signals flash in a three-step movement.



Mercury Cougar

The luxury and excitement you might expect from an expensive European import comes with Mercury Cougar: walnut-grained steering wheel, full rear seat, stick shift, safety padding throughout including dash, steering wheel hub and horn bars. All-vinyl bucket seats with all-foam seat cushions are standard in black, red, blue, parchment, ivy gold, saddle or aqua. Comfort-Weave breathable vinyl (for

buckets only) is optional. A full-width front seat with center armrest is also available as an option.

Cougar GT If you're the kind of man who likes the sizzle of GT performance, the Mercury Cougar has just the package for you. The optional Cougar GT Performance Group includes: Marauder 390 GT V-8 (320 hp) with 4-barrel carburetor and 10.5:1 compression ratio, power booster fan, dual exhaust system, low-restriction air filter, power front

disc brakes, Wide Oval nylon-cord white sidewall tires, special wheels with 6" rims for greater stability, GT ornament on fender and a performance handling package with stiffer front and rear springs, heavy-duty shock absorbers, larger diameter front torsional stabilizer bar and faster-acting steering. It's a full complement of high-performance equipment for those who want the ultimate in a luxury sports car.

Mercury, the Man's Car



Standard equipment includes

☐ Cougar 289 V-8 ☐ fully-synchronized floor-mounted three-speed manual transmission ☐ full wheel covers ☐ full rubber-cushioned front and rear suspension ☐ full body insulation ☐ all-vinyl bucket seats ☐ dual concealed headlamps ☐ deep-loop carpeting ☐ sports-type steering wheel ☐ triple taillights with sequential turn signals ☐ interior lighting (door-mounted safety/courtesy lights; glove compartment light and door-operated instrument panel light) ☐ suspended brake, clutch and accelerator pedals ☐ and the full package of Ford Motor Company Lifeguard Design Safety Features—page 41 has all the details.



Cougar GT



Mercury Cyclone and Cyclone GT

The man who loves the excitement of high performance will just naturally take to the Cyclone two-door hardtop or convertible. Man-powered with the Cyclone 289 V-8 (200 hp) . . . tailored with lush bucket seats. The '67 Cyclone features an all-new grille with blacked-out horizontal bars. The rear treatment is all-new, too . . . new taillights and ornamentation. A racy vigor is achieved by dual body paint stripes running from front to back . . . and unique curb moldings. Deluxe



wheel covers are standard. On the inside, a black camera case instrument panel, special door trim panels and a hefty wood-grain steering wheel.

This is the Man's Car with a heritage of performance. Mercury Cyclone—for men who like their action big. Come try one soon!

GT Performance Group

For all-out performance, head toward the Cyclone GT Performance Group option. Standard goodies: 320 hp Marauder 390 GT V-8 with 4-barrel

carburetor, power booster fan, bright engine dress-up kit, Twin Scoop GT Hood, dual exhausts, rally stripes color-contrasted to the exterior, GT plaque, special wheels with 5½" rims, Wide Oval nylon-cord white sidewall tires, power front disc brakes, 3.25:1 axle ratio and a performance handling package with stiffer front and rear springs, heavy-duty front and rear shock absorbers and larger diameter stabilizer bar. Inside, there's special GT ornamentation.

Styled steel wheels are a popular option



Cyclone GT two-door hardtop Cyclone convertible



Mercury Cyclone

Bucket seats upholstered in Staccato vinyl are featured in all Cyclones. The embossed vinyl in the seat inserts gives depth and richness as well as improving comfort through better breathing. Extra foam padding is sewn into the pleats for a luxurious feel and fullness of appearance. Color choices offered are: black, red, blue, parchment and saddle.



Standard equipment includes ☐ Cyclone 289 V-8 ☐ fully-synchronized three-speed manual transmission ☐ bucket seats and all-vinyl upholstery ☐ unique grille ☐ sports-type steering wheel ☐ deluxe wheel covers ☐ curved-glass side windows ☐ reversible keys and keyless door locking system ☐ suspended accelerator, brake and clutch pedals ☐ deep-loop carpeting ☐ cigarette lighter ☐ plus the complete package of Ford Motor Company Lifeguard Design Safety Features—please check page 41 for a full list.

Mercury, the Man's Car

Another popular option—a tachometer that's completely integral with the instrument cluster.



Cyclone all-vinyl interior



Mercury Caliente

Luxury leader in the intermediate-size class, the Caliente series combines a lavish measure of beauty, high-performance and comfort. There are three models: two-door hardtop, four-door sedan and convertible. Exterior highlights include a bright die-cast front fender ornament, bright wheel-cut and curb moldings and dual full-length body side stripes. Interior highlights are just as outstanding. The instrument panel and door trim panels are set off by rich,

wood-grain accents. Shift lever, turn signal knobs, mirror arms, window regulator knobs, pedal pad trim, and paddle-type door handles are all bright-finish. And sun lovers will find the convertible has a new lower racier appearance. A new top boot with hidden fasteners completes the sleek top-down look. In fact, every Caliente is tailored throughout to tempt a man and suit a woman.

You can relax in the comfortable luxury of an all-vinyl interior that is available for all body styles in a wide range of colors. Caliente sedan and hardtop owners have a second inte-

rior choice—handsome Arabesque fabric and vinyl. Both the cloth and vinyl and the all-vinyl interiors have fiber-foam padding sewn into the pleats of the entire seating area for extra softness and fullness. And there's deep-loop color-keyed carpeting throughout.

Set your standards high—for modern styling, elegant interiors and all-around value—and you'll find Caliente measures up to every test.





Caliente Arabesque fabric and vinyl interior



Caliente all-vinyl interior



Caliente two-door hardtop





Mercury Caliente

Caliente four-door sedan (above)

Caliente Grandé interior (right)

Grandé Interior—Special for those who select a Caliente sedan . . . an interior of exceptional beauty and luxury. This new optional Caliente Grandé interior trim, shown at right, is outstanding in the intermediate class. (Available in either

blue Gossamer fabric and vinyl or Chambrey fabric and vinyl in black or parchment.) The upholstery is a new resilient knitted nylon sewn in an attractive diamond pattern. The doors are handsomely accented with wood-grain panels. There's even the extra convenience of tailored door pulls. Plush carpeting, extending

wall-to-wall, complements the interior. For a final touch, add an optional vinyl-covered Oxford Roof and you've got a Caliente that will turn heads on the most elegant occasion.



Caliente convertible

Standard equipment includes ☐ Comet 200 "6" or Cyclone 289 V-8 ☐ fully-synchronized three-speed manual transmission ☐ wood-grain instrument panel and door panel trim ☐ luxury armrests with bright paddle-type door handles ☐ curved-glass side windows ☐ reversible keys and keyless door locking system ☐ suspended accelerator pedal, brake and clutch pedals ☐ deep-loop carpeting ☐ cigarette lighter ☐ dual coat hooks ☐ front-door operated dome light ☐ and the full package of Ford Motor Company Lifeguard Design Safety Features—further details are on page 41.

Mercury, the Man's Car



Mercury Capri

If you're looking for automotive styling that will be popular for years to come, take a long, careful look at the two Mercury Capri models: two-door hardtop and four-door sedan. Outside—clean, crisp styling. Inside—interiors of all-vinyl seat upholstery are available for all models in black, red or blue—parchment vinyl for the hardtop, only. Sedan owners can have blue, parchment or aqua Belfast fabric and vinyl; while hardtop owners can pick from the parchment or aqua. For added pleasure, rear seat armrests and ashtrays, glove box lock and color-keyed deep-loop carpeting are standard. Options cover the full range. Power up to a 427 cu. in. V-8. Convenience with the Select-Shift Merc-O-Matic transmission. Comfort through the refreshing cooling of a Whisper-Aire Conditioner. Mercury Capri . . . a real Man's Car the entire length of its 203.5"!



Capri Belfast fabric and vinyl interior Capri two-door hardtop





Capri all-vinyl interior

Capri four-door sedan



Standard equipment includes

☐ Comet 200 "6" or Cyclone 289 V-8 ☐ fully-synchronized three-speed manual transmission ☐ rear seat armrests and ashtrays ☐ all-vinyl or cloth and vinyl upholstery ☐ curved-glass side windows ☐ unique side molding ☐ reversible keys and keyless door locking ☐ suspended accelerator, clutch and brake pedals ☐ deep-loop carpeting ☐ cigarette lighter ☐ glove box lock ☐ dual coat hooks ☐ front-door operated dome light ☐ and the full package of Ford Motor Company Lifeguard Design Safety Features—check page 41 for a complete list!

Mercury, the Man's Car



Mercury Comet 202

The jaunty short-deck Comet 202 handles and maneuvers like a polo pony. Its 196.4" overall length features full-size room . . . big-car riding quality . . . remarkable value. All at an easy-to-handle price. Both the two-door and four-door sedan offer a long list of standard equipment. Just check below for the proof. Upholstery is Corinthian fabric and vinyl in red, blue, parchment or aqua. Optional all-vinyl interior trim is available, too.

Standard equipment includes ☐ Comet 200 "6" or Cyclone 289 V-8 ☐ fully-synchronized three-speed manual transmission ☐ deluxe steering wheel ☐ curved-glass side windows ☐ reversible keys and keyless door locking ☐ suspended accelerator, clutch and brake pedals ☐ cigarette lighter ☐ dual coat hooks ☐ front-door operated dome light ☐ and the Ford Motor Company Lifeguard Design Safety Features including padded instrument panel, remote control outside rear view mirror and deluxe front and rear seat belts with reminder light—see page 41 for a complete list.

Comet 202 Corinthian fabric and vinyl interior





Comet 202 two-door sedan with optional Decor Group and Oxford Roof Comet 202 four-door sedan (below)



**Mercury,
the
Man's
Car**

Mercury station wagons

Versatile and handsome . . . four ruggedly good-looking models from Mercury, the wagon specialists: Colony Park, Commuter, Villager and Comet Voyager. Each offers you the convenience of four-doors. Each offers a man and his family enough room to pack away all the things they need for a long vacation. And you'll enjoy the peace of mind that comes from the Ford Motor Company Life-guard Design Safety Features. The Colony Park is a superb, luxury station wagon in every sense of the word. Rich, yacht-deck side paneling

warms its sides. Plush interiors in red, blue, ivy gold, aqua, black or saddle all-vinyl; or parchment Mosaic fabric and vinyl. (For the ultimate in luxury, there are optional Park Lane style interiors.) Electric clock, deluxe wheel covers and steering wheel, power front disc brakes, and a power rear window are all standard.

A second station wagon leader in prestige and practicality is the all-metal Commuter. Standard interior is all-vinyl in red, blue, ivy gold or saddle. Or you may want the optional Colony Park style interior. Options for

both wagons include the elegant Oxford Roof and an adjustable luggage carrier. Standard power for both wagons: Marauder 390 V-8.



Colony Park station wagon with optional Oxford Roof



The Dual-Action Tailgate drops flush for loads . . . or swings wide for people. Standard on the Colony Park, Commuter, Villager; optional Comet Voyager.

Choice of third-seat options with Commuter and Colony Park. Either rear- or dual center-facing. Villager and Comet Voyager, rear-facing only. Seat belts standard.



Commuter station wagon





Comet Voyager

Man-Size Dimensions	Colony Park/Commuter	Villager/Comet Voyager
Cargo Volume Index (Cu. Ft.)	91.3	85.2
Max. Load Floor Length (Open Tailgate)	113.4	109.5
Load Floor Length (Closed Tailgate)	92.7	89.0
Max. Rear Opening Width (Floor)	53.8	51.7
Min. Floor Width (Wheelhousing)	48.4	42.6
Rear Opening Height	29.8	29.0

Mercury Station Wagons

You'd be hard pressed to find a more handsome station wagon than the Mercury Villager. Its exterior is enriched by wood-toned side and tailgate panels. Interiors are stylish and can take more than their share of rugged use. Your choice of elegant Crinkle vinyl seat upholstery in black, red, blue, parchment or aqua. Dual-Action Tailgate is standard.

The most economical of all Mercury station wagons is the Comet Voyager. Yet there's no stinting on standard

features. Two-speed electric windshield wipers, remote-control outside rear view mirror for extra convenience, deluxe steering wheel, rear seat armrests with ashtrays and a cigarette lighter are only a few. The Comet Voyager's beautiful and durable all-vinyl interior is available in red, blue or parchment.

You'll find that any of the '67 Mercury wagons are ready to haul loads with the best of them or carry you in first-class style for nights on the town.

Mercury, the Man's Car



Villager all-vinyl interior

Villager station wagon



The Man's Car is a safer car...what's more important to a man than his family

Every 1967 Mercury was designed step by step to be a safer, more convenient, economical and enjoyable automobile for a man and his family's motoring pleasure. Many new safety items are now regular equipment in every Mercury. These include a Dual Hydraulic Brake System and Warning Light to provide completely separate operation of front and rear brakes—for even more braking assurance. An instrument cluster warning light will indicate a pressure loss in either system. Impact-absorbing Steering Wheel with deep-padded Hub, which can collapse at a controlled rate. Impact-absorbing armrests, too. Turn indicators with lane-changing signal feature eliminate the need to cancel the signal for gradual turns. Slight pressure on the turn signal lever arm will activate the turn signal and



Astro-Guard child's seat with shoulder harness is available through your dealer. A man would want the extra protection for his child that this firmly-fastened seat affords.



Deluxe seat belts with front retractors and reminder light are standard on all '67 Mercurys.

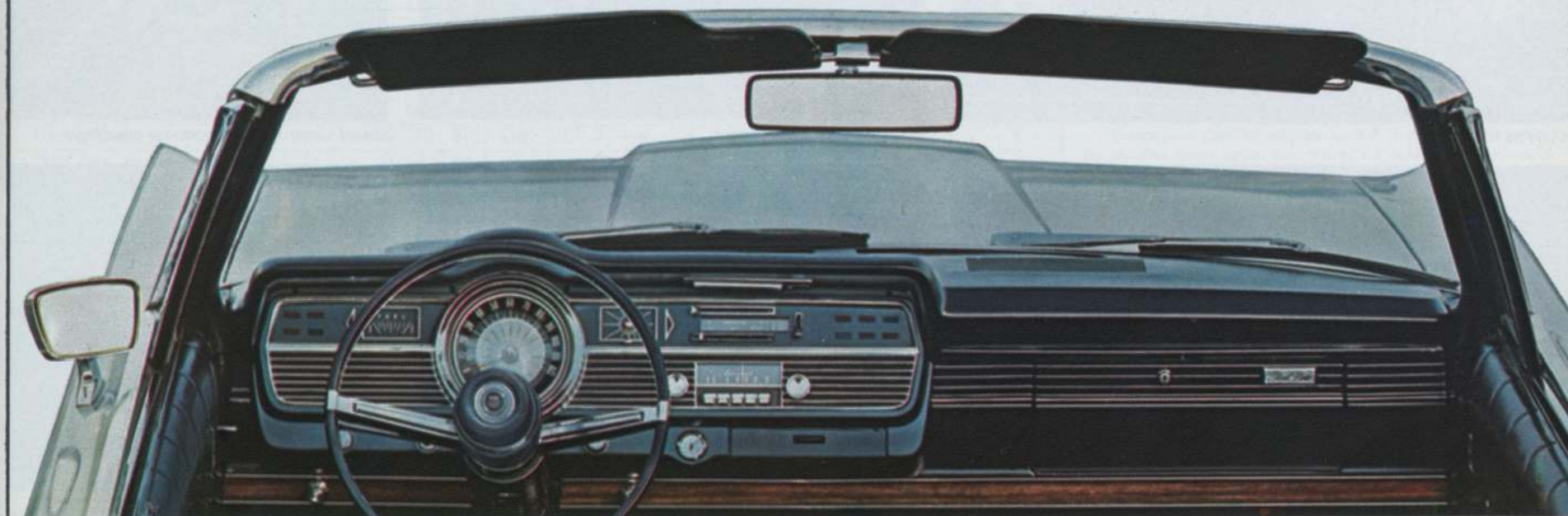
cancel out as soon as the pressure is removed.

Safety authorities agree: Safe driving means proper use of the automobile and its safety equipment, strict obedience to traffic laws at all times and—most importantly—development of the alert, defensive driving habits that are the motorists' best protection against unsafe road conditions.

Many of the safety features listed at right are shown below.

Every 1967 Mercury includes all of the Ford Motor Company Lifeguard Design Safety Features listed below:

- ☐ Dual hydraulic brake system with warning light.
- ☐ Deluxe front and rear seat belts with reminder light.
- ☐ Impact-absorbing steering wheel with deep-padded hub.
- ☐ Padded instrument panel.
- ☐ Padded sun visors.
- ☐ Padded windshield pillars.
- ☐ Double-yoke safety door latches.
- ☐ Remote-control outside rear view mirror.
- ☐ Non-glare (Day/Night) inside mirror with flexible backing.
- ☐ Breakaway or double-pivot inside mirror arms.
- ☐ Windshield washers.
- ☐ Two-speed or variable-speed windshield wipers.
- ☐ Thick laminate safety plate glass windshield.
- ☐ Turn indicators with lane-changing signal feature.
- ☐ Positive door lock buttons.
- ☐ Back-up lights.
- ☐ Self-adjusting brakes.
- ☐ 4-way emergency flasher.



***A man's choice
of options...
designed with
a woman in mind***

Just about everything a man or a woman would want in the way of custom options and accessories is available in the '67 Mercury. From a Whisper-Aire Conditioner that cools, dehumidifies, filters out dust and pollen to a Stereo-Sonic Tape

System that lets you select your own favorite music and hear it in full fidelity. From the handsome elegance of a vinyl-covered Oxford Roof to the convenience of Speed Control with a speed-set button on the turn-signal lever . . . set your predetermined top speed at the push of a button. And power galore—steering, brakes, windows, seats, door locks. There's much more. Look through our complete listing. Select the options and accessories you desire. You'll find they can add more comfort, convenience and all-around pleasure to your journeys.



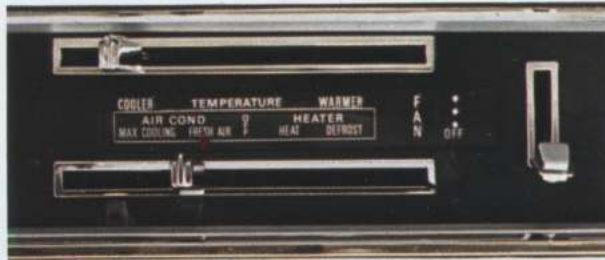
Power Steering



Power Front Disc Brakes give you more fade-resistant stopping power.



AM/FM Radio



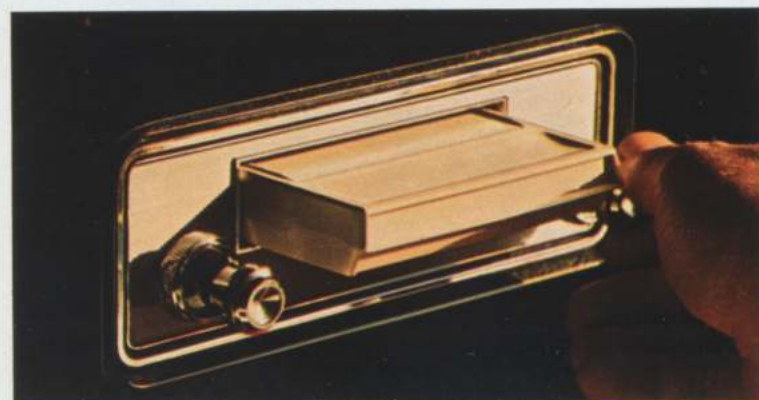
Whisper-Aire Conditioner



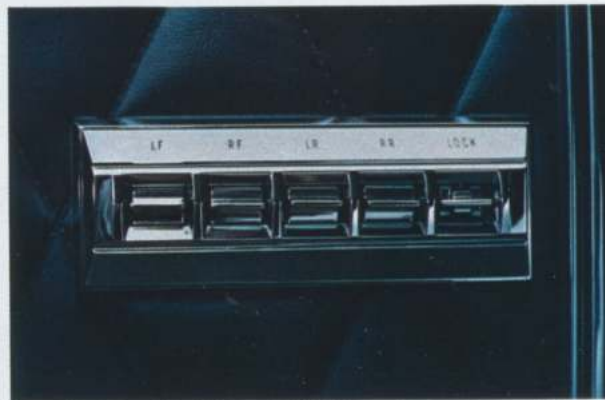
Speed-Actuated Power Door Locks—reach eight mph and all doors lock automatically.



Tilt-Away Steering Wheel tilts to nine different positions . . . swings away for easy entrances.



Stereo-Sonic Tape System



Power Windows



Speed Control with finger-tip operation.



Six-Way Power Seat

1967 Mercury options and accessories

MARQUIS	BROUGHAM	PARK LANE	MONTCLAIR	MONTEREY	COUGAR	CYCLONE	CALIENTE	CAPRI	COMET 202	COLONY PARK	COMMUTER	VILLAGER	COMET VOYAGER
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POWER TRAIN AND POWER EQUIPMENT

Dual Exhausts (with Marauder 410 V-8 only)	X	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Heavy Duty Battery	X	X	X	X	X	X	X	X	X	X	X	X	X
Performance Handling Package (a)	NA	NA	NA	NA	NA	X	X	X	X	X	NA	X	X
Power Transfer Axle	X	X	X	X	X	X	X	X	X	X	X	X	X
Speed Control (automatic transmission only)	X	X	X	X	X	X	NA	NA	NA	NA	X	X	NA
Tachometer (b)	NA	NA	NA	NA	NA	NA	X	X	X	X	NA	NA	X
Power Antenna	X	X	X	X	X	NA	NA	NA	NA	NA	NA	NA	NA
Power Brakes	NA	NA	NA	X	X	X	X	X	X	X	NA	X	X
Power Front Disc Brakes	STD	STD	STD	X	X	X	X	X	X	X	STD	X	X
Speed-Actuated Power Door Locks (c)	X	X	X	X	X	NA	NA	NA	NA	NA	X	X	NA
Power Steering	X	X	X	X	X	X	X	X	X	X	X	X	X
Power Windows	X	X	X	X	X	NA	X	X	X	X	X	X	X
Power Vent Windows (available only with Power Windows)	X	X	X	X	X	NA	NA	NA	NA	NA	X	X	NA
Power Rear Window	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	STD	X	X
Power Bench Seat (6-way in full-size Mercurys; 4-way in others)	NA	X(d)	X(d)	X(d)	X(d)	NA	NA	X	X	X	X	X	X
Four-Way Power Bucket Seat— driver's side only (e)	NA	NA	NA	NA	NA	NA	X	NA	NA	NA	NA	NA	NA
Six-Way Power Twin-Comfort Lounge Seats (driver's side only or both seats)	X	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

EXTERIOR ITEMS

Automatic Headlamp Dimmer	X	X	X(j)	X	X(j)	NA	NA	NA	NA	NA	X	X	NA	NA
Cornering Lights	X	X	X	X	X	NA	NA	NA	NA	NA	X	X	NA	NA
Interval Selector Windshield Wipers	X	X	X	X	X	NA	X	X	X	X	X	X	X	X
Luggage Carrier	NA	NA	NA	NA	NA	X(f)	NA	NA	NA	NA	X	X	X	X
Right Hand Side View Mirror	X	X	X	X	X	NA	X	X	X	X	X	X	X	X
Remote Control Deck-Lid Release	X	X	X	X	X	NA	X	X	X	X	NA	NA	NA	NA
Tinted Glass	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Tinted Windshield	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Oxford Roof (g)	STD	X	X	X	X	X	X	X	X	X	X	X	NA	NA
Deluxe Wheel Covers	STD	STD	STD	STD	X	STD	STD	X	X	X	STD	X	X	X
Deluxe Wheel Covers w/Spinners	X	X	X	X	X	NA	NA	NA	NA	NA	X	X	NA	NA
Wire Wheel Covers	X	X	X	X	X	X	X	X	X	X	NA	NA	X	X
Styled Steel Wheels (Set of 5)	NA	NA	NA	NA	NA	X	X	X	X	X	NA	NA	X	X
Cyclone Wheel Covers	NA	NA	NA	NA	NA	NA	X	NA	NA	NA	NA	NA	NA	NA
Curb Molding	NA	NA	NA	X	(h)	NA	NA	NA	X	X(i)	NA	(h)	X	NA
Twin Scoop GT Hood	NA	NA	NA	NA	NA	NA	X	NA	NA	NA	NA	NA	NA	NA

INTERIOR ITEMS

Whisper-Aire Conditioner	X(o)	X(o)	X(o)	X(o)	X(o)	X(k)	X(k)	X(k)	X(k)	X(k)	X(o)	X(o)	X(k)	X(k)
Heater and Defroster (l)	O	O	O	O	O	O	O	O	O	O	O	O	O	O
Comfort-Stream Ventilation and Heating System (m)	STD	X	STD(n)	X	X	NA	NA	NA	NA	NA	X	X	NA	NA
Flow-Thru Ventilation (4-door HT only)	NA	STD	STD	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA
Breezeway Ventilation (4-door Sedan only)	NA	STD	STD	X	X	NA	NA	NA	NA	NA	NA	NA	NA	NA
AM Radio, w/Antenna	X	X	X	X	X	X	X	X	X	X	X	X	X	X
AM/FM Radio w/Antenna	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Rear Seat Speaker (j)	NA	NA	NA	NA	NA	NA	X	X	X	X	NA	NA	NA	NA
Dual Rear Seat Speakers	X	X	X	X	X	NA	NA	NA	NA	NA	X	X	NA	NA
Studio Sonic Rear Seat Speaker (p)	X	X	X	X	X	NA	NA	NA	NA	NA	X	X	NA	NA
Stereo-Sonic Tape System (separate design)	X(q)	X(q)	X(q)	X(q)	X(q)	NA	X	X	X	X	X(q)	X(q)	X	X
Comb. AM Radio/Stereo-Sonic Tape System (r)	X	X	X	X	X	X	NA	NA	NA	NA	X	X	NA	NA
Decor Group	NA	NA	NA	NA	X(s)	NA	NA	NA	NA	X(t)	NA	X(s)	NA	NA
Electric Clock	STD	STD	STD	STD	X	X	X	X	X	X	STD	X	X	X
Third Seat—Rear Facing	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	X	X	X	X
—Dual Center Facing	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	X	X	NA	NA
Tilt Steering Wheel (u)	X	X	X	X	X	NA	NA	NA	NA	NA	X	X	NA	NA
Tilt-Away Steering Wheel	NA	NA	NA	NA	NA	X	NA	NA	NA	NA	NA	NA	NA	NA
Visual Check Panel (v)	X	X	X	X	X	X	NA	NA	NA	NA	X	X	NA	NA
Shoulder Belts	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Courtesy Light Group (w)	STD	STD	STD	STD	STD	X	X	X	X	X	STD	STD	X	X
Sports Console	NA	NA	NA	NA	NA	X(x)	X(y)	NA	NA	NA	NA	NA	NA	NA

X—Extra Cost Option STD—Standard Equipment NA—Not Available O—Delete Option

- (a) Includes higher rate front and rear springs, a larger diameter stabilizer bar and heavy-duty front and rear shock absorbers. Cougar—available with Marauder 390 GT V-8 engine only and includes a faster steering ratio. All others—available with Marauder 390 V-8 only.
 (b) Not available with Comet 200 "6" engine or when electric clock is ordered.
 (c) Not available with S-55 Sports Package when ordered with Select-Shift Merc-O-Matic.
 (d) Not available with 4-speed manual transmission.
 (e) Six-way power bucket seat for S-55 Sports Package. Driver's side only or both seats.

- (f) Deck lid mounted.
 (g) Not available convertibles or Comet 202 4-door sedans.
 (h) Available only as part of Decor Group.
 (i) Available on 4-door sedan only.



Vinyl-covered Oxford Roof



Deluxe Wheel Covers W/Spinners

Wire Wheel Covers



- (j) Not available on convertible models.
 (k) 55 amp. alternator and power booster fan standard.
 (l) No delete option available when factory-installed Whisper-Aire Conditioner or Comfort-Stream Ventilation and Heating System is ordered.
 (m) Not available with factory-installed Whisper-Aire Conditioner.
 (n) Standard on Park Lane 2-door hardtop. Optional on other models.
 (o) 55 amp. alternator and heavy-duty cooling package standard. Controlled air outlets standard with Whisper-Aire Conditioner.
 (p) Not available with Stereo-Sonic Tape System option.
 (q) Not available on models equipped with accessory air conditioning, 4-speed manual transmission, S-55 Sports Package, Visual Check Panel, or Studio Sonic Rear Seat Speakers. Rear seat speakers cannot be used in conjunction with radio. Includes dual front speakers located under the instrument panel and dual rear speakers.
 (r) Not available with AM/FM radio. Includes dual front speakers located under the instrument panel and dual rear speakers. In Cougar, two speakers only are located in the cowl trim panels.
 (s) Includes bright upper door frames on sedans; painted interior backlite garnish moldings on fixed backlite sedans; bright drip cap moldings on sedans with Breezeway Ventilation, Commuter station wagons and 4-door hardtop; and deluxe steering wheel and curb molding on all Monterey and Commuter models.
 (t) Includes rear armrests with ashtrays, curb molding and bright window frames; available 2-door sedan only.
 (u) Requires power steering and is not available with 3- or 4-speed manual transmission.
 (v) Includes door ajar warning light, seat belt reminder light, low fuel warning light, and parking brake warning light. For full-size Mercurys, power door lock control included. (Not available with separate stereo option.) For Cougar, Sports Console required when Whisper-Aire Conditioner ordered.
 (w) Includes two instrument panel lights (standard on Caliente and convertible models), glove box light, ashtray light, luggage compartment light (cargo light on station wagons), rear door jamb switches for 4-door models and parking brake warning light. For Cougar, includes rear roof pillar lights, luggage compartment light and parking brake warning light.
 (x) Requires either AM, AM/FM radio or combination AM radio/Stereo-Sonic Tape System.
 (y) Also available with GT Performance Group option.

**A man's kind of
power...Swift,
Strong and Quiet**

All Mercury V-8's are low-friction design with well "over-square" dimensions in which the piston stroke is shorter than the cylinder diameter. There's less internal friction . . . and less piston travel per-car-mile for higher efficiency, economy and longer engine life. All are

deep-block construction cast of durable, reliable, chrome-alloy iron. The 6-cylinder engine is of the proven seven-main-bearing design. The cylinder block and head are precision cast from reliable alloy-iron for minimum weight and economical operation.

ENGINES	COMET 200 "6"	CYCLONE 289 V-8	COUGAR 289 V-8	COUGAR SUPER 289 V-8	MARAUDER 390 V-8	MARAUDER 390 GT V-8	MARAUDER 410 V-8	SUPER MARAUDER 428 V-8	CYCLONE 427 V-8	CYCLONE SUPER 427 V-8
Standard With	Comet 202 Capri Caliente Comet Voyager Villager	Comet 202 Capri Caliente Comet Voyager Villager Cyclone	Cougar		Monterey Montclair Commuter Colony Park	Cyclone GT or Cougar GT Performance Group	Park Lane Brougham Marquis	S-55 Sports Package		
Optional With			Cougar	Comet 202 Capri Caliente Cyclone Comet Voyager Villager	Cougar	Monterey Montclair Commuter Colony Park	Monterey Montclair Park Lane Brougham Marquis Commuter Colony Park	Comet 202 2-Dr. Sedan Capri 2-Dr. Hardtop Caliente 2-Dr. Hardtop Cyclone 2-Dr. Hardtop		
SPECIFICATIONS:										
Displacement (Cubic Inches)	200	289	289	289	390	390	410	428	427	427
Bore & Stroke (Inches)	3.68 x 3.13	4.00 x 2.87	4.00 x 2.87	4.00 x 2.87	4.05 x 3.78	4.05 x 3.78	4.05 x 3.98	4.13 x 3.98	4.23 x 3.78	4.23 x 3.78
Horsepower (Adv. @ rpm)	120 @ 4400	200 @ 4400	200 @ 4400	225 @ 4800	270 @ 4400	320 @ 4800	330 @ 4600	345 @ 4600	410 @ 5600	425 @ 6000
Torque (Adv. lb.-ft. @ rpm)	190 @ 2400	282 @ 2400	282 @ 2400	305 @ 3200	403 @ 2600	427 @ 3200	444 @ 2800	462 @ 2800	476 @ 3400	480 @ 3700
Carburetor	1-V	2-V	2-V	4-V	2-V	4-V	4-V	4-V	4-V	8-V
Compression Ratio	9.2:1	9.3:1	9.3:1	9.8:1	9.5:1	10.5:1	10.5:1	10.5:1	11.1:1	11.1:1
Fuel	Regular	Regular	Regular	Premium	Regular	Premium	Premium	Premium	Super Premium	Super Premium
Exhaust (a)	Single	Single	Single	Single	Single	Dual	Single	Dual	Dual	Dual
Valve Lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Solid	Solid
Alternator (Amp.)	38	38	42	42	38	38	42	42	42	42
Oil Capacity (Quarts)	4.5	5	5	5	5	5	5	5	6	6
Cooling System Capacity (Quarts)	9.5	15	15	15	20.5	20.5	20.5	20.5	20.5	20.5
TRANSMISSIONS (b)										
Standard	3-Speed Manual	3-Speed Manual	3-Speed Manual	3-Speed Manual	3-Speed Manual	Heavy-Duty 3-Speed Manual (c)	4-Speed Manual Select-Shift Merc-O-Matic	4-Speed Manual Select-Shift Merc-O-Matic	4-Speed Manual	4-Speed Manual
Optional	Select-Shift Merc-O-Matic	4-Speed Manual Select-Shift Merc-O-Matic	4-Speed Manual Select-Shift Merc-O-Matic	4-Speed Manual Select-Shift Merc-O-Matic	4-Speed Manual Select-Shift Merc-O-Matic	4-Speed Manual Select-Shift Merc-O-Matic				

(a)—Dual exhausts not available with station wagons.
—Dual exhausts standard for Caliente and Cyclone convertibles with Marauder 390 V-8.
—Dual exhausts optional with Marauder 410 V-8.

(b)—4-Speed Manual not available with station wagons.
—4-Speed Manual or Select-Shift Merc-O-Matic standard for Park Lane, Brougham, Marquis; extra cost for all others.

(c)—Heavy-duty fully-synchronized 3-speed manual transmission is installed at extra cost.



Mercury transmissions for 1967 are precision engineered to complement power-packed Mercury engines. Select-Shift Merc-O-Matic transmission offers a built-in choice of

drives. Driver may manually control shifting in first and second gears or leave the selector in "D" for automatic operation. Both 3- and 4-speed manual transmissions in V-8's and the Comet 200 "6" are fully synchronized to allow smooth shifting through the gears.

Rear axle ratio availability

Standard Mercury power teams — engine, transmission and rear axle ratio have been carefully matched for a balance between performance and economy under all normal driving conditions. The owner who desires greater acceleration or pulling power can select the optional higher ratio axle. The owner who wants maximum economy should retain the standard axle ratios.

FULL-SIZE MERCURY MODELS

FULL-SIZE MERCURY MODELS			SELECT-SHIFT MERC-O-MATIC	
			MARAUDER 390 V-8	MARAUDER 410 V-8 & SUPER MARAUDER 428 V-8
PASSENGER CARS		3-SPEED MANUAL	4-SPEED MANUAL	
Standard Axle (Standard Brakes)		3.00:1	3.25:1	2.75:1 2.80:1
Optional Ratios		3.25:1	NA	3.00:1 or 3.25:1 3.25:1
Power Transfer Rear Axle		3.25:1	3.25:1	3.00:1 2.80:1
Rear Axle (Heavy-Duty Fade-Resistant Brake Option)		3.25:1	3.25:1	3.00:1 2.80:1
Optional Ratio		3.50:1	3.50:1	3.25:1 3.25:1
STATION WAGONS				
Standard Axle (Standard Brakes) ^a		3.25:1	NA	2.75:1 2.80:1
Optional Ratios		3.50:1	NA	3.00:1 or 3.25:1 3.25:1
Power Transfer Rear Axle		3.25:1	NA	3.00:1 2.80:1

MERCURY COUGAR

ENGINE	AXLE	3-SPEED MANUAL	4-SPEED MANUAL	SELECT-SHIFT MERC-O-MATIC
Cougar 289 V-8	Standard Axle	2.80:1	2.80:1	2.80:1
	Power Transfer Rear Axle	3.00:1	3.00:1	3.00:1
Cougar Super 289 V-8	Standard Axle	3.00:1	3.00:1	3.00:1
	Power Transfer Rear Axle	3.00:1	3.00:1	3.00:1
Marauder 390 GT V-8	Standard Axle	3.00:1	3.00:1	3.00:1
	Power Transfer Rear Axle	3.25:1	3.25:1	3.25:1

INTERMEDIATE-SIZE MERCURY MODELS

	3-SPEED MANUAL				4-SPEED MANUAL				SELECT-SHIFT MERC-O-MATIC			
	COMET 200 "6"	CYCLONE 289 V-8	MARAUDER 390 V-8	MARAUDER 390 GT V-8*	CYCLONE 289 V-8	MARAUDER 390 V-8	MARAUDER 390 GT V-8*	CYCLONE AND CYCLONE SUPER 427 V-8's**	COMET 200 "6"	CYCLONE 289 V-8	MARAUDER 390 V-8	MARAUDER 390 GT V-8*
PASSENGER CARS												
Std. Axle (Std. Brakes)	3.25:1	2.79:1	3.00:1 ^c	3.25:1	3.25:1	3.00:1 ^c	3.25:1	3.89:1	2.79:1 ^g	2.79:1	2.75:1 ^c	3.25:1
Optional Ratio	3.50:1	3.25:1	3.25:1	3.00:1 ^c	3.00:1	3.25:1	3.00:1 ^c	NA	3.25:1 ^g	3.00:1	3.25:1	3.00:1 ^c
Optional Ratio									3.00:1 ^g	NA	NA	NA
Power Transfer Rear Axle	3.25:1	3.00:1	3.00:1	3.25:1	3.25:1	3.25:1	3.25:1	NA	3.25:1	3.00:1	3.00:1	3.25:1
Rear Axle (Heavy-Duty Brake Option) ^b	d	d	—	—	d	—	—	—	d	d	—	—
Rear Axle (Heavy-Duty Wear-Resistant Brake Option)	3.25:1	NA	NA	NA	NA	NA	NA	NA	3.25:1	NA	NA	NA
STATION WAGONS												
Std. Axle (Std. Brakes)	3.25:1	3.25:1	3.00:1 ^c	NA	NA	NA	NA	NA	3.25:1	3.00:1	2.75:1 ^c	NA
Optional Ratio	3.50:1	NA	3.25:1	NA	NA	NA	NA	NA	3.50:1	NA	3.25:1	NA
Power Transfer Rear Axle	3.50:1	3.25:1	3.00:1	NA	NA	NA	NA	NA	3.50:1	3.00:1	NA	NA

a. Heavy-Duty Brakes standard on station wagons.

b. Heavy-Duty Brakes standard on all models equipped with 390 and 427 CID engines, all convertible models regardless of engine selected and station wagon models.

c. Mandatory with Whisper-Aire Conditioner.

d. Optional Heavy-Duty Brakes are available with all available axle ratios for sedans and hardtops.

e. On convertible models standard ratio is 3.25:1 (mandatory with Whisper-Aire Conditioner); optional ratio is 3.00:1.

f. Standard with Whisper-Aire Conditioner on sedans and hardtops.

g. Not available on convertible models.

*Available only with Cyclone GT Performance Group option.

**Available only for two-door sedan and hardtop models.

NA—Not available.

Colors and fabrics for the Man's Car... rich and varied, too

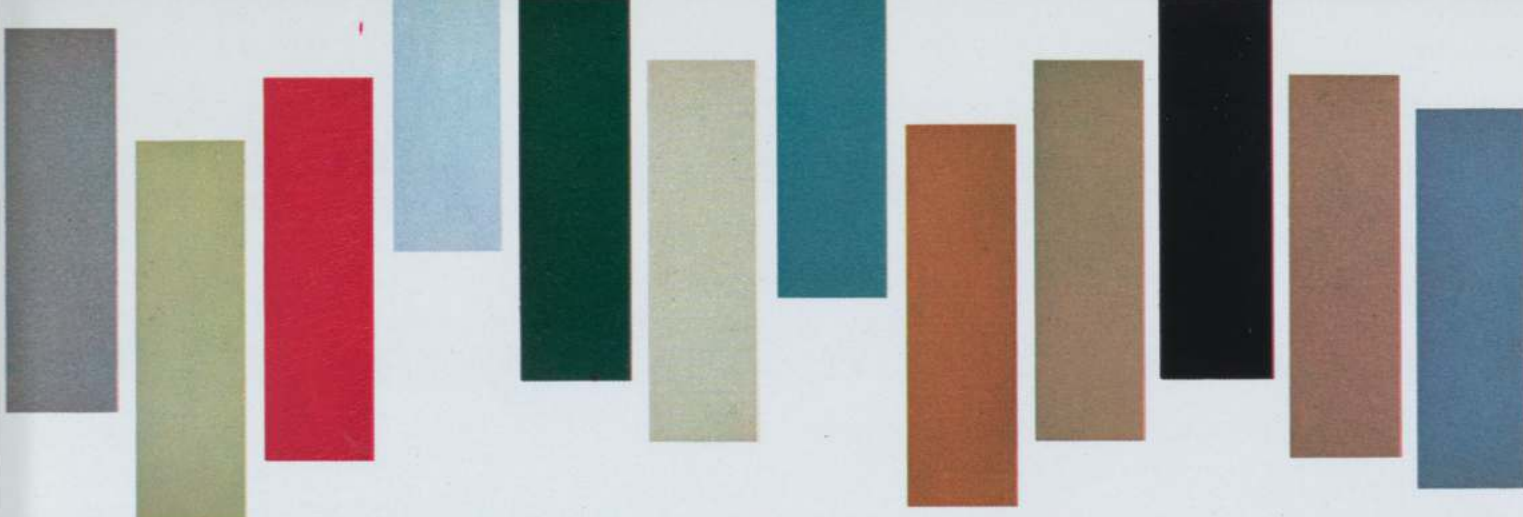
The selection is great, and the choice is all yours! Make it from the wide range of interior/exterior combinations shown below.

MODELS	MARQUIS 2-DR HARDTOP	MARQUIS 2-DR HARDTOP PARK LANE 2-DR HARDTOP 4-DR HARDTOP	BROUGHAM 4-DR SEDAN 4-DR HARDTOP	PARK LANE 4-DR SEDAN 2-DR HARDTOP 4-DR HARDTOP	PARK LANE 4-DR SEDAN 2-DR HARDTOP 4-DR HARDTOP CONVERTIBLE COLONY PARK STATION WAGON	MONTCLAIR 4-DR SEDAN 2-DR HARDTOP 4-DR HARDTOP	MONTCLAIR or MONTEREY 4-DR SEDAN 2-DR HARDTOP 4-DR HARDTOP MONTEREY CONVERTIBLE S-55 SPORTS PACKAGE	MONTEREY 4-DR SEDAN 2-DR HARDTOP 4-DR HARDTOP	COUGAR 2-DR HARDTOP†	CYCLONE 2-DR HARDTOP CONVERTIBLE CYCLONE GT PERFORMANCE GROUP	CALIENTE 4-DR SEDAN 2-DR HARDTOP CONVERTIBLE VILLAGER STATION WAGON	CALIENTE 4-DR SEDAN 2-DR HARDTOP	CALIENTE 4-DR SEDAN
INTERIORS	TIARA FABRIC AND CORONA VINYL	LEATHER* (Black not available in Park Lane 2-Dr Hardtop)	VERSAILLES FABRIC BLACK OR PARCHMENT CHALONS FABRIC	CELEBRITY FABRIC AND CHALONS FABRIC	CRINKLE VINYL AND CORONA VINYL (1)	MOSAIC FABRIC AND CRINKLE VINYL	CRINKLE VINYL (Optional on Monterey Sedan and Hardtops)	MINERET FABRIC AND CRINKLE VINYL	ALL-VINYL BUCKET SEATS (3)	STACCATO VINYL AND CRINKLE VINYL	CRINKLE VINYL (5)	ARABESQUE FABRIC AND CRINKLE VINYL	CALIENTE GRANDE* CHAMFREY FABRIC (4) AND CRINKLE VINYL
EXTERIOR COLORS	INTERIOR COLORS												
ONYX	Black, Silver, Blue, Parchment, Aqua	Dark Red, Black	Black, Blue, Ivy Gold, Red, Parchment	Black#, Blue, Ivy Gold#, Parchment, Aqua	Black†, Red, Blue, Aqua, Parchment, Ivy Gold†, Saddle†	Silver, Blue, Parchment, Ivy Gold, Aqua	Black, Red, Blue, Parchment	Black#, Blue, Parchment, Ivy Gold, Aqua	Black, Red, Blue, Aqua, Parchment, Ivy Gold, Saddle	Black, Red, Blue, Saddle, Parchment	Black, Red, Blue, Aqua†, Parchment, Ivy Gold	Blue, Aqua#, Parchment	Blue, Black, Parchment
POLAR WHITE	Black, Silver, Blue, Parchment, Aqua	Dark Red, Black	Black, Blue, Ivy Gold, Red, Parchment	Black#, Blue, Ivy Gold#, Parchment, Aqua	Black†, Red, Blue, Aqua, Parchment, Ivy Gold†, Saddle†	Silver, Blue, Parchment, Ivy Gold, Aqua	Black, Red, Blue, Parchment	Black#, Blue, Parchment, Ivy Gold, Aqua	Black, Red, Blue, Aqua, Parchment, Ivy Gold, Saddle	Black, Red, Blue, Saddle, Parchment	Black, Red, Blue, Aqua†, Parchment, Ivy Gold	Blue, Aqua#, Parchment	Blue, Black, Parchment
SEA FOAM GREEN	Black	Black	Black, Ivy Gold	Black#, Ivy Gold#	Black†, Ivy Gold†, Parchment	Ivy Gold	Black, Parchment	Black#, Parchment, Ivy Gold					
INVERNESS GREEN	Black, Parchment	Black	Black, Ivy Gold, Parchment	Black#, Parchment, Ivy Gold#	Black†, Saddle†, Parchment, Ivy Gold†	Parchment, Ivy Gold	Black, Parchment	Black#, Parchment, Ivy Gold	Black, Saddle, Parchment, Ivy Gold	Black, Saddle, Parchment	Black, Parchment, Ivy Gold	Parchment	Black, Parchment
SHEFFIELD SILVER	Black, Silver, Blue	Dark Red, Black	Black, Blue, Red	Black#, Blue	Black†, Red, Blue	Silver, Blue	Black, Red, Blue	Black#, Blue	Black, Red, Blue	Black, Red, Blue	Black, Red, Blue	Blue	Blue, Black
TIFFANY BLUE	Black, Silver, Blue	Black	Black, Blue	Black#, Blue	Black†, Blue, Parchment	Silver, Blue	Black, Blue, Parchment	Black#, Blue, Parchment					
GLACIER BLUE	Black, Silver, Blue	Black	Black, Blue	Black#, Blue	Black†, Blue, Parchment	Silver, Blue	Black, Blue, Parchment	Black#, Blue, Parchment	Black, Blue, Parchment	Black, Blue, Parchment	Black, Blue	Blue	Blue, Black
CASPIAN BLUE	Black, Silver, Blue	Black	Black, Blue	Black#, Blue	Black†, Blue, Parchment	Silver, Blue	Black, Blue, Parchment	Black#, Blue, Parchment	Black, Blue, Parchment	Black, Blue, Parchment	Black, Blue	Blue	Blue, Black
TURQUOISE	Black, Aqua	Black	Black	Black#, Aqua	Black†, Aqua, Parchment	Aqua	Black, Parchment	Black#, Aqua, Parchment	Black, Aqua, Parchment	Black, Parchment	Black, Aqua†, Parchment	Parchment, Aqua#	Black, Parchment
TRAFALGAR BLUE	Black, Aqua	Black	Black	Black#, Aqua	Black†, Aqua, Parchment	Aqua	Black, Parchment	Black#, Aqua, Parchment	Black, Aqua, Parchment	Black, Parchment	Black, Aqua†, Parchment	Parchment, Aqua#	Black, Parchment
JAMAICAN YELLOW	Black, Parchment	Black	Black, Parchment	Black#, Parchment	Black†, Parchment, Saddle†	Parchment	Black, Parchment	Black#, Parchment	Black, Parchment, Saddle	Black, Parchment, Saddle	Black, Parchment	Parchment	Black, Parchment
SAGE GOLD	Black	Black	Black, Ivy Gold	Black#, Ivy Gold#	Black†, Parchment, Ivy Gold†	Ivy Gold	Black, Parchment	Black#, Parchment, Ivy Gold	Black, Parchment, Ivy Gold	Black, Parchment	Black, Parchment, Ivy Gold	Parchment	Black, Parchment
LIME FROST									Black, Parchment, Ivy Gold				
FAWN	Black, Parchment	Dark Red, Black	Black, Red, Parchment	Black#, Parchment	Black†, Saddle†, Parchment	Parchment	Black, Parchment	Black#, Parchment	Black, Saddle, Parchment	Black, Saddle, Parchment	Black, Parchment	Parchment	Black, Parchment
CUMBERLAND BEIGE	Black, Parchment	Black	Black, Parchment	Black#, Parchment	Black†, Saddle†, Parchment	Parchment	Black, Parchment	Black#, Parchment	Black, Saddle, Parchment	Black, Saddle, Parchment	Black, Parchment	Parchment	Black, Parchment
CINNAMON FROST	Black, Parchment	Black	Black, Parchment	Black#, Parchment	Black†, Saddle†, Parchment	Parchment	Black, Parchment	Black#, Parchment	Black, Saddle, Parchment	Black, Saddle, Parchment	Black, Parchment	Parchment	Black, Parchment
CARDINAL RED	Black, Silver	Dark Red, Black	Black, Red	Black#	Black†, Red, Parchment	Silver	Black, Red, Parchment	Black#, Parchment	Black, Red, Parchment	Black, Red, Parchment	Black, Red, Parchment	Parchment	Black, Parchment
BURGUNDY	Black, Silver	Dark Red, Black	Black, Red	Black#	Black†, Red, Parchment	Silver	Black, Red, Parchment	Black#, Parchment	Black, Red, Parchment	Black, Red, Parchment	Black, Red, Parchment	Parchment	Black, Parchment

KEY: *Optional at extra cost.
†Not available on 4-door sedan.
#Not available on 2-door hardtop.
‡A full-width front seat option is available in black, blue or parchment.

EXTERIOR ACCENT STRIPES Cougar—Black, white, or silver (color-keyed to exterior).
Intermediate Mercury—Caliente and Cyclone models only. Black, white, red for Cyclone; black, white, silver for Caliente (color-keyed to exterior).
Standard Mercury—Marquis and S-55 models only. Black, white, red for S-55; black, white, silver for Marquis (color-keyed to exterior).

CONVERTIBLE TOP Colors for tops on all Mercury convertibles are black, white, or blue (color-keyed to exterior).



CAPRI 4-DR SEDAN 2-DR HARDTOP	CAPRI 4-DR SEDAN 2-DR HARDTOP COMET 202 2-DR SEDAN 4-DR SEDAN	COMET 202 2-DR SEDAN 4-DR SEDAN	COLONY PARK COMMUTER STATION WAGONS	COLONY PARK STATION WAGON	COLONY PARK COMMUTER STATION WAGONS	COMMUTER STATION WAGON	COMET VOYAGER STATION WAGON
BELFAST FABRIC AND FLUTED VINYL	LANYARD WEAVE VINYL AND FLUTED VINYL (6)	CORINTHIAN FABRIC AND DORIC VINYL	LANYARD WEAVE VINYL AND CRINKLE VINYL (2)	CELEBRITY FABRIC AND CHALDANE FABRIC*	MOSAIC FABRIC AND CRINKLE VINYL (Optional on Commuter)	HONEYCOMB VINYL AND CRINKLE VINYL	STRATA VINYL AND DORIC VINYL
Blue#, Aqua, Parchment	Black, Red, Blue, Parchment†	Red, Blue, Parchment, Aqua	Red, Blue, Ivy Gold, Aqua, Saddle, Black	Parchment	Parchment	Red, Blue, Ivy Gold, Saddle	Red, Blue, Parchment
Blue#, Aqua, Parchment	Black, Red, Blue, Parchment†	Red, Blue, Parchment, Aqua	Red, Blue, Ivy Gold, Aqua, Saddle, Black	Parchment	Parchment	Red, Blue, Ivy Gold, Saddle	Red, Blue, Parchment
			Ivy Gold, Black	Parchment	Parchment	Ivy Gold	
Parchment	Black, Parchment†	Parchment	Ivy Gold, Saddle, Black	Parchment	Parchment	Ivy Gold, Saddle	Parchment
Blue#	Black, Red, Blue	Red, Blue	Red, Blue, Black			Red, Blue	Red, Blue
			Blue, Black	Parchment	Parchment	Blue	
Blue#	Black, Blue	Blue	Blue, Black	Parchment	Parchment	Blue	Blue
Blue#	Black, Blue	Blue	Blue, Black	Parchment	Parchment	Blue	Blue
Parchment, Aqua	Black, Parchment†	Parchment, Aqua	Aqua, Black	Parchment	Parchment		Parchment
Parchment, Aqua	Black, Parchment†	Parchment, Aqua	Aqua, Black	Parchment	Parchment		Parchment
Parchment	Black, Parchment†	Parchment	Saddle, Black	Parchment	Parchment	Saddle	Parchment
Parchment	Black, Parchment†	Parchment	Ivy Gold, Black	Parchment	Parchment	Ivy Gold	Parchment
Parchment	Black, Parchment†	Parchment	Saddle, Black	Parchment	Parchment	Saddle	Parchment
Parchment	Black, Parchment†	Parchment	Saddle, Black	Parchment	Parchment	Saddle	Parchment
Parchment	Black, Parchment†	Parchment	Saddle, Black	Parchment	Parchment	Saddle	Parchment
Parchment	Black, Red, Parchment†	Red, Parchment	Red, Black	Parchment	Parchment	Red	Red, Parchment
Parchment	Black, Red, Parchment†	Red, Parchment	Red, Black	Parchment	Parchment	Red	Red, Parchment

OXFORD ROOF Cougar—Black or ivory available as extra-cost option with all exterior colors.
Intermediate Mercury—Black or ivory available as extra-cost option with all exterior colors;
not available on Comet 202 4-door sedan or station wagons.
Standard Mercury—Black, ivory, or blue (color-keyed to exterior) available as extra-cost
option; standard equipment on Marquis.

(1) Optional on Colony Park in red, blue, ivy gold or aqua.
(2) Optional on Commuter in red, blue, ivy gold, aqua or black.
(3) Optional Comfort-Weave vinyl in black, blue or parchment.
(4) Blue interior in Gossamer fabric and crinkle vinyl.
(5) Ivy gold not available in Villager.
(6) Optional on Comet 202 in red, blue or parchment.

1967 MERCURY TWO-TONE COMBINATIONS*

LOWER BODY COLOR	ROOF COLOR	COUGAR	INTERMEDIATE SIZE (a)	STANDARD SIZE (b)
Onyx	Polar White	X	X	X
Polar White	Onyx	X		
Sheffield Silver	Onyx, Polar White	X	X	X
Tiffany Blue	Polar White, Caspian Blue			X
Caspian Blue	Polar White	X	X	X
Caspian Blue	Glacier Blue	X		
Glacier Blue	Polar White, Caspian Blue	X	X	X
Turquoise	Polar White	X	X	X
Turquoise	Trafalgar Blue	X		
Trafalgar Blue	Polar White, Turquoise	X	X	X
Jamaican Yellow	Polar White, Onyx	X	X	X
Sage Gold	Onyx, Polar White, Inverness Green	X	X	X
Sea Foam Green	Polar White, Inverness Green			X
Lime Frost	Polar White, Onyx	X		
Inverness Green	Polar White	X	X	X
Inverness Green	Sage Gold	X		
Fawn	Polar White, Onyx	X	X	X
Fawn	Cumberland Beige	X		
Cumberland Beige	Fawn, Polar White	X	X	X
Cumberland Beige	Onyx	X		
Cinnamon Frost	Polar White, Onyx	X	X	X
Cardinal Red	Polar White, Onyx	X	X	X
Burgundy	Polar White, Onyx	X	X	X

*Two-tone exteriors are optional at extra cost. (a) Two-tone finish not available for intermediate-size Mercury convertibles or station wagon models. (b) Two-tone finish not available for standard-size Mercury convertibles, Marquis or Colony Park station wagon.
NOTE: In most cases, the interior trims available with the above two-tone combinations are the same as those shown for the lower body color in the chart at left.

Dimensions to
suit a man...
and a woman

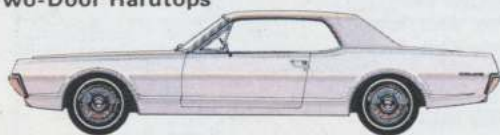
	MONTEREY MONTCLAIR PARK LANE BROUGHAM 4-DR HARDTOP 4-DR SEDAN	MONTEREY MONTCLAIR PARK LANE MARQUIS 2-DR HARDTOP	MONTEREY PARK LANE CONVERTIBLE	COMMUTER COLONY PARK STATION WAGON
Wheelbase	123.0	123.0	123.0	119.0
Wheel tread—front	62.0	62.0	62.0	62.0
—rear	62.0	62.0	62.0	62.0
Overall length	218.5	218.5	218.5	213.8
Overall height—design	56.1	55.1	55.2	56.9
Overall width	78.2	77.9	77.9	78.2
Usable luggage capacity	19.1	19.1	18.7	—
FRONT COMPARTMENT (a)				
Headroom (eff.)	38.9	37.9	38.0	39.1
Legroom (max.)	41.9	41.9	41.8	41.9
Hiproom	62.6	62.6	62.6	62.6
Shoulder room	60.0	60.0	60.0	60.0
REAR COMPARTMENT (a)				
Headroom (eff.)	37.7	37.4	37.3	40.0
Legroom (min.)	37.6	33.3	33.3	36.8
Hiproom	62.7	61.7	49.7	62.7
Shoulder room	59.9	58.7	49.7	59.9
	COUGAR	COMET 202 SEDANS CAPRI CALIENTE 4-DR SEDAN	CAPRI CALIENTE CYCLONE 2-DR HARDTOP	COMET VOYAGER VILLAGER STATION WAGON
Wheelbase	111	116	116	113
Wheel tread—front	58.1	58.5	58.5	58.4
—rear	58.1	58.2	58.2	58.1
Overall length	190.3	203.5(b)	203.5	199.9
Overall height—design	51.8	55.0	54.3	56.2
Overall width	71.2	73.8	73.8	73.8
Usable luggage capacity	9.1	17.0(c)	17.0	—
FRONT COMPARTMENT (a)				
Headroom (eff.)	37.1	38.8	38.1	38.6
Legroom (max.)	41.8	42.1	42.1	42.1
Hiproom	54.2	59.5	59.5	59.5
Shoulder room	53.8	58.0	58.0	58.0
REAR COMPARTMENT (a)				
Headroom (eff.)	35.9	37.6	36.7	39.1
Legroom	31.7	36.0	33.9	34.5
Hiproom	51.7	59.5	58.3	59.5
Shoulder room	53.2	58.0	56.7	58.0

(a) Measurement with seat in rearmost position. (c) 15.0 for Comet 202 series.
(b) 196.4 for Comet 202 series.

Make your selection from 28 Mercury models for 1967

Now that you've looked through this brochure, the only thing left is to choose your new Mercury model and personalize it the way you want it. You'll find the ideal car to match your driving needs among the 28 models Mercury offers in '67.

Two-Door Hardtops



Cougar



Marquis



Park Lane



Montclair



Monterey



Cyclone



Caliente



Capri

Four-Door Hardtops



Brougham



Park Lane

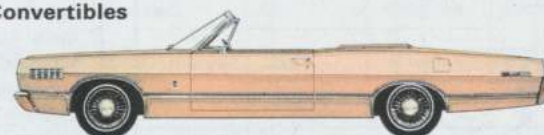


Montclair

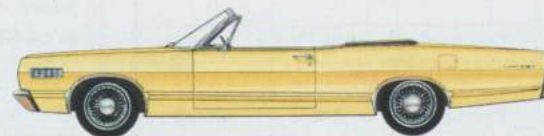


Monterey

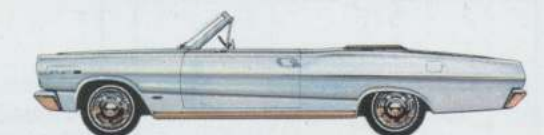
Convertibles



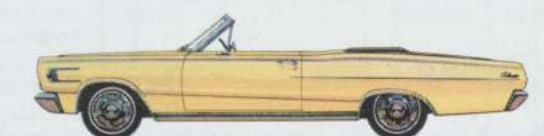
Park Lane



Monterey



Cyclone



Caliente

Four-Door Sedans



Brougham



Park Lane



Montclair



Monterey



Caliente



Capri



Comet 202

Two-Door Sedan



Comet 202

Station Wagons



Colony Park



Commuter



Villager



Comet Voyager



Mercury

Litho In U.S.A.



LINCOLN-MERCURY DIVISION

While the information herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. However, it may be deleted on car orders, if desired, at an appropriate price reduction. Some illustrations show cars with white sidewall tires, deluxe wheel covers and other styling, convenience or performance items that are optional at reasonable extra cost. Many are described herein; a full listing of options and accessories is available at your local authorized dealer's.

9-66-Form No. M67-100