
LYNX

CAPRI

ZEPHYR

COUGAR

COUGAR XR-7

MARQUIS

LINCOLN

MARK VI

FOR 1981 FROM

LINCOLN

MERCURY



Lynx GS Station Wagon with Villager option



Lynx GS 3-door

LYNX

Today, when America needs small, high-quality, fuel-efficient cars, Lincoln-Mercury is working to meet that need. Introducing Lynx, a world-class car. Designed and developed by Ford Motor Company engineers with years of experience worldwide, but built in America. Lynx's sophisticated design brings you the technology of front-wheel drive, the riding comfort of four-wheel independent suspension, and the advantage of computer-designed aerodynamics. As well as the kind of four-passenger comfort, equipment, space, and contemporary styling you'd expect in a car from Lincoln-Mercury.

Standard Lynx features include vinyl high-back bucket seats and a folding rear seat, 1.6 liter four-

cylinder CVH engine, four-speed manual transaxle with overdrive fourth gear, and steel-belted radial tires. Lynx is available in three-door hatchback and four-door liftgate station wagon body styles, with a wide choice of equipment levels in five distinct series. We invite you to drive and discover: Now the world belongs to an American automobile. The world belongs to Lynx.

- Lynx 3-Door
- Lynx GL 3-Door
- Lynx GS 3-Door
- Lynx RS 3-Door
- Lynx LS 3-Door
- Lynx Station Wagon
- Lynx GL Station Wagon
- Lynx GS Station Wagon
- Lynx RS Station Wagon

Some of the equipment shown may be available only at extra cost, and only on specific models. Please see your Dealer for specific information regarding standard and optional equipment.

Lynx space. Lynx GS Station Wagon.



Lynx comfort. Lynx LS interior.





Capri RS

Capri Black Magic

CAPRI

There's a special magic that is Capri's alone. It's more than the sleek sophistication of European-inspired sports styling. Or the nimble response, flat cornering, and flat-out enjoyment from Capri's firm-riding suspension system. More than a wide choice of engines and transmissions and an exciting series lineup—Capri, Capri GS, Capri RS,

and Capri Black Magic, which has a spirit all its own. It's Capri Magic. That indefinable spirit you've been waiting for. Mercury Capri is a sporty specialty car that seats four. Comfortable low-back bucket seats with reclining seatbacks are standard. Capri has a liftgate third door and folding rear seat for lots of cargo space.

Optional interior in leather with vinyl trim

Black Magic interior



Zephyr Z-7

Zephyr Villager Wagon

Zephyr GS 4-door sedan

Zephyr GS 2-door sedan



ZEPHYR

Room, ride, and comfort for everyone—in a variety of styles to suit your style of life. Zephyr seats five comfortably (six with bench or optional Flight Bench seat) and comes in two- and four-door models as well as the sporty, personal-size Zephyr Z-7, and the station wagon that sports the largest cargo volume of any American-built wagon in its class. (Based on E.P.A. Interior Volume Index.) Impressive Zephyr standard features are power front disc brakes, protective body moldings, deluxe sound insulation, even a deluxe steering wheel and woodtone instrument panel. Zephyr for '81. Fun to drive. Eminently satisfying to own. A car whose many values belie its price.

Zephyr GS Flight Bench seat (shown left)



COUGARS

The Cougar spirit is growing. Presenting an exciting new lineup of Cougars for 1981 in two distinct mid-size designs: an all-new, luxurious Cougar sedan . . . and the popular Cougar XR-7. The top-of-the-line Cougar LS four-door sedan sets a high mark for luxury in the mid-size class, with outstanding standard features such as a half-vinyl roof and Twin Comfort Lounge seats in rich velour cloth or optional leather with vinyl trim (shown far right). Cougar sedans come in three levels: Cougar and Cougar GS in two- and four-door versions, and Cougar LS in four-door only.

The lithe, sleek styling that's unmistakably XR-7 tells you that this is a special breed of Cat . . . with the spacious, gracious interior of a very personal car. The 1981 XR-7 comes in two levels: base and GS. With the GS, you can choose the luxurious LS interior option (shown right) or sporty Recaro Seat option. For power, you have a selection of a standard Six or two optional V-8s. Take a demonstration drive and experience the roadability, styling, and exceptional features in the great Cougar tradition.



Cougar XR-7 GS



XR-7 Luxury interior



Cougar LS Twin Comfort Lounge seats in optional leather with vinyl trim



Cougar LS 4-door sedan



Grand Marquis 4-door sedan

MARQUIS

Long known for its classic styling, six-passenger comfort, and superb ride, the Marquis line offers the most luxurious Mercurys you can buy. Every 1981 Marquis is equipped with a V-8 engine with Automatic Overdrive Transmission that incorporates a fourth forward gear for maximum efficiency at cruising speed (over about 40 mph). Other standard equipment includes power brakes and steering, radial tires, and full wheel covers. And a big, roomy 22.4-cubic-foot trunk which allows upright storage of items as large as suitcases. Marquis is available in two-door and four-door models plus two station wagon choices. In Marquis, luxury and space go together. Beautifully.



Grand Marquis standard Twin Comfort Lounge seats



Marquis Colony Park Wagon



Lincoln Town Car Signature Series 4-door sedan

LINCOLN

Presenting two series of distinguished automobiles for 1981: the Lincoln Town Car and the luxurious Lincoln Town Car Signature Series, both available in two-door and four-door models. In Lincoln, you'll discover that beneath its fine sense of tradition is a remarkable achievement in electronic technology.

The new Lincoln Town Cars for 1981 offer a generous collection of standard features such as Electronic AM/FM Stereo Search radio and Twin Comfort Lounge seats with six-way driver-side power adjustment. The Signature Series, as befits its name, goes on to offer many more personalized features as standard equipment. The Coach Roof, seatback robe cords, map pockets, dual floor well lights, and needled carpeting in the luggage compartment are just a few.



Power Twin Comfort Lounge seats

Lincoln Town Car Signature Series 2-door sedan





Mark VI Signature Series 2-door coupe

MARK VI

Mark VI for 1981... a remarkable merging of esthetics and engineering. Since the very beginning of the Mark lineage, there has been a strong styling statement. Today, in the new Mark VI, that statement still prevails, now in the most contemporary of terms. And through the years, this automobile has achieved high, sophisticated levels of electronic technology as well.

Available in both four-door and two-door, the Mark VI Signature Series represents the most generous offering of standard features among the Marks. Other choices are the four Designer Series... Bill Blass, Pucci, Givenchy, and Cartier—each distinctive in its own right.



Signature Series interior

Mark VI Signature Series 4-door sedan



FINE CARS FROM LINCOLN-MERCURY

LYNX

30* EPA EST. MPG **44** HWY. EST.

With 1.6 liter engine, manual transmission. Not applicable to units with either air conditioning or power steering.



- Lynx 3-Door
- Lynx GL 3-Door
- Lynx GS 3-Door
- Lynx RS 3-Door
- Lynx LS 3-Door
- Lynx Station Wagon
- Lynx GL Station Wagon
- Lynx GS Station Wagon
- Lynx RS Station Wagon

CAPRI

23* EPA EST. MPG **34** HWY. EST.

With 2.3 liter OHC engine, manual transmission.



- Capri
- Capri GS
- Capri RS
- Capri Black Magic

ZEPHYR

23* EPA EST. MPG **34** HWY. EST.

With 2.3 liter engine, manual transmission.



- Zephyr 2-Door Sedan
- Zephyr 4-Door Sedan
- Zephyr GS 2-Door Sedan
- Zephyr GS 4-Door Sedan
- Zephyr Z-7 Sport Coupe
- Zephyr Z-7 GS Sport Coupe
- Zephyr Station Wagon
- Zephyr Villager Wagon

COUGARS

COUGAR with 2.3 liter engine, manual transmission. (Not available on LS.)

23* EPA EST. MPG **34** HWY. EST.

XR-7 with 3.3 liter engine, automatic transmission.

18* EPA EST. MPG **24** HWY. EST.



- Cougar XR-7
- Cougar XR-7 GS
- Cougar XR-7 LS
- Cougar 2-Door Sedan
- Cougar 4-Door Sedan
- Cougar GS 2-Door Sedan
- Cougar GS 4-Door Sedan
- Cougar LS 4-Door Sedan

MARQUIS

18* EPA EST. MPG **26** HWY. EST.

With 4.2 liter engine and standard Automatic Overdrive Transmission.



- Marquis 4-Door Sedan
- Marquis Brougham 2-Door Sedan
- Marquis Brougham 4-Door Sedan
- Grand Marquis 2-Door Sedan
- Grand Marquis 4-Door Sedan
- Marquis Station Wagon
- Marquis Colony Park Wagon

LINCOLN

16* EPA EST. MPG **24** HWY. EST.

With 5.0 liter engine, Automatic Overdrive Transmission.



- Lincoln Town Car 2-Door Sedan
- Lincoln Town Car 4-Door Sedan
- Lincoln Town Car Signature Series 2-Door Sedan
- Lincoln Town Car Signature Series 4-Door Sedan

MARK VI

16* EPA EST. MPG **24** HWY. EST.

With 5.0 liter engine, Automatic Overdrive Transmission.



- Mark VI 2-Door Coupe
- Mark VI 4-Door Sedan
- Mark VI Signature Series 2-Door Coupe
- Mark VI Signature Series 4-Door Sedan
- Mark VI Designer Series 2-Door Coupe

*Compare this estimate to the estimated MPG of other cars. You may get different mileage depending on how fast you drive, weather conditions, and trip length. Actual highway mileage will probably be less than the estimated highway fuel economy. California ratings [23] EPA EST. MPG, 44 HWY. EST. on Lynx; [23] EPA EST. MPG, 33 HWY. EST. on Capri, Zephyr and Cougar, and [16] EPA EST. MPG, 24 HWY. EST. on Marquis. Grand Marquis 4-door and station wagons are available only with 5.0 liter engine: [16] EPA EST. MPG, 25 HWY. EST. Lynx station wagon ratings [27] EPA EST. MPG, 42 HWY. EST.



...FOR SURE

QUALITY REPLACEMENT PARTS FROM FORD

Your new Lincoln or Mercury comes equipped with factory-engineered and approved parts including a dependable Motorcraft battery, shock absorbers, spark plugs, long life oil filters, and motor oil. For continued top performance, be sure to specify genuine Motorcraft parts whenever replacement is necessary.



Ford Motor Company's optional Extended Service Plan covers certain selected components on new Lincoln-Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Your Lincoln-Mercury Dealer will be happy to give you complete details of the Plan, which is available on cars sold and normally operated in the 50 United States.

CORROSION PERFORATION WARRANTY

Ford Motor Company offers a limited three-year corrosion perforation warranty excluding exhaust system components on all new 1981 Lincoln-Mercury automobiles. 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.

This warranty valid only in the 50 United States.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed are subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay.

GAS MILEAGE

1981 EPA Gas Mileage Ratings for Lincoln-Mercury automobiles are listed on page 11.

Form No. P-108 Litho in U.S.A. 11-80 (800M)

LINCOLN-MERCURY DIVISION



Buy or lease your Lincoln or Mercury from your Lincoln-Mercury Dealer.