
COUGARS



FOR 1981 FROM
LINCOLN
MERCURY

AN ALL-NEW, LUXURIOUS COUGAR SEDAN...AND THE POPULAR COUGAR XR-7.

The Cougar lineup this year includes an all-new kind of Cougar—a Cougar that takes its youthful spirit from the XR-7, but offers a high level of style, comfort,

COUGAR

23* **34**

EPA EST. MPG HWY. EST.

California ratings **23** EPA EST. MPG, **33** HWY. EST.

With standard 2.3 liter engine, manual transmission.

XR-7

18* **24**

EPA EST. MPG HWY. EST.

With standard 3.3 liter engine, automatic transmission.

spaciousness, and practicality in a sedan. And most importantly, the new Cougar posts the kind of mileage ratings people are looking for: **23** EPA EST. MPG,* **34** HWY. EST. Cougar comes in two- and four-door versions. To the base Cougar you can add the GS option, or the luxurious LS option, available on the four-door only. Engine choices range from a Four to a Six to a V-8.

But if your preference runs to a more personal car, choose the special zest and glamour that the sporty XR-7 offers you. XR-7 gas mileage estimates are **18** EPA EST. MPG,* **24** HWY. EST. With the V-8 engines, you can order the innovative Automatic Overdrive Transmission which, at cruising speed (about 40 mph), shifts into overdrive, for excellent highway fuel economy. Take a demonstration drive and experience luxury, styling, and exceptional features in the great Cougar tradition.

*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.

Some of the equipment shown may be available only at extra cost, and only on specific models. Please see pages 13 to 15 for specific information regarding standard and optional equipment.

NEW FOR '81: COUGAR LS

The Cougar spirit is growing. There's the Cougar XR-7, shown left and on pages 8-11. And now the XR-7-inspired new Cougar sedan. The top-of-the-line Cougar LS four-door sets a high mark for luxury in the mid-size class with such standard LS features as a half-vinyl roof (see below); reclining Twin Comfort Lounge seats (right) in your choice of cloth or optional leather with vinyl trim (see page 15 for more details on seats); 18-ounce cut-pile carpeting; deluxe steering wheel; a seat belt reminder chime; and deluxe sound insulation.

Options include front vent windows, Tu-Tone paint, and TR-type tires and wheels. Comfort and luxury with the spirit of the Cat—that's Cougar.





COUGAR XR-7 GS, in Fawn, with optional half-vinyl luxury roof, TR-type tires, and aluminum wheels.



COUGAR LS four-door, in Dark Brown Metallic, with stylish half-vinyl roof in Light Fawn, and optional wire wheel covers.



COUGAR LS Twin Comfort Lounge seats with seating surfaces upholstered in optional soft pleated leather in Medium Fawn.



*COUGAR GS four-door, in optional Tu-Tone Light Pewter Metallic/Medium Pewter Metallic, with optional Light Pewter vinyl roof and wire wheel covers.
COUGAR two-door, in Black, with optional vinyl roof and standard wheel covers.*





COUGAR GS

In the Cougar GS, you ride in the comfort of standard vinyl bucket seats. Optional seats are the Twin Comfort Lounge seats (left) or the Flight Bench seat. (All three seats share the same elegant sew style.) With the Flight Bench seat, your Cougar becomes a six-passenger sedan. Its efficient design makes Cougar surprisingly spacious inside, with a large, flat-floored trunk in back—16.8 cubic feet of usable luggage space. Cougar GS includes such niceties as a luxury four-spoke steering wheel with woodtone insert, 18-ounce cut-pile carpeting, hood and bodyside accent paint stripes, luxury bodyside moldings, and deluxe sound insulation package.

COUGAR GS optional Twin Comfort Lounge seats (left), trimmed in Dark Red pleated cloth.



COUGAR

When you consider such standard equipment as pleated seat upholstery, four-spoke steering wheel, color-keyed carpeting, woodtone instrument panel—along with the space and riding qualities of a Cougar—you see that Cougar is a lot of car to begin with. It has modified MacPherson strut-type front and four-bar link coil-spring rear suspension systems—similar to those on the XR-7. The standard engine/transmission team is the proven and efficient 2.3 liter Four, with four-speed manual transmission. Optional engines include the 3.3 liter Six and a 4.2 liter V-8. Optional transmission is the smooth SelectShift automatic.

COUGAR interior (left), with low-back vinyl bucket seats, in Pewter.



COUGAR XR-7, WITH LS OPTION

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 elegant XR-7, with the LS Option, includes standard features such as luxurious Twin Comfort Lounge seats (see page 15 for more information on seating), power windows, seat-belt chimes, a carpeted luggage compartment, and many more. Cougar XR-7. It's just not like everybody else's car.

XR-7 optional Electronic Instrument Panel (shown left) includes digital speedometer, fuel gauge, and day/date/elapsed time clock. Shown here with luxurious four-spoke steering wheel. XR-7 LS interior (shown right) with reclining Twin Comfort Lounge seats and dual fold-down center armrests, in elegant Dark Red cloth.

COUGAR XR-7GS (shown below), in Medium Red, with optional luxury half-vinyl roof, TR-type tires and aluminum wheels.







*COUGAR XR-7 GS in Medium Blue Metallic with Midnight Blue vinyl roof and luxury wheel covers.
COUGAR XR-7 in Black, with wire wheel covers.*





COUGAR XR-7 GS

Along with the special spirit that marks it uniquely XR-7, the GS Option offers these standard features: luxury steering wheel; thick, color-keyed carpeting; a visor vanity mirror on the passenger side; and Twin Comfort Lounge seats (shown at left). Or you may prefer to order your GS with either the LS or sporty Recaro Seat Option. Recaro buckets (shown below with console) are European specialty seats, used in aircraft and race cars, adapted here to the XR-7 for your extraordinary personal comfort. They offer four adjustments: The seatback recliner is infinitely adjustable; there's a removable lumbar support cushion; you can raise or lower the headrests to your exact height and comfort; and a depth thigh support cushion allows adjustment of seat depth.

COUGAR XR-7 GS Twin Comfort Lounge seats (left) in optional Medium Wedgewood Blue vinyl.



COUGAR XR-7

Like all XR-7s, the base model includes such standard equipment as rack-and-pinion steering, maintenance-free battery, full wheel covers, white sidewall radial tires, AM radio (may be deleted for credit), dual halogen headlights, Flight Bench seat with center armrest, two-tier instrument panel, woodtone instrument panel appliqué, color-keyed cut-pile carpeting, trip odometer, four-spoke color-keyed steering wheel, SelectShift automatic transmission, fluidic windshield washer system, dual-note horn, and much more.

Optional Recaro Seat Interior (GS only), in Dark Red (left)

OPTIONS



MOONROOF Let the sunshine, fresh air, and the moonlight in with this easy-to-handle, flip-up, removable feature.

AUTOMATIC OVERDRIVE (Cougar XR-7 only) is a unique type of transmission, available only on V-8 engines. When your car reaches cruising speed (about 40 mph), the transmission automatically moves into a fourth automatic overdrive gear for a reduction in engine rpm which improves highway fuel economy.

P
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CARRIAGE ROOF Add the look of a convertible to your XR-7 with this stylish Carriage Roof. Available in Dark Blue, White or Fawn.



POWER

- POWER ANTENNA (XR-7 only)
- POWER DOOR LOCKS
- POWER SEATS
- POWER TRUNK RELEASE
- POWER WINDOWS



AIR CONDITIONING is available either with automatic (XR-7 only) or manual temperature control.

AM/FM STEREO with 8-track tape (shown left) is one of a number of superb radio choices for either Cougar or Cougar XR-7. (See page 14 for further information.) Add the optional Premium Sound Package to any of your stereo radio choices and you get vastly improved sound from two additional door speakers (XR-7 only), high-fidelity rear speakers, and power amplifier.



SPEED CONTROL, with "resume" feature, makes driving easier on long trips. Maintains the speed you select.



WHEELS. Left to right: full wheel cover (standard on Cougar, Cougar GS, Cougar XR-7), luxury wheel cover (standard on Cougar LS and XR-7 GS), wire wheel cover, aluminum wheel (available only with TR-type tires—BSW only on Cougar), cast aluminum wheel (Cougar only).



COUGAR 2-DOOR



COUGAR 4-DOOR

Standard features on all Cougar Sedans

STANDARD EXTERIOR FEATURES

- Cougar hood ornament
- Left-hand remote-control window-mounted mirror
- Full wheel covers
- Bright grille
- Dual rectangular halogen headlamps
- Full-width wraparound taillamps
- Luxury wide bodyside molding and integral partial wheel-lip moldings
- Cougar "Cat" emblem on side pillar
- Bright belt, drip rail, taillight, and window frame moldings
- Color-keyed rear pillar appliqué

STANDARD INTERIOR FEATURES

- AM radio (may be deleted for credit)
- 5-passenger seating capacity (6 with optional Flight Bench seat)
- Vinyl low-back bucket seats
- Continuous-loop seat belts
- Full soft door trim panel
- Woodgrain instrument panel appliques
- 4-spoke steering wheel
- Glove box lock
- 10-oz. cut-pile carpeting
- Steering-column-mounted controls for wiper/washer, horn, turn signal, and high/low beams
- Visor vanity mirror
- Cigar lighter

STANDARD FUNCTIONAL FEATURES

- 2.3 liter 2V 4-cylinder engine
- 4-speed manual transmission
- Power brakes
- P175/75R-14 steel-belted radial tires
- Maintenance-free battery
- Rack-and-pinion steering
- Axle ratio, 3.08:1
- Economy spare tire
- Hybrid MacPherson strut front suspension
- Front stabilizer bar
- Four-bar link coil-spring rear suspension
- Inside hood release
- Fluidic windshield washers



COUGAR 2-DR. with GS Option

MAKE YOUR OWN CHOICES



COUGAR 4-DR. with GS Option

Includes all standard Cougar features, plus these additions and/or differences:

- Deluxe vinyl bucket seats
- Deluxe seat belts w/tension reliever
- GS door trim panels
- Luxury 4-spoke steering wheel with woodtone insert
- 18-oz. cut-pile carpeting
- Hood/bodyside accent stripes
- Luxury lower bodyside molding with color-keyed vinyl insert
- Bumper guards and rub strips
- Deluxe sound package
- GS medallions



COUGAR 4-DR. with LS Option

Includes all Cougar standard features, plus these additions and/or differences:

- Luxury Twin Comfort Lounge seats
- Deluxe door trim panels with woodtone appliques
- Electronic warning chimes
- Deluxe seat belts w/tension reliever
- Luxury 4-spoke steering wheel with woodtone insert
- 18-oz. cut-pile carpeting
- Light group (see page 14)
- Rear half-vinyl roof
- Color-keyed vinyl bodyside molding with partial bright wheel-lip moldings
- Bodyside/hood accent stripes
- Luxury wheel covers
- Right-hand remote-control mirror
- Cornering lamps
- LS medallions
- Carpeted luggage compartment
- Deluxe sound package
- Bumper guards and rub strips
- Soft quarter-trim appliques



COUGAR XR-7

Standard features on all XR-7s

STANDARD EXTERIOR FEATURES

- Half-vinyl roof
- Full wheel covers
- Halogen sealed-beam headlights

- Trunk and upper bodyside accent stripes
- Soft front and rear bumpers
- Bumper-mounted parking lamps and turn signals
- Bright bumper rub strips
- Cougar hood ornament
- Vertical bar grille
- Bright headlamp/parking lamp frames
- Wide bright and black belt, roof drip and window frame moldings
- Wide bodyside molding with color-keyed vinyl insert
- LH remote-control mirror
- Cougar ornament on side pillar, trunk lock

STANDARD INTERIOR FEATURES

- AM radio (may be deleted for credit)
- Analog clock
- Cloth Flight Bench seat with center armrest
- Color-keyed deluxe seat belts
- 10-oz. cut-pile carpeting
- Woodtone instrument panel appliques
- Trip odometer
- Luggage compartment light
- Glove box and ashtray lights
- 4-spoke, color-keyed steering wheel
- Steering-column-mounted controls for wiper/washer, high/low headlamp beam, horn, and turn signals
- Inertia seatback release

STANDARD FUNCTIONAL FEATURES

- 3.3 liter (200 CID) 6-cyl. engine
- SelectShift automatic transmission
- Power brakes—front disc/rear drum
- Power steering
- Standard axle ratio (2.73:1)
- P195/75R14 WSW steel-belted radial tires
- Strut-type front suspension, coil-spring rear suspension
- Front and rear stabilizer bars
- Fluidic windshield washer system
- Maintenance-free battery
- 60-amp alternator
- Inside hood release



COUGAR XR-7 with GS Option

Includes all standard XR-7 features, plus these additions and/or differences:

- Reclining Twin Comfort Lounge seats in cloth
- 18-oz. cut-pile carpeting
- Upgraded door trim panels with woodtone moldings and pull straps
- Luxury steering wheel w/woodtone insert
- Passenger visor vanity mirror
- Dual remote-control outside mirrors
- Hood accent stripes
- Luxury wheel covers

MORE CHOICES

	Cougar	Cougar GS	Cougar LS	XR-7	XR-7 GS
<input type="checkbox"/> Air Conditioning, Manual	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Air Conditioning, Auto. Temp.	NA	NA	NA	OPT	OPT
<input type="checkbox"/> Autolamp—On/Off Delay System	NA	NA	NA	OPT	OPT
<input type="checkbox"/> Axle, Traction-Lok*	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Battery, Heavy-Duty, Main.-Free*	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Bumper Guards, Rear	OPT	STD	STD	NA	NA
<input type="checkbox"/> Bumper Rub Strips*	OPT	STD	STD	STD	STD
<input type="checkbox"/> Chimes, Elec. Seat Belt Warning	NA	NA	STD	OPT	OPT
<input type="checkbox"/> Clock, Electric Analog	OPT	OPT	OPT	STD	STD
<input type="checkbox"/> Clock, Electronic Digital	OPT	OPT	NA	OPT	OPT
<input type="checkbox"/> Cornering Lamps	OPT	OPT	STD	OPT	OPT
<input type="checkbox"/> Defroster, Electric Rear Window	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Extended Service Plan (See Page 16)	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Floor Mats—Front	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Garage Door Opener Control	NA	NA	NA	OPT	OPT
<input type="checkbox"/> Glass, Tinted Complete*	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Heater, Engine Block	OPT	OPT	OPT	NA	NA
<input type="checkbox"/> Illuminated Entry System	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Keyless Entry System	NA	NA	NA	OPT	OPT
<input type="checkbox"/> Lights, Diagnostic Warning	NA	NA	NA	OPT	OPT
<input type="checkbox"/> Luggage Compartment Trim	NA	NA	STD	OPT	OPT
<input type="checkbox"/> Mirror, Illuminated Visor Vanity	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Mirror, Right-Hand Remote-Control	OPT	OPT	STD	OPT*	STD
<input type="checkbox"/> Molding, Bodyside Protection	OPT	OPT	OPT	STD	STD
<input type="checkbox"/> Moonroof, Flip-Up Removable	OPT	OPT	NA	OPT	OPT
<input type="checkbox"/> Mud/Stone Deflectors	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Paint, Tu-Tone	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Parking Brake Release, Automatic	NA	NA	NA	OPT	OPT

POWER

<input type="checkbox"/> Power Antenna	NA	NA	NA	OPT	OPT
<input type="checkbox"/> Power Door Locks	OPT	OPT	OPT	OPT*	OPT*
<input type="checkbox"/> Power Seat—4-Way	OPT	OPT	NA	OPT	NA
<input type="checkbox"/> Power Seat—6-Way, Driver, Split-Bench	NA	OPT	OPT	OPT	OPT
<input type="checkbox"/> Power Steering*	OPT	OPT	OPT	STD	STD
<input type="checkbox"/> Power Trunk Release	OPT	OPT	OPT	OPT*	OPT*
<input type="checkbox"/> Power Windows*	OPT	OPT	OPT	OPT	OPT

RADIOS

<input type="checkbox"/> AM (may be deleted for credit)	STD	STD	STD	STD	STD
<input type="checkbox"/> AM/FM Monaural	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> AM/FM Stereo	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> AM/FM Stereo with Cassette Tape	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> AM/FM Stereo with 8-Track Tape	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Electronic AM/FM Stereo Search	NA	NA	NA	OPT	OPT
<input type="checkbox"/> Electronic AM/FM Stereo Search w/Cassette-Tape	NA	NA	NA	OPT	OPT
<input type="checkbox"/> Electronic AM/FM Stereo/Search/w/8-Track Tape	NA	NA	NA	OPT	OPT
<input type="checkbox"/> Premium Sound System	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Roof, Carriage	NA	NA	NA	OPT	OPT
<input type="checkbox"/> Roof, Full Vinyl	OPT	OPT	NA	NA	NA
<input type="checkbox"/> Roof, Luxury Half-Vinyl	NA	NA	NA	OPT	OPT
<input type="checkbox"/> Roof, Rear Half-Vinyl	NA	OPT	STD	STD	STD
<input type="checkbox"/> Seat Belts, Deluxe	OPT	STD	STD	STD	STD
<input type="checkbox"/> Speed Control	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Steering Wheel, Sport	OPT	OPT	OPT	NA	NA
<input type="checkbox"/> Steering Wheel, Leather-Wrapped*	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Steering Wheel, Tilt*	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Stripes, Hood Accent	NA	STD	STD	OPT	STD
<input type="checkbox"/> Windows, Vent*	OPT	OPT	OPT	OPT	OPT
<input type="checkbox"/> Wipers, Interval Windshield	OPT	OPT	OPT	OPT	OPT

ENGINES/TRANSMISSIONS

<input type="checkbox"/> 2.3 Liter 4-Cylinder	STD	STD	STD	NA	N
<input type="checkbox"/> 3.3 Liter (200 CID) 6-Cylinder*	OPT	OPT	OPT	STD	ST
<input type="checkbox"/> 4.2 Liter (255 CID) 8-Cylinder*	OPT	OPT	OPT	OPT	OI
<input type="checkbox"/> 5.0 Liter (302 CID) 8-Cylinder*	NA	NA	NA	NA	OI
<input type="checkbox"/> 4-Speed Manual	STD	STD	NA	NA	N
<input type="checkbox"/> SelectShift Automatic	OPT	OPT	OPT*	STD	ST
<input type="checkbox"/> Automatic Overdrive*	NA	NA	NA	OPT	OI

RADIAL TIRES/WHEELS

<input type="checkbox"/> P175/75Rx14 BSW	STD	STD	STD	NA	N
<input type="checkbox"/> P175/75Rx14 WSW	OPT	OPT	OPT	NA	N
<input type="checkbox"/> P185/75Rx14 BSW	OPT	OPT	OPT	NA	N
<input type="checkbox"/> P185/75Rx14 WSW	OPT	OPT	OPT	NA	N
<input type="checkbox"/> P185/75Rx14 RWL	OPT	OPT	OPT	NA	N
<input type="checkbox"/> 190/65R390, Michelin TRX Steel-Belted Radial BSW with Aluminum Wheels	OPT	OPT	OPT	NA	N
<input type="checkbox"/> P195/75Rx14 WSW	NA	NA	NA	STD	ST
<input type="checkbox"/> P195/75Rx14 WSW Puncture-Resistant	NA	NA	NA	OPT	OF
<input type="checkbox"/> TR-Type Steel-Belted Radial WSW with Aluminum Wheels	NA	NA	NA	OPT	OF
<input type="checkbox"/> Conventional Spare Tire	OPT	OPT	OPT	OPT	OF
<input type="checkbox"/> Full Wheel Covers (shown pp. 6, 12)	STD	STD	NA	STD	N
<input type="checkbox"/> Luxury Wheel Covers* (shown pp. 10, 12)	OPT	OPT	STD	OPT	ST
<input type="checkbox"/> Wire Wheel Covers* (shown pp. 3, 6, 10, 12)	OPT	OPT	OPT	OPT	OF
<input type="checkbox"/> Cast Aluminum Wheels (shown p. 12)	OPT	OPT	OPT	NA	N

OPTIONAL PACKAGES—Cougar, Cougar GS, and Cougar I

- APPEARANCE PROTECTION GROUP**—Includes carpeted front floor mats, door-edge guards, and license plate frames.
- COLD WEATHER GROUP**—Includes extra-heavy-duty battery, heavy-duty alternator, and engine block heater.
- CONSOLE**—Includes electronic digital clock, ashtray, cigar light and indicator warning lights for low washer fluid or low fuel, or failure of low-beam headlights or taillights. (Requires bucket seats and floor-mounted shift lever. Not available on Cougar LS.)
- LIGHT GROUP**—Includes ashtray light (deleted with console), luggage compartment lamp, glove box and engine compartment lights, rear door courtesy light switches (4-door); and dual-beam dome/map light.

OPTIONAL PACKAGES—Cougar XR-7 and Cougar XR-7 GS

- APPEARANCE PROTECTION GROUP**—Includes front floor mats, door-edge guards, and license plate frames.
- ELECTRONIC INSTRUMENT PANEL**—Includes digital speedometer, graphic fuel gauge display, electronic digital clock.
- HEAVY-DUTY SUSPENSION**—Includes heavy-duty front and rear shock absorbers, heavy-duty rear springs.
- LS OPTION**—(Requires GS option.) Includes Twin Comfort Lounge seats with luxury trim, luxury door and quarter trim panels, power windows, seat belt warning chimes, luggage compartment trim, and unique woodtone appliques.
- LIGHT GROUP**—Includes engine compartment light, dome dual beam map light, and instrument panel courtesy light.
- POWER LOCK GROUP**—Includes power door locks, trunk release.
- RECARO SEAT OPTION**—(Requires GS option.) Includes Recaro bucket seats, console, GS-level rear seat, door and trim panels.

*This equipment is subject to additional ordering requirements or limitations. Please consult your Dealer for details.

STD—Standard OPT—Optional NA—Not Available

INTERIOR SEATING CHOICES—Cougar



Vinyl Bucket Seats. Standard on

COUGAR. Colors: Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn, Spruce.



Flight Bench Seat in cloth or vinyl. Optional on COUGAR at no extra cost.

Colors: Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn, Spruce.



Vinyl Bucket Seats. Standard on

COUGAR GS. Colors: Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn, Spruce.



Twin Comfort Lounge Seats. Optional on

COUGAR GS in cloth or vinyl. Colors: Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn, Spruce.



Cloth or vinyl Flight Bench Seat. Optional on

COUGAR GS at no extra cost. Colors: Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn, Spruce.



Twin Comfort Lounge Seats. Standard on

COUGAR LS in cloth. Leather with vinyl trim optional. Colors: Dark Red, Medium Wedgewood Blue, Medium Fawn.

INTERIOR SEATING CHOICES—Cougar XR-7



Flight Bench Seat in cloth. Standard on

COUGAR XR-7. Vinyl optional. Colors: Medium Fawn, Dark Red, Medium Wedgewood Blue, Dove Grey.¹



Twin Comfort Lounge Seats. Standard with

the LS OPTION in luxury cloth. Leather with vinyl trim optional. Colors: Medium Fawn, Dark Red, Medium Wedgewood Blue, Dove Grey, Vaquero.²



Optional Low-Back Bucket Seats. Available on

COUGAR XR-7 and COUGAR XR-7 GS in vinyl. Colors: Vaquero (GS only); Medium Fawn, Dark Red, Medium Wedgewood Blue, Dove Grey.¹ Includes console.



Twin Comfort Lounge Seats in cloth with left-

and right-hand recliners. Standard on COUGAR XR-7 GS, optional on COUGAR XR-7. Available in vinyl. Colors: Vaquero (GS only); Med. Fawn, Dark Red, Medium Wedgewood Blue, Dove Grey.¹



Recaro Seat Option (includes console). Cloth

only. Available on COUGAR XR-7 GS. Colors: Dark Red, Medium Wedgewood Blue, Dove Grey, Vaquero.

¹Vinyl is also available in White with color-keyed trim accents.
²Leather is also available in White with color-keyed trim accents.

EXTERIOR COLOR CHOICES

1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16										
17	18	19										

STANDARD COLORS

- 1. Black
- 2. White
- 3. Dove Grey*
- 4. Silver Metallic*
- 5. Medium Grey Metallic*
- 6. Light Pewter Metallic**
- 7. Medium Pewter Metallic**
- 8. Pastel Chamois***†
- 9. Fawn
- 10. Dark Brown Metallic
- 11. Medium Red
- 12. Dark Cordovan Metallic*
- 13. Light Medium Blue*
- 14. Midnight Blue Metallic
- 15. Med. Dark Spruce Metallic**

OPTIONAL GLAMOUR PAINTS

- 16. Medium Fawn Metallic
- 17. Medium Bittersweet Metallic*
- 18. Medium Blue Metallic
- 19. Light Spruce Metallic***†

NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. Please see your Lincoln-Mercury Dealer for accurate color chips.

COUGAR SPECIFICATIONS

	Cougar 2-Door/ 4-Door	Cougar XR-7
Wheelbase	105.5"	108.4"
Turning Diameter	39.0"	39.0"
Overall Length	196.5"	200.4"
Overall Height	53.0"	53.0"
Overall Width	71.0"	74.1"
Tread—Front	56.6"	58.4"
—Rear	57.0"	57.2"
Headroom—Front	38.4"	37.5"
—Rear	37.4"	36.7"
Legroom		
—Front (Max.)	41.7"	41.6"
—Rear (Min.)	35.1"	36.5"
Shoulder Room		
—Front	56.2"	56.0"
—Rear	55.7"/ 56.1"	55.6"
Hiproom—Front	56.0"	55.9"
—Rear	53.7"	52.0"
Luggage/Cargo		
Capacity (Cu. Ft.)	16.8	17.7
Fuel Tank Capacity (Gals.)	16.0	17.5
Curb Weight (Lbs.)	2804/ 2849	3080

MAINTENANCE SCHEDULE

The Ford Motor Company wants to reduce both the frequency and cost of scheduled maintenance on its cars to an absolute minimum. And compared to just a few years ago, we're making strides in that direction. For example, in 1973, an engine oil change was called for each 4,000 miles. In 1981, Cougar and XR-7 oil changes are recommended at 7,500-mile intervals. Other recommended intervals are now 30,000 miles between spark plug changes; 30,000 miles between air filter replacements; 50,000 miles or three years between engine coolant replacements. We're proud of these improvements, and we're working constantly to make them even better.

Buy or lease your Cougar or Cougar XR-7 from your Lincoln-Mercury Dealer.

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.



...FOR SURE

Your new Mercury Cougar and Cougar XR-7 come 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.

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.

QUALITY
REPLACEMENT
PARTS
FROM FORD

GAS MILEAGE

COUGAR

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

California ratings **23*** EPA EST. MPG, 33 HWY. EST. With standard 2.3 liter engine, manual transmission.

XR-7

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

With standard 3.3 liter engine, automatic transmission.

*Compare these estimates 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.



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.

MERCURY COUGARS

LINCOLN-MERCURY DIVISION 



Form No. P-102

Litho in U.S.A. 10-80 (650M)