

1980



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FOR THE 1980's LINCOLN-MERCURY UNLEASHES A STRIKING NEW CAT.



NEW COUGAR XR-7. IT'S MORE THAN EVER.

Very rarely does the kind of automotive statement come along. A car that can bring out the true animal instincts within you.

New Cougar XR-7. A striking new Car that has more than one meaning.

First, from a really new, four-wheel drive Phenomenon that impresses on its own. Newly designed, outside. Very spacious over the inside. And very very luxurious.

The Cougar matches a sleek new profile with plenty of standard Car features. Five padded leather vinyl seats. New power windows and power steering. New halogen headlights. Steel-rotated radiators. A new



4.7 liter V-8, Select-Shift automatic transmission. More innovative, with new electronic C-4 system. For the 7-speed electronic instrument panel with

digital display down here. And a new Keyless Entry System that lets you open doors and rear deck lid without fumbling for your keys.

Also new is an automatic overdrive transmission available with the 5.0 liter V-8. So innovative, it's not available from any other American automaker.

Cougar responds this year with 64% better EPA Estimated MPG than 1977 models, based on a comparison of standard engines. Compare this estimate to the estimated MPG of other cars. Your actual mileage may differ, depending on how fast you drive, weather conditions and trip length. Actual highway mileage will probably be less than the

estimated highway fuel economy. Estimated MPG and percentage increase different in California.*

New Cougar XR-7. Unleash one today at your Lincoln-Mercury dealer.

64% 1978 EPA MPG: 26.0 (V-8) vs. 1977 EPA MPG: 15.8 (V-8) **18%** 1978 EPA MPG: 26.0 (V-8) vs. 1977 EPA MPG: 21.9 (V-8) **26%** 1978 EPA MPG: 26.0 (V-8) vs. 1977 EPA MPG: 20.6 (V-8)

MERCURY COUGAR XR-7

LINCOLN-MERCURY DIVISION 

1981



SPORTS CAT

1981

One look at the 1981 Cougar XR-7, and you'll know it's not a car like any other.

Its classic profile and sporty styling set it apart from the crowd. And your Cougar XR-7 can be just as individual as you are, with optional like TR-type tires, cast aluminum wheels, and a special suspension. Sporty Berman seats. Keyless entry system.

Convertible-like vinyl carriage roof. Cassette stereo with Dolby® NR. And your choice of three engines: the 3.3 liter V6, or optional 3.7 and 3.8 liter V-6's... both available with Automatic Overdrive Transmission. The 1981 Cougar XR-7. What starts out as a very special car becomes even more special when it's tailored to you.



COUGAR XR-7 FROM LINCOLN-MERCURY

The standard engine listed below is used in EPA 23, 19% to 23, 23% compared to estimated 19% of other cars. Fuel mileage may vary depending on speed, weather, and trip length. Actual highway mileage probably lower.

COUGAR XR-7
A LINCOLN-MERCURY COMPANY



1982

