

**Cougar XR-7:  
Spacious interior.**

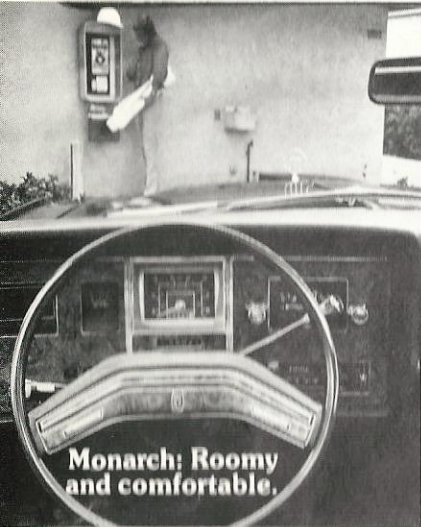


**Cougar XR-7: The car for the professional.**

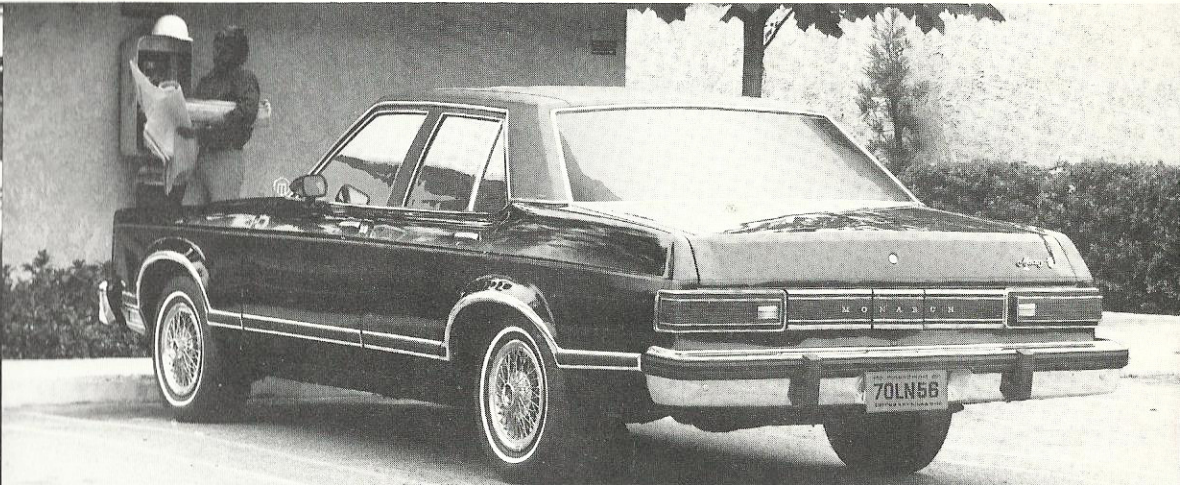


**Cougar XR-7: Automatic Overdrive Transmission available with 5.0 liter V-8.**

# Get the Mercury fleet advantage.



**Monarch: Roomy  
and comfortable.**



**Monarch: 15.4 cubic feet of trunk space.**



**Monarch: It goes the distance.**



# Mercury Cougar XR-7 and Mercury Monarch get the job done.

**ADVANTAGE: Monarch. A precision-size car with more than you'd expect.**

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

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

**ADVANTAGE: Monarch offers an impressive estimated cruising range.**

With an EPA estimated mileage rating of 19 MPG, and a highway estimate of 28 MPG, multiplied by Monarch's 18 gallon gas tank, Monarch's estimated range is 342 miles. The estimated highway range is 504 miles. Compare the estimated MPG and range to those of other cars. You may get different mileage and range depending on how fast you drive, trip length and weather conditions. Actual highway mileage and range will probably be less than the estimated highway mileage and range. Mileage and range estimates lower in California.

**ADVANTAGE: Monarch's 15.4 cubic foot trunk has the room you need.**

When there's something to move, the Mercury Monarch can handle it. Boxes! Cases! Packages! Samples! Luggage! It doesn't matter. Monarch gives you 15.4 cubic feet of useable luggage room: a deep well, suited for most shapes and sizes. Totalled up, the space is all you'll ever need to get the job done.

**ADVANTAGE: Monarch offers you a free option with the fleet option package.**

Here's a deal you can't afford to ignore: order a 1980 Mercury Monarch with power brakes, power steering and air conditioning, and you can have your choice of a free vinyl roof, free speed control or an AM-FM stereo for the price of an AM radio. The Mercury Monarch Fleet Option Package is another of the many values you get with Monarch.

**ADVANTAGE: Monarch has a proven five-year track record.**

Over 461,000 Monarchs have been sold over the past five years. What makes Monarch so well-accepted? It offers solid value for the money. For example, Monarch has a high level of standard equipment such as radial tires, deluxe sound package, flight bench seat, full wheel covers and bright moldings. Monarch also gives you a 15.4 cubic foot trunk area, an impressive list of optional extras and the widespread appeal of a mid-size car. Together or individually, these advantages help set Monarch apart from the competition.

**ADVANTAGE: Cougar XR-7 has a larger trunk than Buick Regal,\* Olds Cutlass Supreme,\* or Pontiac Grand Prix.\***

Cougar XR-7 has the trunk advantage.	
<b>Mercury Cougar XR-7</b>	<b>17.7 cu. ft.</b>
Buick Regal	-1.4 cu. ft.
Olds Cutlass Supreme	-1.6 cu. ft.
Pontiac Grand Prix	-1.6 cu. ft.

\*COMPETITIVE DATA BASED ON 1979 MODELS.

**ADVANTAGE: Cougar XR-7 offers a small fuel efficient V-8 as standard equipment.**

The 4.2 liter is one of the smallest V-8 engines built in America. With the standard automatic transmission, its EPA estimated mileage rating of 18 MPG and estimated highway mileage rating of 26 MPG rival the fuel efficiency of many automatic equipped 6-cylinder engines. Compare the estimated MPG to that of other cars. You may get different mileage depending on how fast you drive, trip length and weather conditions. Your actual highway mileage will probably be less than the estimated highway fuel economy. Mileage estimates lower in California.

**ADVANTAGE: Cougar XR-7 offers an all-new Automatic Overdrive Transmission—it's the first from an American manufacturer.**

Available on the 5.0 liter V-8, this significant new option offers four forward speeds in an automatic transmission. Fourth gear has an efficient overdrive ratio that drops engine RPM's by approximately 33%. Cougar XR-7 with automatic overdrive has an EPA estimated mileage rating of 17 MPG and a highway estimate of 29 MPG. Compare the estimated MPG to that of other cars. You may get different mileage depending on how fast you drive, trip length and weather conditions. Actual highway mileage will probably be less than the estimated highway fuel economy. Mileage estimates lower in California. No other American automobile company offers Automatic Overdrive Transmission.

**ADVANTAGE: Cougar XR-7 is all-new for 1980.**

It's the classic Cougar shape—with a difference: smaller outside, roomy inside. But even at a glance you know it's Cougar XR-7. New features such as soft front and rear bumpers, quad rectangular halogen headlamps and a padded half vinyl roof with frenched backlite help make Cougar XR-7's styling stand out.

**ADVANTAGE: Cougar XR-7 brings you tomorrow's options today.**

The technology of the future is here—in the 1980 Cougar XR-7. Innovative features such as the Keyless Entry System, electronic instrument cluster, speed control, and Automatic Overdrive Transmission are optional equipment on the Cougar XR-7. There's even a fleet delete option on the standard vinyl roof. Cougar XR-7—built for today with ideas from tomorrow.





# Lincoln-Mercury fleet advantages pay off.



**ADVANTAGE: The Guaranteed Value Plan protects the resale value of your fleet.**

Lincoln Continental, Continental Mark VI, Lincoln Versailles, Mercury Marquis, Cougar XR-7 and Mercury Zephyr are covered under the plan. To qualify, you must purchase ten or more vehicles a year. For complete information on the Guaranteed Value Plan, contact your Lincoln-Mercury fleet representative.

**ADVANTAGE: Our fleet professionals are available every workday, every week of the year.**

Get the latest facts. Ask for the newest figures. Whatever you need, our fleet pros are waiting to help you. Pick up your phone and call one. That's all it takes.

**ADVANTAGE: The general office is a dial tone away, 8:30 A.M. to 5 P.M.**

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