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**COUGARS**

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**FOR 1981 FROM**

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**LINCOLN**

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**MERCURY**

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

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

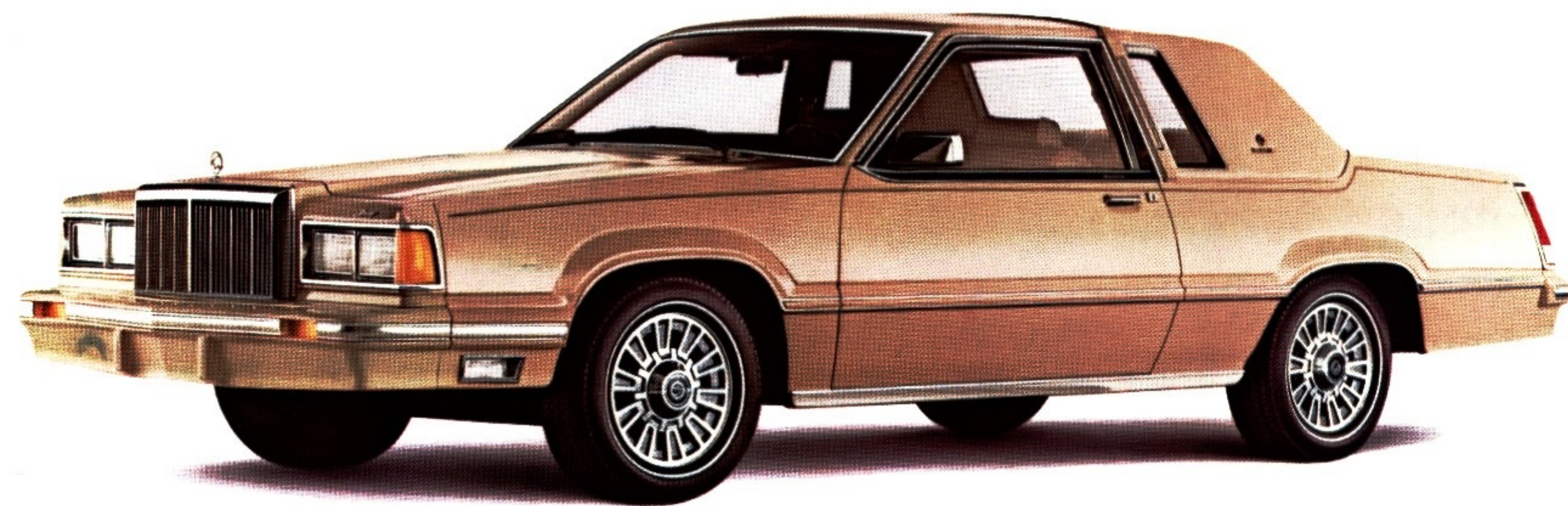
Cougar is sized for one of the most popular segments of the new car market—and comes in two- and four-door versions—and in three levels: the base Cougar, Cougar GS, and the luxurious Cougar LS, which is offered as a four-door only. Cougar styling shows the trim, sleek imprint of European influence. Inside, the accent is on American-type standard-size comfort and convenience, with the luxury touches of full-sized cars of the past. Fuel-efficient 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. The 1981 XR-7 comes in two levels: base and GS. With the GS, you can also select the luxurious LS interior or sporty Recaro Seat Option. On the XR-7 you can choose from a Six and two V-8s. And with the V-8s, you can order the innovative Automatic Overdrive Transmission which, at cruising speed (about 40 mph), shifts into overdrive, to improve your highway fuel economy.\* Take a demonstration drive and experience roadability, styling, and exceptional features in the great Cougar tradition.

\*EPA ratings not available at time of printing. Data may now be available. See your local Dealer.

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.

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

## 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 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 Antique Cream with optional Dark Brown 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 Caramel.*



## 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-7 GS (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).



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.

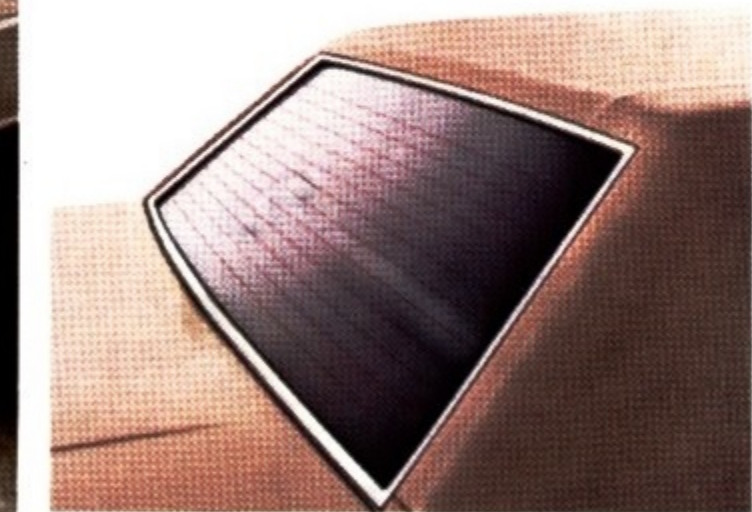


SPEED CONTROL, with "resume" feature, makes driving easier on long trips. Maintains the speed you select.

## OPTIONS



TILT STEERING WHEEL (shown left) adjusts to one of five positions. Also tilts to allow easy entry and exit from the driver's seat.

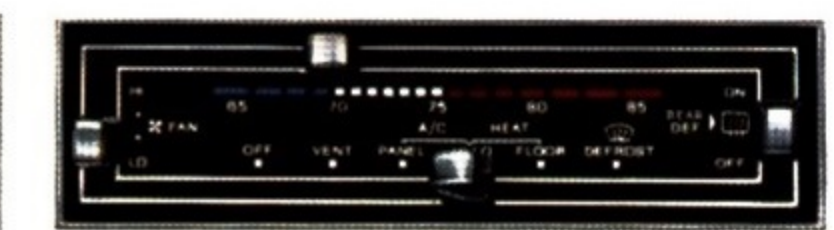


REAR WINDOW DEFROSTER helps keep your rear window free of ice and snow.

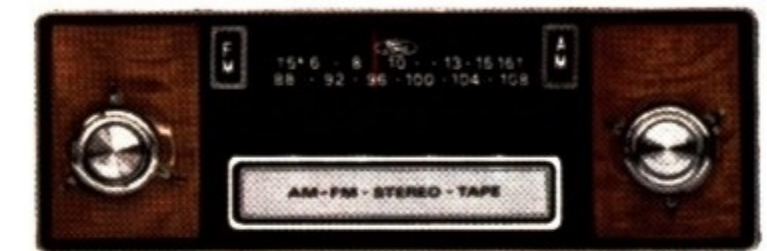


**POWER**

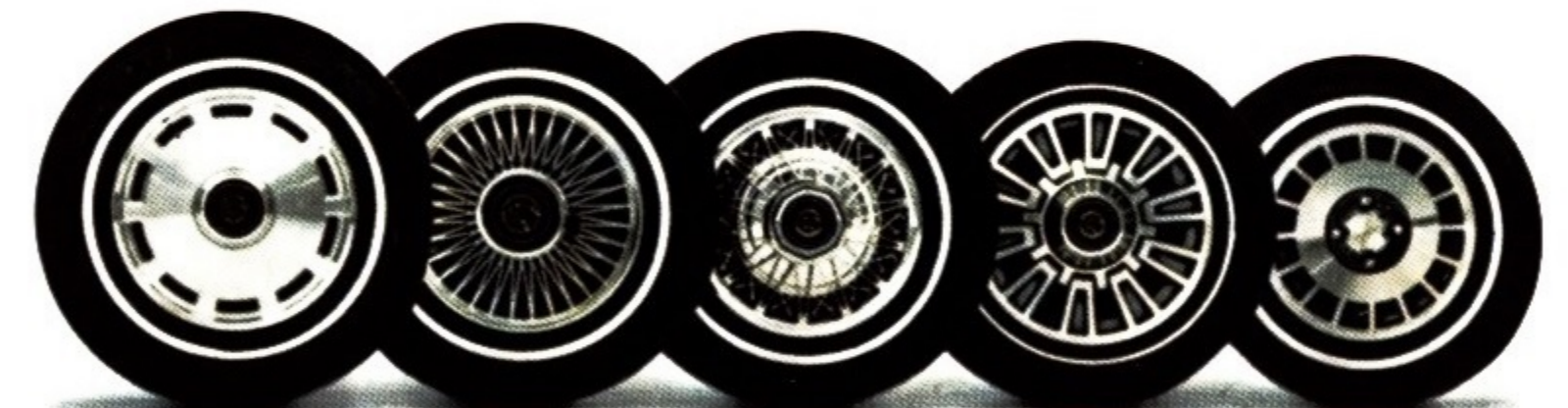
- POWER ANTENNA (XR-7 only)
- POWER DOOR LOCKS
- POWER SEATS
- POWER TRUNK RELEASE
- POWER WINDOWS



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.



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 applique

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

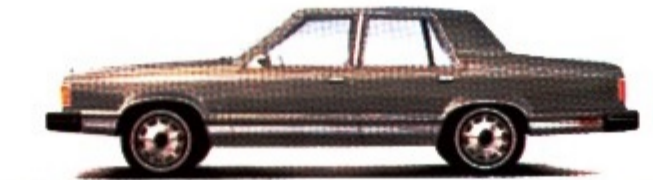
STANDARD FUNCTIONAL FEATURES

- 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 paint stripes
Luxury lower bodyside molding with color-keyed vinyl insert
Bumper guards and rub strips
Deluxe sound package
GS medallion



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 medallion
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 applique
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

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

Table with columns for Cougar, Cougar GS, Cougar LS, XR-7, XR-7 GS and rows for various options.

POWER

- Power Antenna
Power Door Locks
Power Seat—4-Way
Power Seat—6-Way, Driver, Split-Bench
Power Steering\*
Power Trunk Release
Power Windows\*

RADIOS

- AM (may be deleted for credit)
AM/FM Monaural
AM/FM Stereo
AM/FM Stereo with Cassette Tape
AM/FM Stereo with 8-Track Tape
Electronic AM/FM Stereo Search
Electronic AM/FM Stereo Search w/Cassette-Tape
Electronic AM/FM Stereo/Search/w/8-Track Tape
Premium Sound System

- Roof, Carriage
Roof, Full Vinyl
Roof, Luxury Half-Vinyl
Roof, Rear Half-Vinyl
Seat Belts, Deluxe
Speed Control
Steering Wheel, Sport
Steering Wheel, Leather-Wrapped\*
Steering Wheel, Tilt\*
Stripes, Hood Accent
Windows, Vent\*
Wipers, Interval Windshield

ENGINES/TRANSMISSIONS

- 2.3 Liter 4-Cylinder
3.3 Liter (200 CID) 6-Cylinder\*
4.2 Liter (255 CID) 8-Cylinder\*
5.0 Liter (302 CID) 8-Cylinder\*
4-Speed Manual
SelectShift Automatic
Automatic Overdrive\*

RADIAL TIRES/WHEELS

- P175/75R14 BSW
P175/75R14 WSW
P185/75R14 BSW
P185/75R14 WSW
P185/75R14 RWL
190/65R390, Michelin TRX Steel-Belted Radial BSW with Aluminum Wheels
P195/75R14 WSW
P195/75R14 WSW Puncture-Resistant
TR-Type Steel-Belted Radial WSW with Aluminum Wheels
Conventional Spare Tire
Full Wheel Covers (shown pp. 6, 12)
Luxury Wheel Covers\* (shown pp. 10, 12)
Wire Wheel Covers\* (shown pp. 3, 6, 10, 12)
Cast Aluminum Wheels (shown p. 12)

OPTIONAL PACKAGES—Cougar, Cougar GS, and Cougar LS

- 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 lighter, and indicator warning lights for low washer fluid or low fuel, or failure of low-beam headlights or taillights.
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

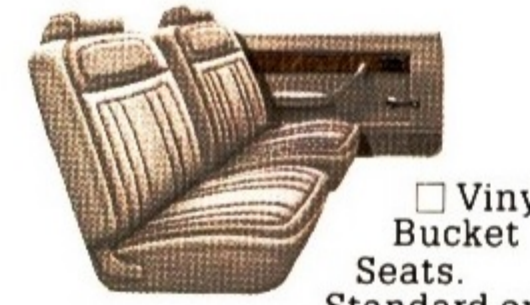
INTERIOR SEATING CHOICES—Cougar



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



on COUGAR at no extra cost. Colors: Caramel (vinyl only); Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn.



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



COUGAR GS in cloth or vinyl. Colors: Caramel (vinyl only); Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn, Spruce.



COUGAR GS at no extra cost. Colors: Caramel (vinyl only); Pewter, Dark Red, Medium Wedgewood Blue, Medium Fawn, Spruce.



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

INTERIOR SEATING CHOICES—Cougar XR-7



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



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



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



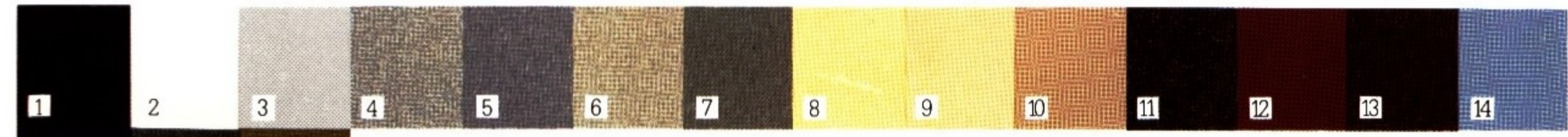
left- and right-hand recliners. Standard on COUGAR XR-7 GS, optional on COUGAR XR-7. Available in vinyl. Colors: Vaquero (GS only); Med. Fawn, Dark Red, Med. Blue, Dove Grey.



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

\*Vinyl is also available in White with color-keyed trim accents. \*Leather is also available in White with color-keyed trim accents.

EXTERIOR COLOR CHOICES



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. Antique Cream\*\*\*
9. Pastel Chamois\*\*\*
10. Fawn
11. Dark Brown Metallic
12. Medium Red
13. Dark Cordovan Metallic\*
14. Light Medium Blue\*
15. Midnight Blue Metallic
16. Med. Dark Spruce Metallic\*\*

OPTIONAL GLAMOUR PAINTS

- 17. Medium Fawn Metallic
18. Medium Bittersweet Metallic\*
19. Medium Blue Metallic
20. 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 XR-7 only \*\*Cougar only \*\*\*NA on Cougar LS

## 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	52.9"	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	57.7"	55.6"
Hiproom—Front	56.1"	55.9"
—Rear	53.7"	52.0"
Luggage/Cargo Capacity (Cu. Ft.)	16.0	17.7
Fuel Tank Capacity (Gals.)	14.0	17.5
Curb Weight (Lbs.)	2804/ 2849	3080



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.

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**

**QUALITY  
REPLACEMENT  
PARTS  
FROM FORD**

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.

## GAS MILEAGE

At the time this catalog was published, 1981 EPA estimates were not available. Cougars should, however, post good miles-per-gallon ratings. For the latest information, consult your Lincoln-Mercury Dealer or the 1981 EPA Gas Mileage Guide.

Form No. P-102 Litho in U.S.A. 8-80 (350M)

## MERCURY COUGARS

LINCOLN-MERCURY DIVISION 

