

Lincoln-Mercury Enjoying Greatest Sales Performance

To meet Federal requirements, all 1973 Lincoln-Mercury cars have a new front bumper system designed to prevent significant damage to safety-related components in 5-mph frontal impact into a flat barrier. The new rear bumper

system offers protection in 2.5-mph impacts.

In addition, all Lincoln-Mercury car-line engines are equipped with improved exhaust emission control systems to curb oxides of nitrogen. All 1973 models are de-

signed to meet the new Federal standard which requires that most interior materials have a burn rate limit of not more than four inches per minute specified test conditions. For 1973, Mercury joins

Lincoln Continental, Continental Mark IV and Centara in offering long-wearing steel-belted, radial-ply tires as standard equipment. These tires also are available on Montego, Cougar and Comet models. The Capri sports coupe, imported from Germany, has rayon-belted radials as standard equipment.

"Changes to Lincoln-Mercury's 1973 cars were made not simply for the sake of change but to build on the outstanding customer acceptance they enjoyed in 1972," Bennett E. Bidwell, Ford vice president and division general manager said. "The new Mercury is the latest example of our product philosophy. Not only are the lines of the sheet metal appealing to the eye, but the overall design is proportioned properly to enhance our new impact-absorbing bumpers. In addition, the 1973 Mercury should ride even better than the '72 model, and we expect all these improvements to be reflected in continued growth in sales during the next twelve months."

The new Mercury four-door have thinner windshield pillars set at a rakish 60-degree angle. On Marquis and Marquis Brougham models, a distinctive new upright hood ornament lends an additional touch of luxury.

As theft deterrents, an inside hood latch release is standard equipment and an electronic anti-theft alarm system that sounds the horn if entry is forced into the passenger or luggage compartments is optional. A spare tire lock is included with the alarm system.

Wiper-mounted windshield washers for more accurate release of fluid also are new standard items for full-size Mercury's.

Power-operated vent windows—the type found on the Lincoln Continental—are offered on all four-door Mercury models and a new recreation table is available for station wagons equipped with optional dual facing rear seats.

The Mercury model line-up has been reduced from 15 to 13 by discontinuing four-door hard-tops in the Monterey Custom series. Four-door hard-

signing of body mounts," reported Mr. Elges.



1973 Opel 1900 Station Wagon

Bumper-Grille Cadillac Basically Change

"The dimensions of our models remain basically the same except for slight changes in overall length to provide for the mandatory bumper protection," Mr. Elges said.

The front and rear bumpers have been redesigned to accommodate 1973 government standards. "The front bumper utilizes the new Delco energy absorbing mounting system while the rear employs the new urethane energy absorbing system," explained Mr. Elges.

"On all models front bumper deflection capability is provided without adding length to the front by shortening the hood and mounting the grille to the bumper. This allows both the grille and bumper to telescope beneath the hood during impact," Mr. Elges noted.

For a distinctive front end appearance on the standard Cadillac the head lamps and parking lamps are designed in console fashion and blend with the vertically styled new grille and the sculptured character of the new hood.

Tail lamps are new and are located in the upper half of

half of the bumper, out of the impact area. The lower half is protected by impact strips around a reflex lens. Back-up lamps have been placed in the upper section of the rear bumper immediately beneath the deck lid and are well protected.

Reviewing the division's luxury personal car, Mr. Elges described the 1973 Fleetwood Eldorado as, "retaining the classic look of its predecessors, but with exterior styling changes in the grille, lighting, side moldings and ornamentation."

The traditional Cadillac cross-hatch grille design is bold in character on this popular front-wheel drive car. The motif features square grille openings above and below the center bumper bar.

The new parking lamps wrap around the fender into the cornering lamp.

The hood has a flatter profile but retains its Cadillac identity.

Overall side appearance is enhanced by the new extended body molding accenting the length. A reflex and side marker light are incorporated in the wreath and crest on the rear

quarter panels.

The tail lamps, back-up lamps and license plate area on the Eldorado are relocated out of the impact area. A new deck lid accommodates rear bumper requirements and makes possible the reduction of overall length.

The 1973 Cadillac features such options as a new electrically heated rear window defogger; radios with a new power-operated automatic antenna; an all-new illuminated vanity mirror on the sun visor; and an outside temperature gauge integrated with the left outside rear view mirror.

"The two Cadillac engines, 472 cubic inches for the standard Cadillac and 500 cubic inches for the Eldorado, provide improvements in exhaust emission control," explained Mr. Elges. "An exhaust gas recirculation system (E.G.R.) has been added for the purpose of further reducing NOx (Oxides of nitrogen) emissions."

"The rolling smoothness of the 1973 Cadillacs has been enhanced by improvements in the frames, front suspension, shock absorbers and the rede-

tops will be available in the Marquis Brougham series, as in 1972.

The Lincoln Continental line for 1973 adds a new Town Coupe, a two-door version of

the popular four-door Continental Town Car. Interiors are available with expanded

trim color selections, wider front-seat head restraints and a longer front-seat armrest.

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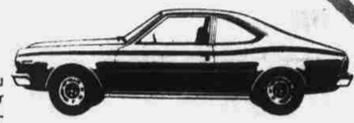
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