

1954 Mercury Models

Model Name	Series Number	Body Number	Wheelbase	Body Style Type & Seating	Factory Price	Shipping Weight	Body Totals	Model Totals
Mercury Custom	4M	60E	118	2-dr HT Cpe-6P	\$ 2,315	3485	15,234	
	4M	70B	118	2-dr Sedan-6P	\$ 2,194	3435	37,146	
	4M	73B	118	4-dr Sedan-6P	\$ 2,251	3480	32,687	
TOTAL								85,067
Mercury Monterey	4M	60B	118	2-dr HT Cpe-6P	\$ 2,452	3520	79,533	
	4M	60F	118	2-dr Sun Valley-6P	\$ 2,582	3535	9,761	
	4M	73C	118	4-dr Sedan-6P	\$ 2,333	3515	65,995	
	4M	76B	118	2-dr Conv-6P	\$ 2,610	3620	7,293	
	4M	79B	118	4-dr Sta Wag-8P	\$ 2,776	3735	11,656	
TOTAL								174,238
Production TOTAL								259,305