

TRACER · TOPAZ · GRAND MARQUIS · SABLE · COUGAR



The Shape You Want To Be In.

MERCURY



MERCURY.
THE SHAPE YOU WANT TO BE IN.



TRACER



TOPAZ



GRAND MARQUIS

Design leadership. Nobody hands it to you. You've got to go out and earn it. It was a commitment to do precisely that which led to the dramatic shape that is Mercury today. Early in this decade, top management came to the design staff and told us to pull out all the stops, "Design the kinds of cars you want to build." It was the creative license every designer dreams about. But it also carried a weighty risk. The future of the company



SABLE

COUGAR

was virtually riding on it. Happily, that risk turned into a great success. It is the story of dynamic new shapes. Shapes with integrity. Not just attractive, but functional and efficient. Most pleasing of all for us on the design staff is that the American public has embraced this bold new direction with all the enthusiasm that drove us in the creation of it.

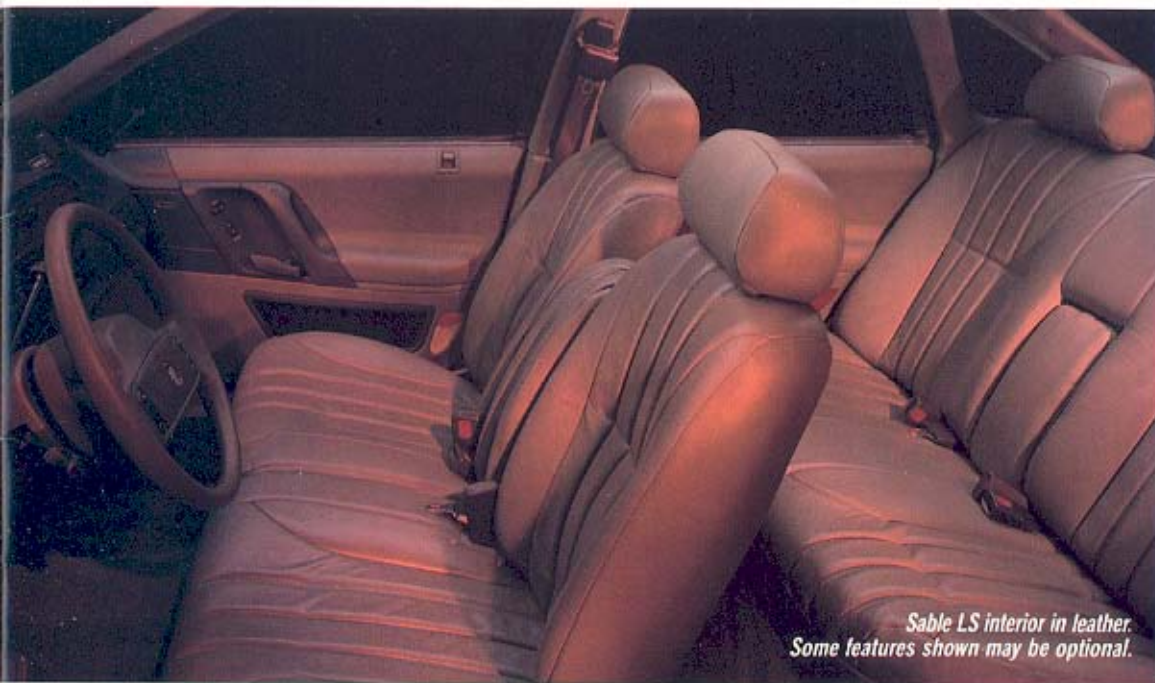
Jack Telnaack
Chief Design Engineer
Ford North American Automotive Operations

THIS SHAPE TURNS A FORCE OF NATURE
INTO A SOURCE OF POWER.



*Sable LS in Silver Clearcoat Metallic.
Some features shown may be optional.*

THE WAY IT CONTROLS THE AIR
LETS IT MOVE LIKE THE WIND.



*Sable LS interior in leather.
Some features shown may be optional.*

Sable's appealing shape is the result of a firm dedication to aerodynamics. It provides improved fuel economy, reduced wind noise and improved handling at highway speeds. **S**able performs beautifully from a driver's point of view as well with a standard 3.0-liter V-6 or a new optional 3.8-liter balance shaft V-6. There's precise power rack-and-pinion steering and a fully independent suspension tuned for ride and handling.*

*See EPA statement on page 23.

THIS IS WHAT ADVANCED AERODYNAMICS LOOKS LIKE...



*Sable LS wagon in Light Sandalwood Clearcoat Metallic.
Some features shown may be optional.*

WHEN IT WORKS.



*Sable LS instrument panel.
Some features shown may be optional.*

The need for a versatile wagon used to mean settling for box-like styling. Not any more. Sable is one of the most aerodynamic wagons available today. Inside its 60/40 split rear seat allows you to fold all or just part of it down to increase cargo capacity. Mechanically Sable wagon enjoys the same benefits as Sable sedan with V-6 power, fully independent suspension, front-wheel drive and a 4-speed automatic overdrive transmission.

THIS SHAPE USES THE WIND
TO CONTROL THE ROAD.



*Cougar XR-7 in monochromatic Oxford White.
Some features shown may be optional.*

AS IT MOVES THROUGH THE AIR,
IT CLINGS TO THE GROUND.



*Cougar XR-7 instrument panel.
Some features shown may be optional.*

Cougar XR-7 is the kind of car that commands attention. Its distinctive shape uses modern aerodynamics to help it handle the road. XR-7's performance capabilities spring from its 5.0-liter V-8, equipped with advanced multi-port electronic fuel injection. XR-7 is even more distinct this year with its striking monochromatic color scheme, available in Black, Medium Scarlet or Oxford White.

WHEN STYLING AND COMFORT ARE PRIORITIES...



*Cougar LS in Silver Clearcoat Metallic.
Some features shown may be optional.*

COUGAR LS PRESENTS
AN ENTICING LIST OF QUALIFICATIONS.



*Cougar LS interior in cloth.
Some features shown may be optional.*

Cougar LS. Sophisticated style and personal luxury are obvious in its standard features, including plush seating with individual fold-down armrests front and rear, air conditioning and an electronic AM/FM stereo radio with four speakers. Its new standard 3.8-liter V-6 balance shaft engine is mated to a 4-speed automatic overdrive transmission, creating a certain luxury even in the way Cougar LS moves.

THIS NEW SHAPE MOVES LIKE THE WIND
EVEN IN THE RAIN.



*Topaz LTS in Shadow Blue Clearcoat Metallic upper
body and Silver Clearcoat Metallic lower Tu-Tone.
Some features shown may be optional.*

INTRODUCING THE ALL-NEW SHAPE
OF ALL-WHEEL DRIVE.



*Topaz LTS instrument panel.
Some features shown may be optional.*

*Topaz LTS shown here has an attractive new aerodynamic shape. Inside there's an all-new instrument panel with analog instrumentation that provides information in an easy-to-read fashion and places all vital controls within easy reach. **And** when the going gets tough, you'll appreciate the Topaz all-wheel drive option.* It provides extra traction with a simple flick of a switch. It's available on all Topaz models.*

*Not intended for off-road use.

IT'S IMPRESSIVE FROM ANY ANGLE...



Topaz XR5 in Bright Red Clearcoat Metallic upper body with Medium Dark Titanium lower Tu-Tone. Some features shown may be optional.

ESPECIALLY THE DRIVER'S SEAT.



*Topaz XR5 interior in cloth.
Some features shown may be optional.*

XR5 has the most powerful engine in the Topaz line—the 2.3-liter HSO with multi-port electronic fuel injection. XR5's performance is evident in its fully independent suspension with nitrogen gas-pressurized struts and a front stabilizer bar. A 5-speed manual transmission and performance steel-belted radial tires on cast-aluminum wheels are also standard, as well as analog gauges and sport bucket seats.

THE WIND FINDS THIS SMALL SHAPE
HARD TO RESIST.



*Tracer two-door hatchback
in Silver Clearcoat Metallic.
Some features shown may
be optional.*

YOU'LL FIND ALL ITS BIG-CAR FEATURES
EVEN HARDER TO RESIST.



*Tracer four-door hatchback in Light Canyon Red.
Some features shown may be optional.*

*Some small cars don't seem to put much effort into the comfort of their occupants. In contrast, Mercury offers Tracer. It's so well equipped it comes with 68 standard features and only seven options. You can have Tracer in two- or four-door hatchback or a roomy four-door wagon. **All** the ingredients for fun driving are there, too, with an overhead cam engine, a 5-speed manual transmission, fully independent suspension and front-wheel drive.*

THIS IS A SMALL, VERSATILE SHAPE
THAT DOESN'T WASTE SPACE.



*Tracer wagon in Oxford White.
Some features shown may be optional.*

IT CARRIES ITS SHARE OF THE LOAD.



*Tracer interior in cloth.
Some features shown may be optional.*

Being cute isn't enough when you're looking for a versatile little car. So Tracer offers an array of useful features. Like its 50/50 split fold-down rear seatback, and a concealed storage tray under the front passenger seat. Other standard features include electronic AM/FM stereo radio with four speakers, reclining front bucket seats, manual adjustments for height and lumbar support on the driver's seat, and dual power mirrors.

IF FINDING EXTRAORDINARY
ROOM AND COMFORT IS A PROBLEM,



*Grand Marquis LS Tu-Tone with Smoke Metallic upper body and Black lower.
Some features shown may be optional.*

HERE'S A PEEK AT THE SOLUTION.



*Grand Marquis LS interior in cloth.
Some features shown may be optional.*

In the search for extraordinary room and comfort, Grand Marquis has few equals. Grand Marquis sedan has more interior room than 99 percent of today's automobiles, and the Colony Park has the most interior space of any American-built wagon. Grand Marquis has a lengthy list of standard features, including plush seating, air conditioning, a powerful 5.0-liter V-8 and a 4-speed automatic overdrive transmission.*

CUSTOMER SATISFACTION AND PRODUCT QUALITY ARE TOP PRIORITIES

Customer satisfaction with Mercury cars may be attributed to the personalized attention given by the sales and service staffs at Lincoln-Mercury dealerships and to the Lincoln-Mercury Quality Commitment program. Its goal is to achieve outright industry leadership in customer satisfaction. We want Lincoln-Mercury customers to be the most pleased in the entire automotive industry. An integral part of the Lincoln-Mercury Quality Commitment is the 6-year/60,000-mile powertrain and 6-year/100,000-mile corrosion warranty. The warranty is limited, and certain restrictions and deductibles apply. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

Motorcraft
QUALITY PARTS

Genuine Ford specifications.

They're your best assurance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production.



The optional Ford Extended Service Plan covers selected components on new Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection offered that it could pay for itself the

first time it is needed. Ask your Lincoln-Mercury dealer for complete details of the plan, which is available on cars sold and normally operated in the 50 United States and Canada.



Participating Lincoln-Mercury dealers are now offering the Lifetime Service Guarantee, which guarantees their work on your Mercury for as long as you own it. This means that you pay for a covered repair once and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Ask your Lincoln-Mercury dealer for a

*copy of this limited warranty and take time to read it. **Ford-paid repair programs after the warranty period** Sometimes Ford Motor Company*

AT LINCOLN-MERCURY

offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. **Technical Service Bulletins** All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Mercury. To get copies of materials for your Mercury or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959, or write Ford at: Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size. **EPA statement** 1988 EPA mileage estimates were unavailable when this publication was printed. The 1988 Mercury automobiles, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information.

Buckle up—together we can save lives. Buy or lease your Mercury from your Lincoln-Mercury dealer.

Specifications and descriptions used were in effect when this publication was approved for printing.

Lincoln-Mercury Division reserves the right to discontinue options at any time or change specifications, equipment or designs without notice and without incurring obligation.

Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options.

Availability of some features may be subject to a slight delay.

LINCOLN-MERCURY DIVISION



