

INTRODUCING THE NEW MERCURY TRACER. YOU WON'T BELIEVE THE SIZE OF IT.

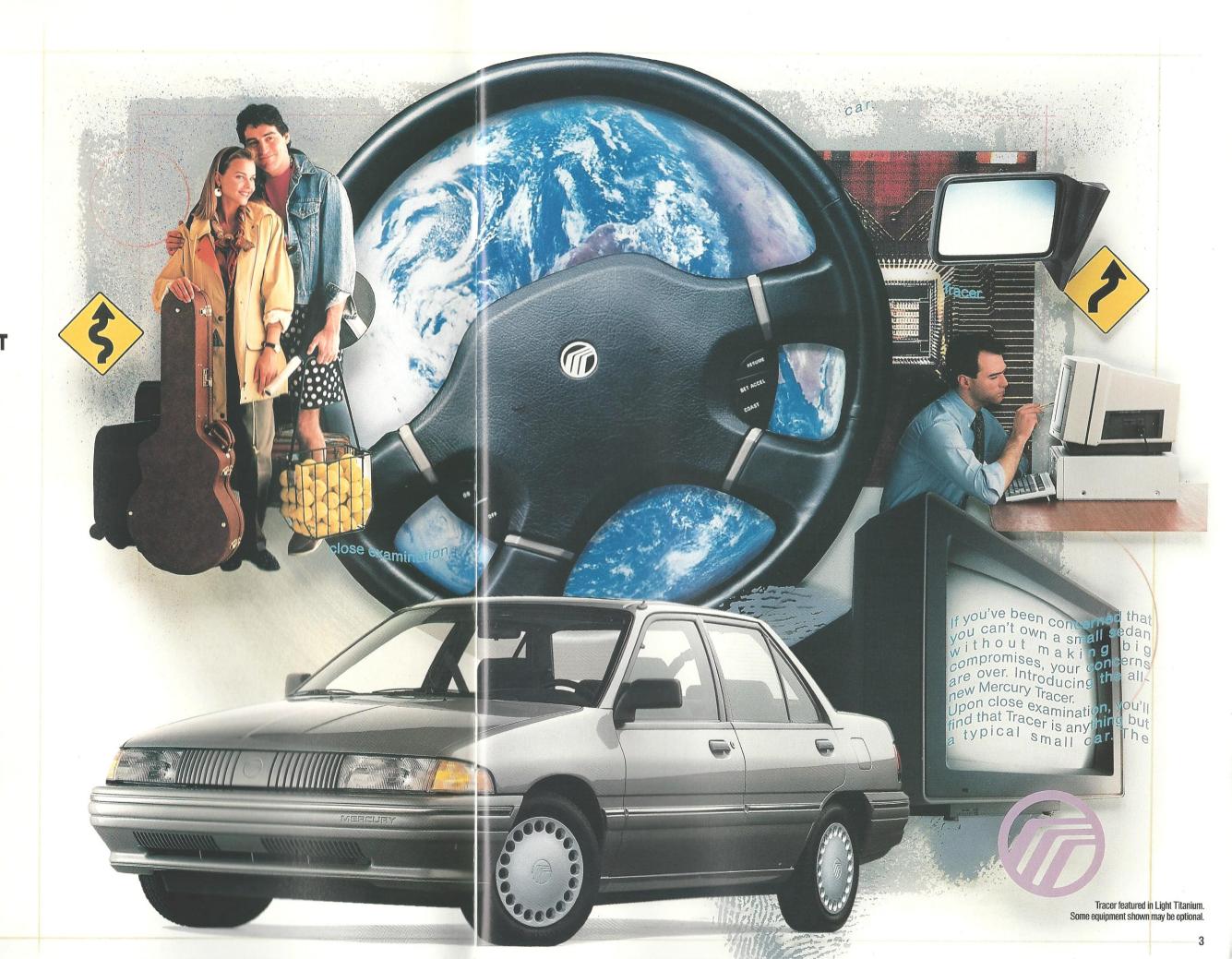
Chances are if you're reading this, you've made the decision to buy a new car. And now the real decisions start.

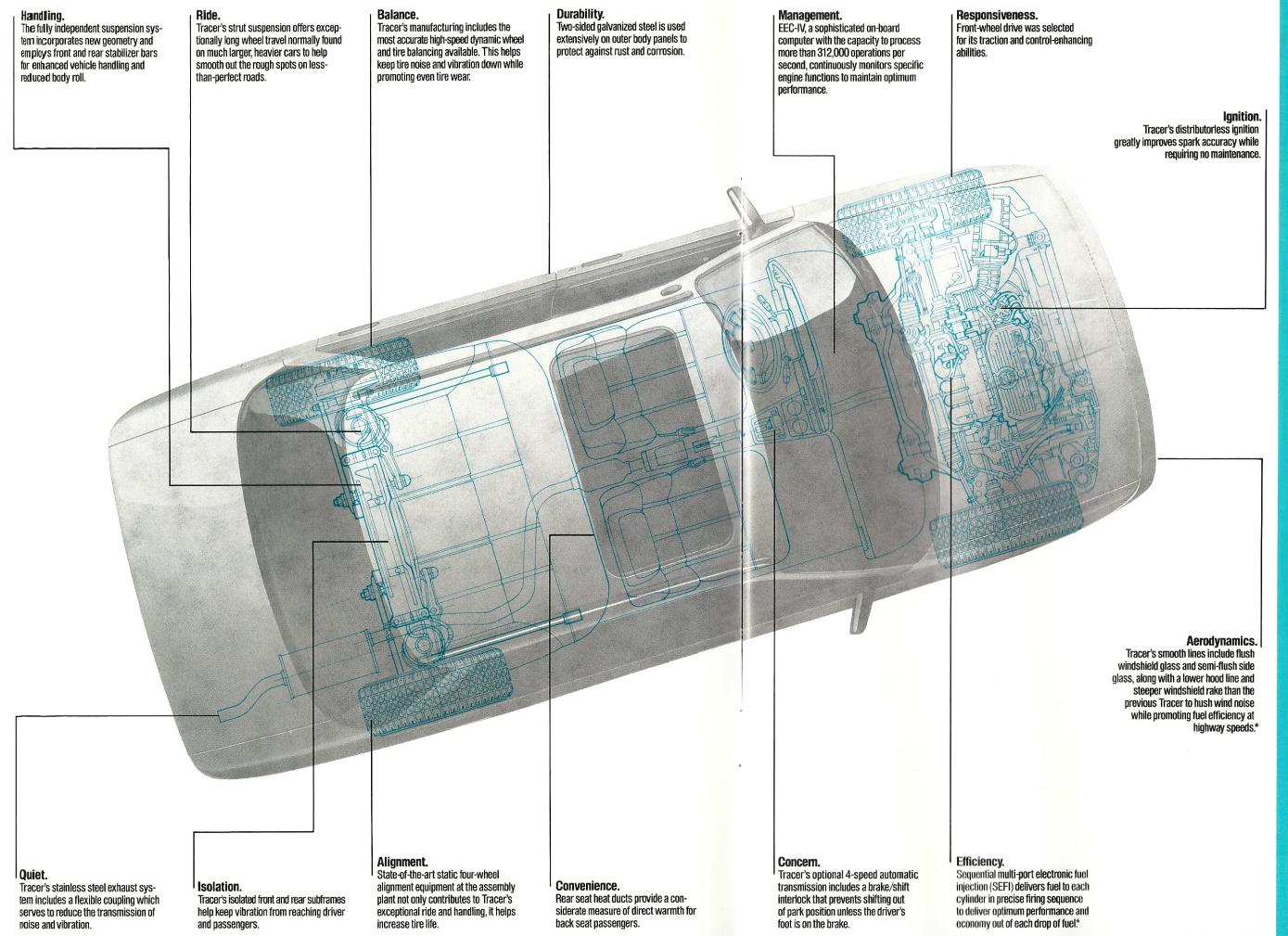
How much car do you want? How much car do you need? How much can you afford? Does it have enough room? Will you get your money's worth? Will you enjoy it?

Which brings us to Tracer, an all-new small car from Mercury. Even though Tracer is small enough outside to squeeze into a tight parking space, it's roomy enough inside to seat five adults with plenty of trunk room to spare. It's fun to drive. Well-powered, yet economical. And not to be overlooked, Tracer looks good. In fact, Tracer offers so much in a small car that you may not believe the size of it.

One more thing. Tracer is designed and built by a lot of people who really want you to like it. In fact, they want you to like it as much or more than any car in its class, built anywhere in the world. They spent a lot of time, money and effort to impress you with Tracer's quality. They even learned to build Tracer with sophisticated techniques that a lot of car manufacturers just don't have.

Tracer comes in three different models: four-door notchback sedan, a performance-tuned 16-valve LTS (Luxury Touring Sedan) and a versatile wagon. Choose the one that makes the most sense for you. Then ask your dealer for a test drive. You've waited long enough.





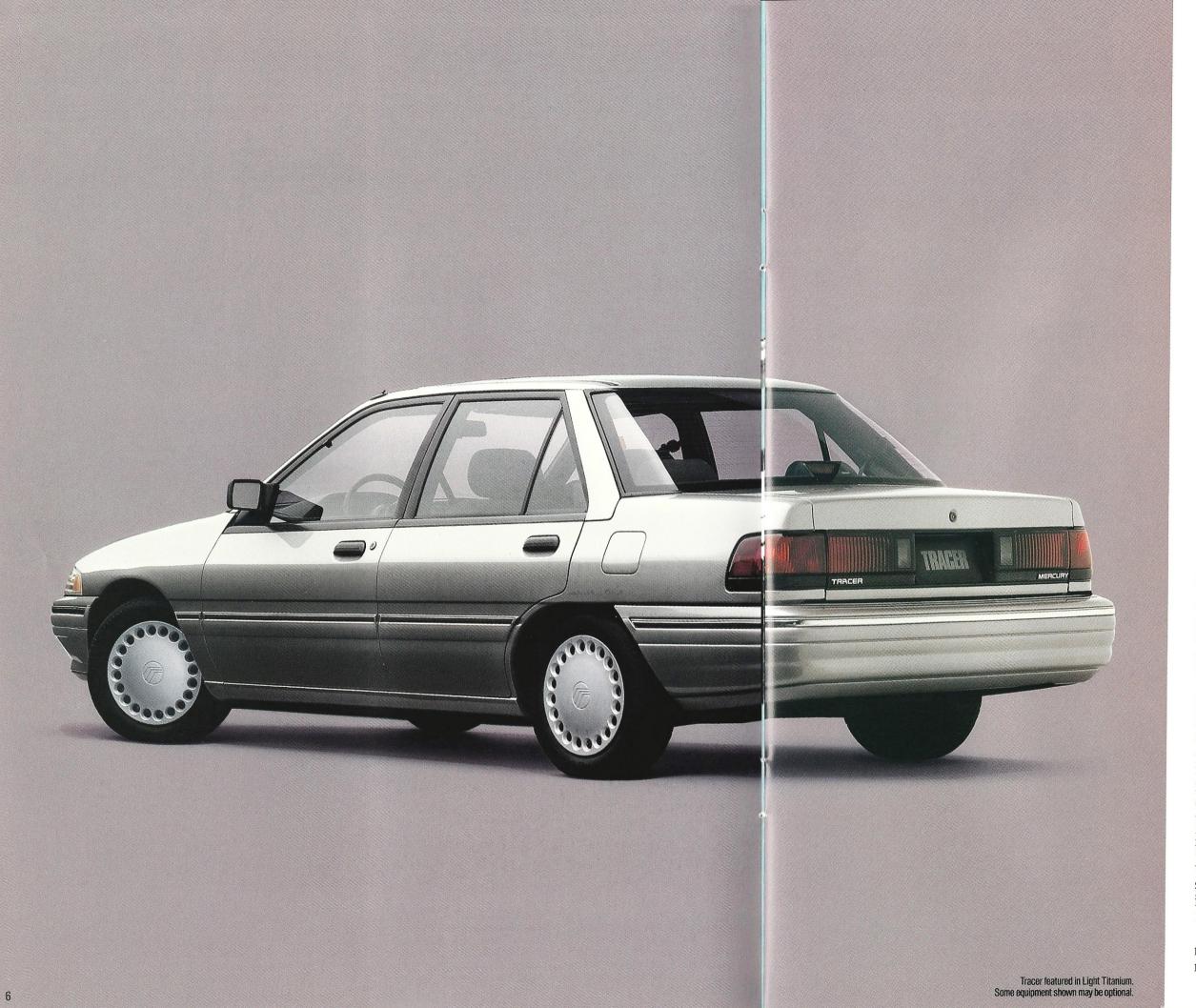
TRACER LOOKS **GOOD FROM ANY** ANGLE.

While many may admire Tracer for its looks, one drive will convince you that much of its beauty lies beneath its surface.

A close look at what makes a Tracer a Tracer demonstrates that a small car can come up big in many important areas. For instance, the team that designed Tracer placed considerable attention on delivering responsive handling and performance characteristics for a car in its class. More emphasis was given to smoothing out the noise, vibration and harshness typically found in small cars.

In every aspect of its design, Tracer maintains a steady focus on providing both driver and passengers with the room and comfort they deserve. And on defying the notion that a small car cannot match the sheer satisfaction of owning a larger, more expensive model.

Some of Tracer's more notable features are indicated here. Individually, each is impressive. Together, they create a small sedan that looks good from any angle.



TRACER. IT'S **SMALL OUTSIDE. BIG INSIDE. AND** IT'S MOVING IN **NEW DIRECTIONS.**

Tracer offers sizable evidence that a small car doesn't have to be a big compromise.

For instance, this car has more room inside than Civic, Sentra, Corolla or Prizm. Tell that to your neck and shoulders. With Tracer's 91 cubic feet of passenger room, up to five adults can be seated without feeling cramped. That's comforting news for families, commuters and everyone else who might like to come along for the ride.

Tracer isn't just large in interior room, it's large in interior conveniences with standard features like an ergonomically positioned instrument cluster that includes analog speedometer, tachometer, fuel and temperature gauges. Comfortable cloth reclining front buckets offer firm support, while the 60/40 split rear seat adds even more capacity to Tracer's spacious 12.1 cubic-foot trunk.

Comfort will get you nowhere without performance. You'll find it in

Tracer's 1.9-liter engine, which produces 88 horsepower with plenty of lowend torque for responsive acceleration. Sophisticated features like sequential multi-port electronic fuel injection (SEFI), a mass airflow sensor and an electronic distributorless

Tracer's optional four-

speed electronic

automatic trans-

mission shifts

smoothly while

improved perfor-

mance and fuel

economy over

three-speed

providing

automatic. Tracer's comfort and performance are enhanced by a fully independent suspension system with front and rear stabilizer bars that produces both impressive ride and handling characteristics. Rack-and-pinion steering and power-assisted front disc brakes complete this well-rounded

ignition system contribute

to Tracer's smooth power

and efficiency. The engine

is matched to a precise

five-speed manual trans-

optional four-speed elec-

mission, or choose the

tronically controlled

been added to Tracer and computeraided structural design has been used for greater strength. Body surface panels are more rigid, which tends to help reduce vibration and noise.

Increased structural support has



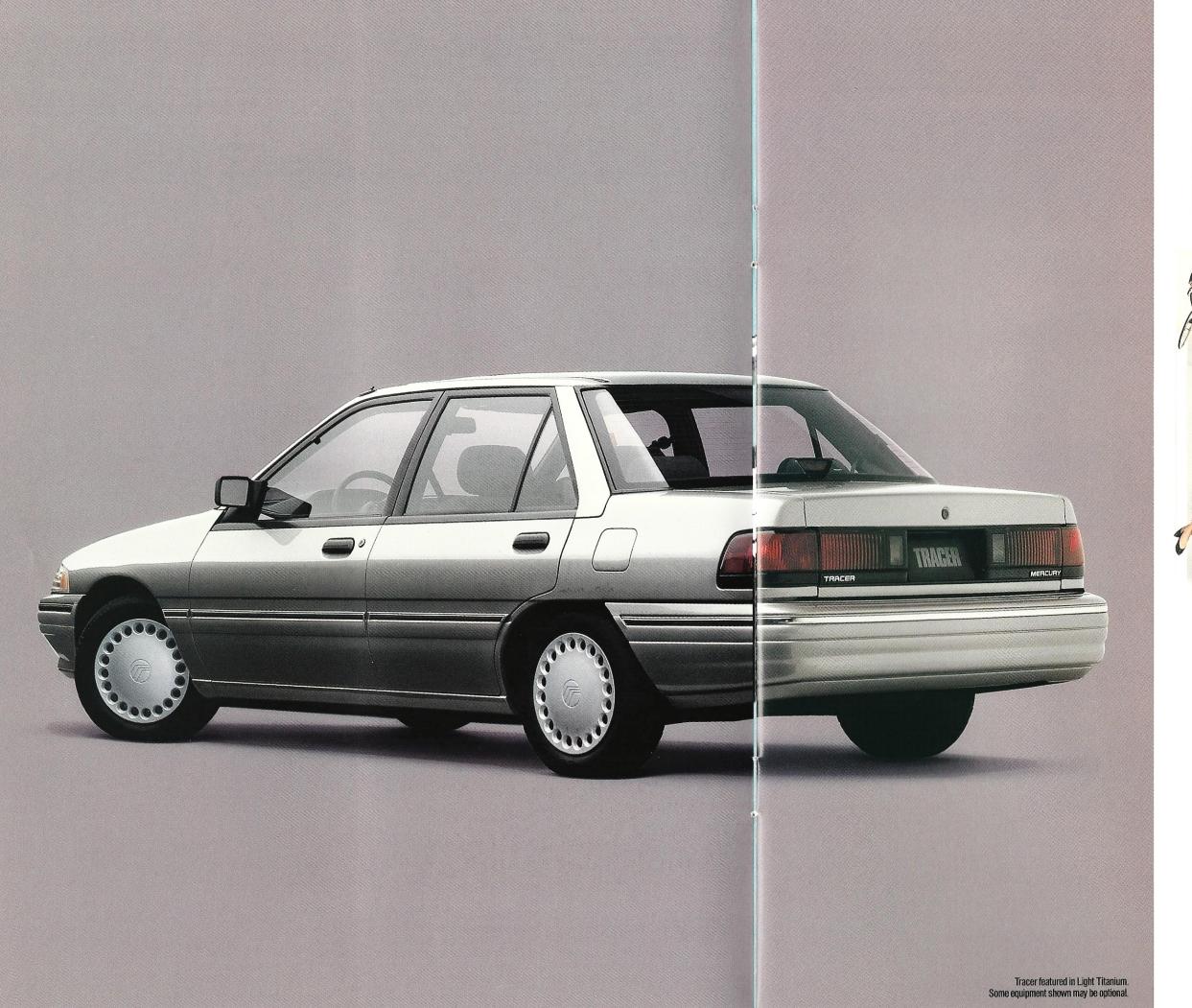
You can keep a sharp eye on performance

package.



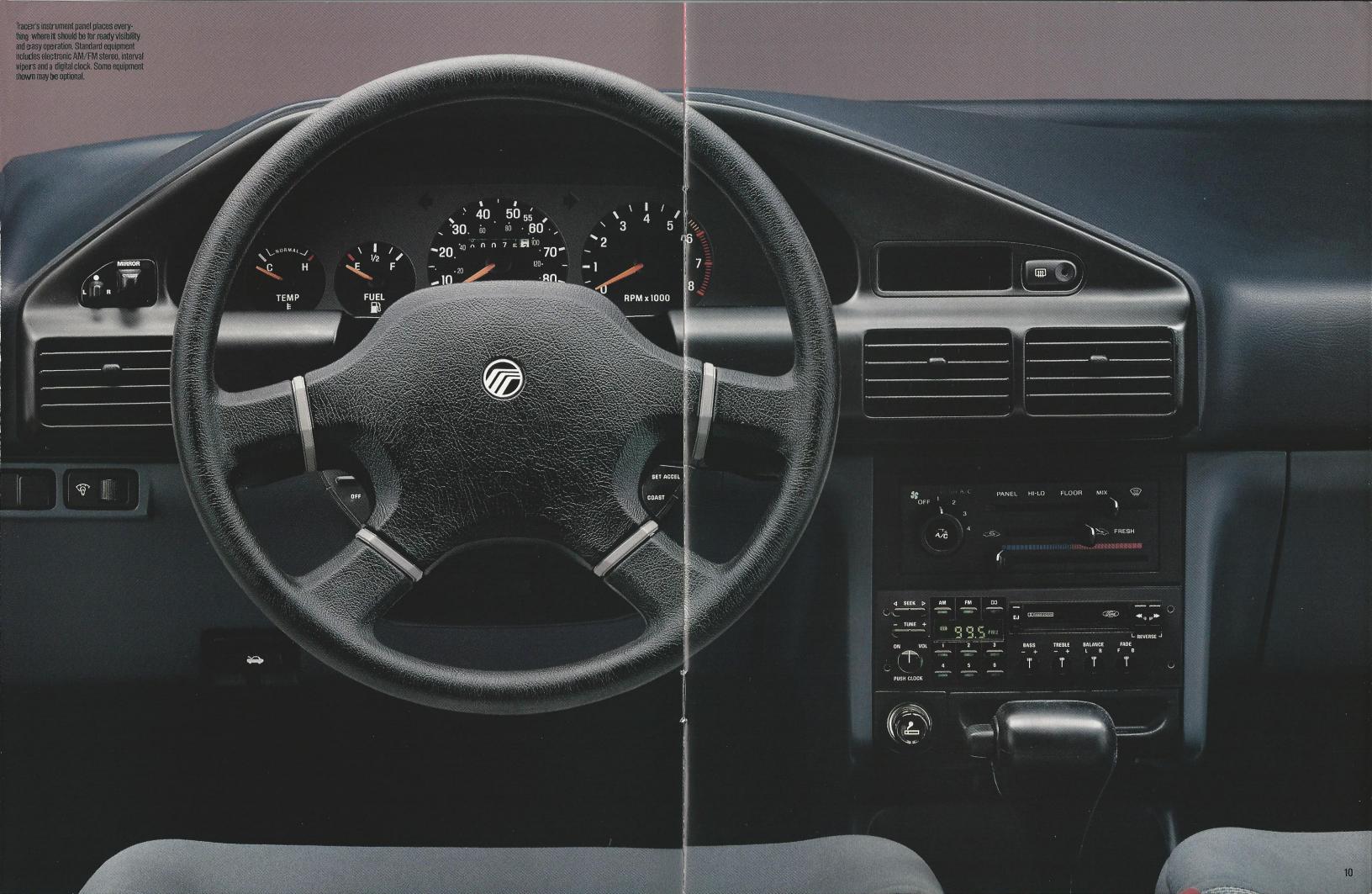
*See EPA statement on page 24.

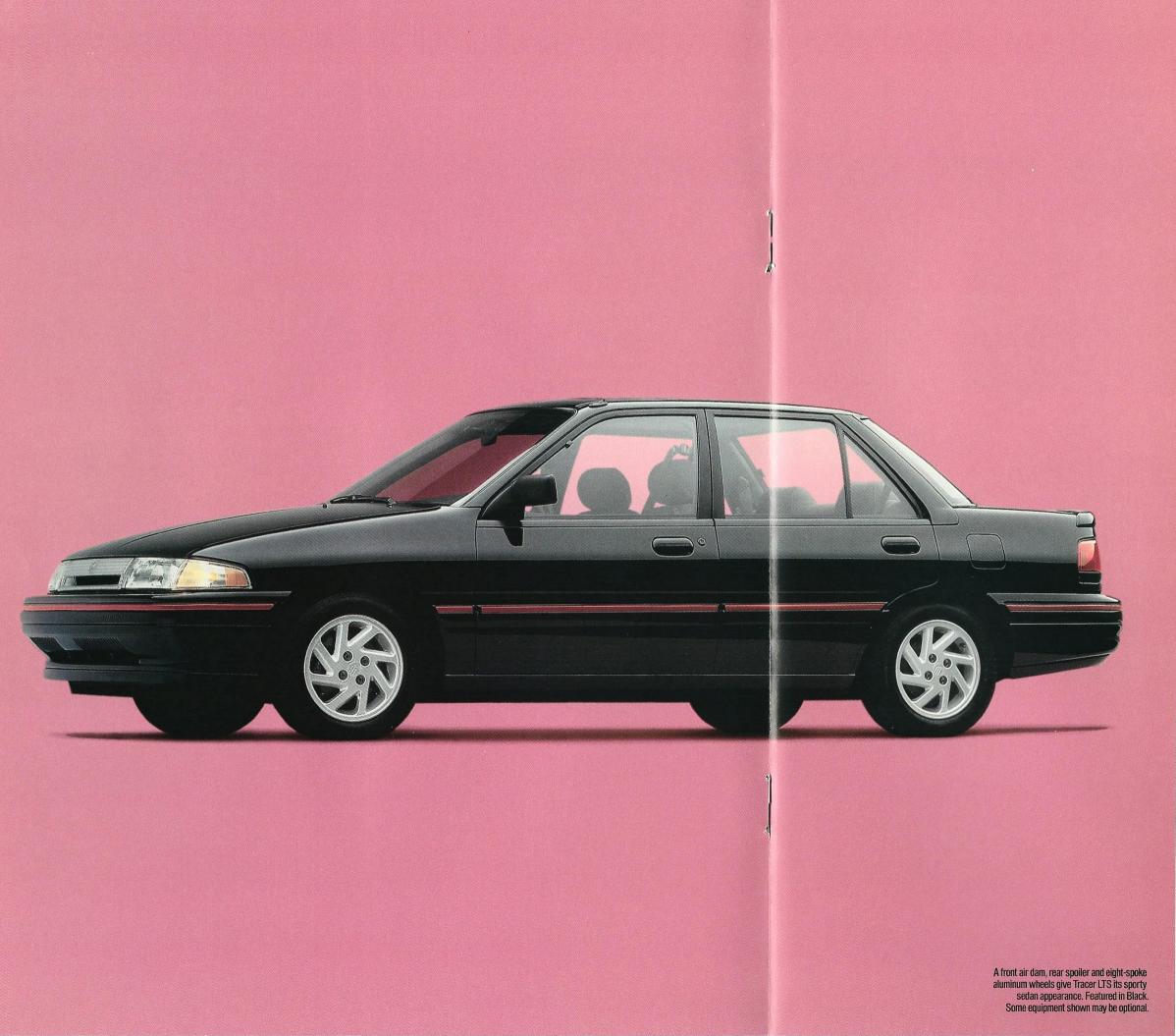
carrying versatility.





ou've got to balance a lot of things in your life. Your job. Your family. Your friends. Your checkbook. How are you going to fit it all in? How else but in a four-door, five-passenger sedan that offers power, economy, comfort, road handling ability and interior room in perfect balance. Happy trails.





TRACER LTS. YOU'LL KNOW YOU'VE TAKEN A STEP UP THE MOMENT YOU PUT YOUR FOOT DOWN.

Tracer LTS is a sporty small sedan for the individual who appreciates that while it's nice for passengers to be comfortable, the most important luxuries of all are appreciated from a driver's point of view.

You'll not only travel in style in Tracer LTS, you may just get there ahead of everybody else thanks to a dual-overhead-cam, 16-valve, electronic multi-port fuel-injected 1.8-liter engine that produces an eager-to-please 127 horsepower. It's loaded with the kind of performance features that will get your adrenaline pumping without frequent stops at the gas pump.*

This power is matched to a slick 5-speed manual transmission with gear and final-drive ratios linked for performance. An optional 4-speed electronic automatic transmission is also available.

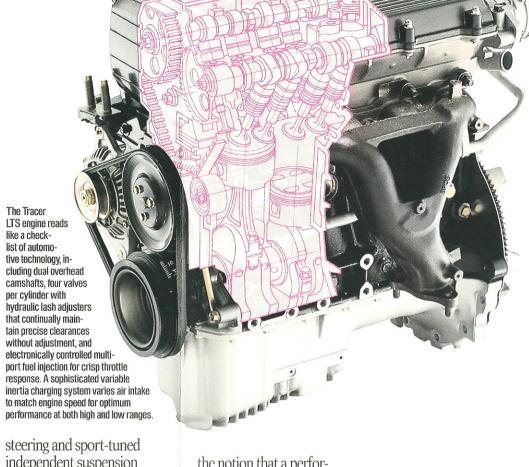
Something enjoyable is in hand when you grab hold of the four-spoke leather-wrapped steering wheel and maneuver Tracer LTS over roads with a sharp case of the bends. Power-assisted rack-and-pinion

steering and sport-tuned independent suspension help make the twisty part of the road as enjoyable as taking the straight and narrow route.

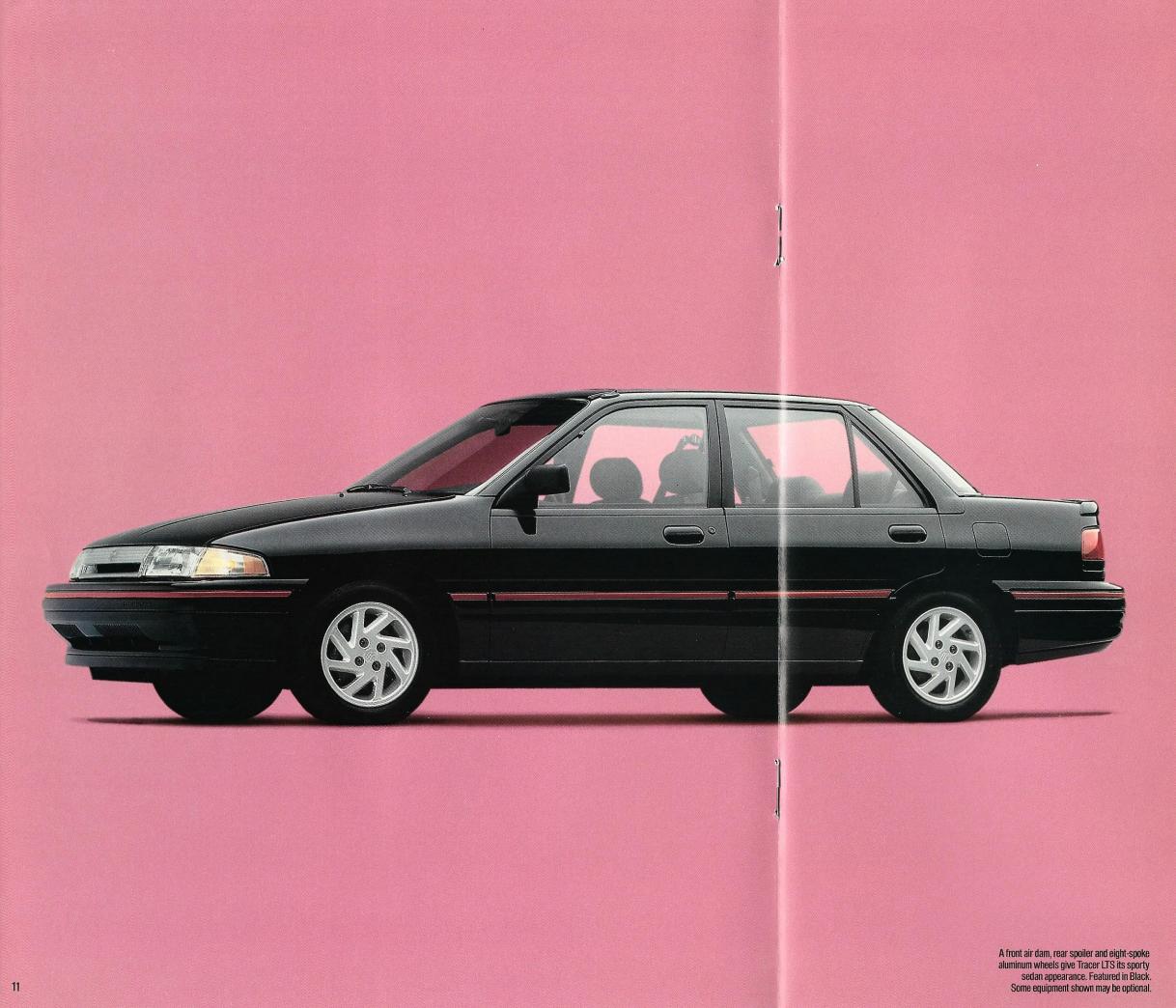
This performance reaches the road through eight-spoke cast aluminum wheels riding on 14-inch low-profile Goodyear all-weather performance radials. Power-assisted four-wheel disc brakes bring everything to a quick halt.

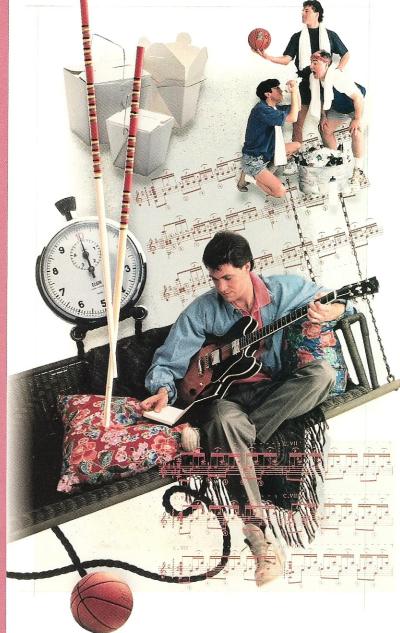
Inside, Tracer LTS refutes

passenger room for your friends. Or a trunk that's big enough to carry all your gear. Or an engine under the hood that's as racy as the decal on top of it. So what do you do? You get in a Tracer LTS and hit the road.



the notion that a performance-tuned small car must be a tight fit. In fact, Tracer LTS offers ample room for five adults, including an impressive 34.6 inches of rear leg room. This room also comes with such standard interior features as analog cluster instrumentation, AM/FM cassette stereo, light group, fingertip speed control and unique cloth upholstery.
*See EPA statement on page 24.





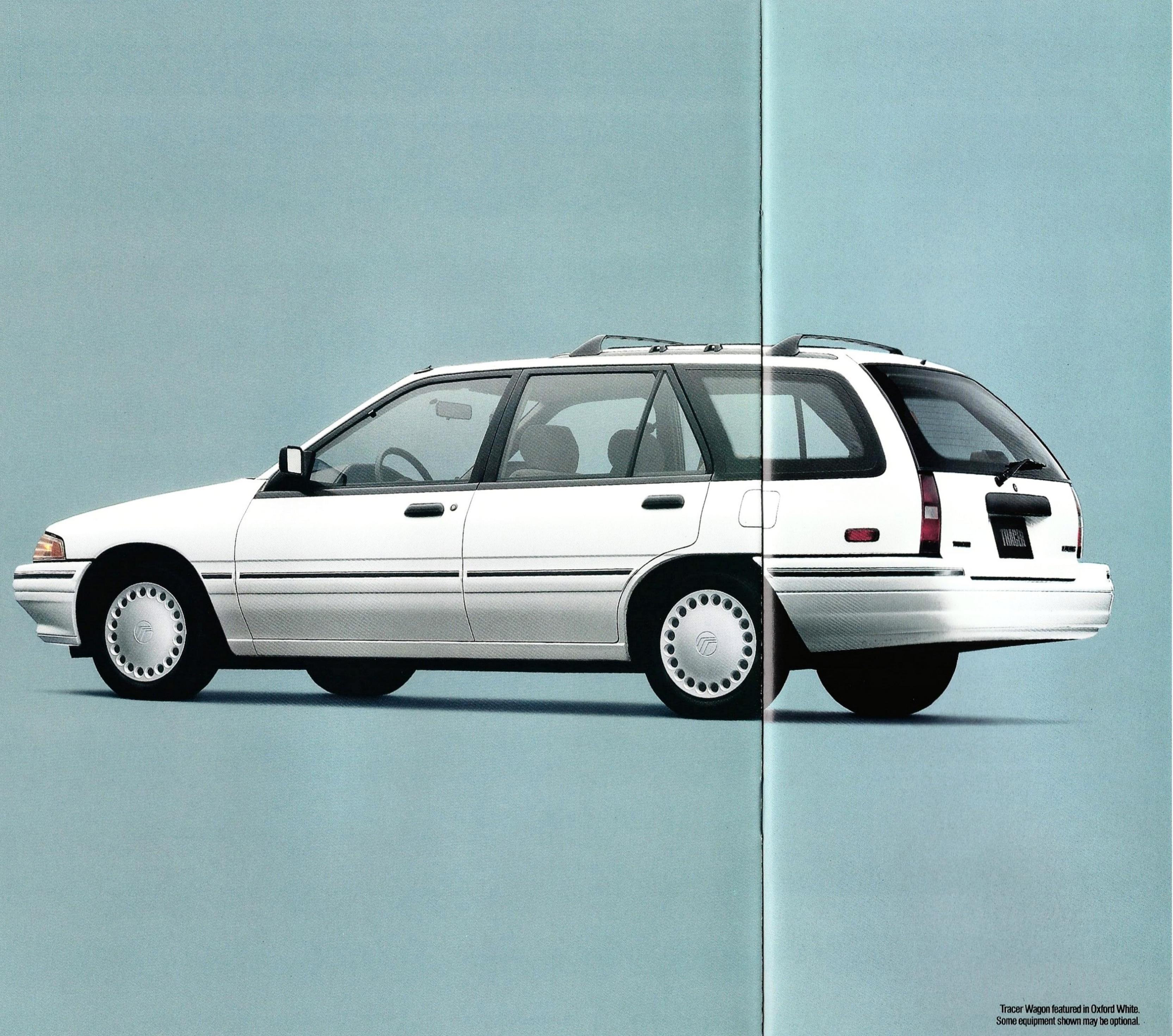
Vou always wanted to own one of those sporty little numbers, but something was missing. Like passenger room for your friends. Or a trunk that's big enough to carry all your gear. Or an engine under the hood that's as racy as the decal on top of it. So what do you do? You get in a Tracer LTS and hit the road.







hen you were a kid, you probably had a little red wagon. It was great for hauling stuff around. Now you're all grown up. You've got a lot more stuff. It's time to think about a wagon again.



TRACER WAGON. A STYLISH WAY TO PUT IT ALL **BEHIND YOU.**

Tracer Wagon demonstrates the latest example of Mercury's philosophy that even though a wagon may carry boxes, it doesn't have to look like one.

Tracer Wagon's contoured shape instantly reminds one of its larger sibling, Sable Wagon. This distinctive look is more than a simple repeat of a winning formula. Tracer Wagon's smooth lines make it both pleasing to the eye

Tracer Wagon provides nearly 70 cubic feet of storage space inside and even more room up top thanks to an optional luggage rack.

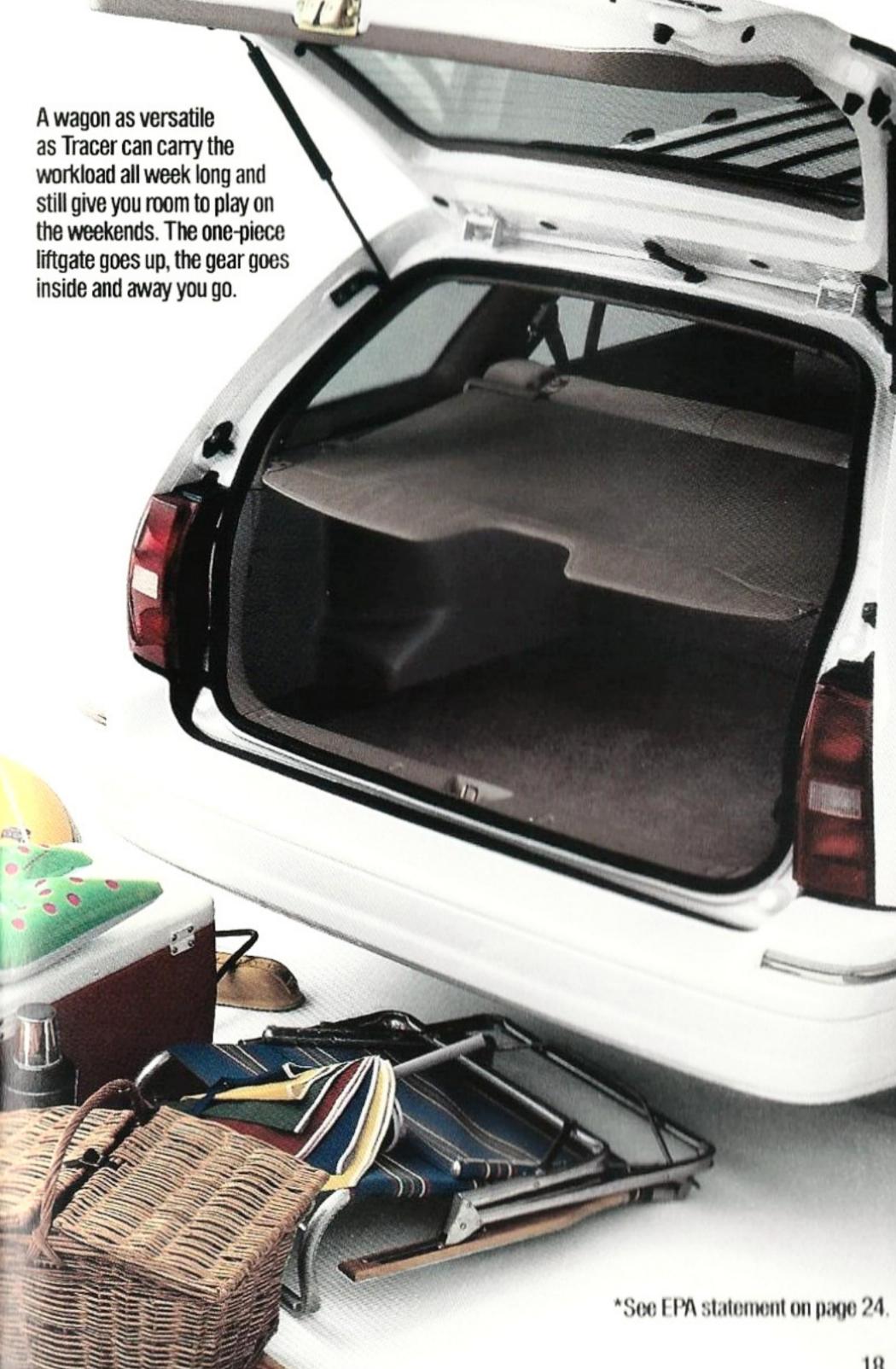
and aerodynamic to the wind for better fuel efficiency at highway speeds* and reduced interior wind noise.

Tracer Wagon carries the attributes of Sable Wagon inside as well, providing seating for up to five adults or a generous 66.9 cubic feet of cargo capacity with the rear seat folded down. The versatile 60/40 rear seat allows you to carry an additional passenger or two while still leaving storage space for longer items.

This wagon is pulled along nimbly by its 1.9-liter SEFI engine, matched to a precise 5-speed manual transmission or optional electronic 4speed automatic. Frontwheel drive provides added traction, while the 4-wheel independent suspension with front and rear stabilizer bars offers a combination of smooth ride and responsive handling that might make you forget you bought this

wagon for practical reasons.

You'll find more to like in Tracer Wagon, including power rack-and-pinion steering, power front-disc brakes, dual electric remote control mirrors and an AM/FM stereo radio with digital clock. A clear view of what's behind you in any weather is provided by a standard defroster and wiper/washer for the rear





TRACER OFFERS MORE CHOICES FOR THOSE WHO CAN'T GET ENOUGH OF A GOOD THING.

By choosing a Tracer, you're saying something about the kind of car you want to drive. And by choosing from Tracer's selection of optional equipment, you're making the statement even more personal.

Depending on the Tracer you choose, you can select Preferred Equipment Packages that group popular combinations of optional equipment. These packages not only make ordering your Tracer more convenient, they provide sticker price savings over ordering these items individually.

Some of Tracer's choices are mentioned here. For details on the full list of available options and Preferred Equipment Packages, consult the standard and optional features listing at the back of the brochure.

- A. All three Tracer models offer the option of a four-speed electronic automatic transmission. The fourth-gear overdrive contributes to quieter highway cruising while promoting fuel efficiency.*
- B. You'll like the sound of Tracer even more when you order the optional Premium Sound system with AM/FM stereo cassette. Sound quality is given a boost by an 80-watt amplifier and four speakers that are positioned for optimum acoustics.
- C. Tilt column steering allows you to position the wheel where you feel most at ease. It's standard on LTS, optional on other models.
- D. An optional power moon roof provides a scenic skylight for your travels.
- E. Frost on cold winter mornings won't be a problem for long with this rear window defroster. It's optional on Tracer Sedan, standard on Wagon and LTS models.
- F. Optional air conditioning helps you keep your cool in steamy situations.
- G. Dual electric remote-controlled mirrors can be positioned at the touch of a button. They're optional on Tracer Sedan, standard on LTS and Wagon models.

^{*}See EPA statement on page 24.

WHAT COULD BE MORE PERFECT?

You hear a lot of talk about quality these days, especially when the talk turns to cars. The standards for automotive quality keep increasing. Not just in the United States, but around the world.

The new Tracer provides a perfect example of this determined emphasis on quality. From the moment Tracer was first conceived, the primary focus was to design and build a car that would attain quality levels for its class that would equal or exceed the best the world has to offer.

The new Tracer began with a clean sheet of paper

and the attitude that no part was so good that it could not be improved, and no detail was so small that it could be overlooked. This philosophy of "continuous improvement" demands that even if a car achieves best-in-class quality, there are still opportunities to improve.

From design through

phase of manufacturing, this

engineering and in every

philosophy of continuous

improvement is employed

to produce Tracers that are

designed to operate with

hushed levels of noise,

better and last longer.

vibration and harshness,

cars that fit better and run

The point is that Tracer

is designed and built to be a

world-class small car, a car

with quality levels that will

you'll find in its class. Does

Tracer measure up to the task?

We'd like you to be the judge.

meet or exceed anything

Tracer demonstrates this philosophy in several interesting ways. For instance, many design specifications call for pieces to fit within .004 of an inch. Which means that if a part doesn't fit right, it doesn't fit at all. There is literally no tolerance for mistakes.

Recognizing that it takes a team of participants who are not only dedicated but fully prepared to achieve new levels of quality, each worker receives unprecedented hours of pre-job training. They work within a quality deployment system that emphasizes teamwork and places responsibility and control of the assembly process directly with the line operators, who can shut down the line at any time if they feel quality standards are not being met.

SELECTED OPTIONAL AND AND STANDARD EQUIPMENT.

ENGINES	TRACER SEDAN/ WAGON	TRACER LTS SEDAN
Type	Single overhead cam Inline-4	Double overhead cam 16-valve Inline-4
Displacement	1.9 liters	1.8 liters
Horsepower (SAE Net)	88 @ 4400	127 @ 6500
Torque (SAE Net)	108 @ 3800	114 @ 4500
Fuel Delivery	Sequential multi-port electronic fuel injection	Multi-port electronic fuel injection
Compression Ratio	9.0:1	9.0:1
Engine Control	EEC-IV Electronic engine control	Electronic engine control
TRANSMISSIONS		
Manual	Synchronized 5 with self-adjust	-speed overdrive ing hydraulic

anual	Synchronized 5-speed overdrive with self-adjusting hydraulic clutch.
utomatic	Electronically controlled 4-speed overdrive with lock-up torque converter for improved highway fuel economy.

SUSPENSION	
Front	Independent MacPherson struts with strut-mounted coil springs and stabilizer bar.
Rear	Independent MacPherson struts, strut-mounted coil springs and stabilizer bar.

EEKING	
	Rack-and-pinion with 23.7:1 ratio on Tracer Sedan. Powe assisted rack-and-pinion wit 17.0:1 ratio on Tracer Wagor and LTS (optional on Tracer Sedan). Curb-to-curb turning diameter, 31.5 ft.
The state of the s	

DRAKES		
Туре	Four-wheel hyd diagonally linke with power ass	ed front to rear
Front	9.25-inch* ventilated disc	10.1-inch ventilated disc
Rear	9.0-inch drum	9.88-inch solid disc

DIMENSIONS (IN INCHES)	SEDAN AND LTS	TRACER WAGON
Wheelbase	98.4	98.4
Overall length	170.9	171.3
Overall height	52.7	53.6
Overall width	66.7	66.7
Track, front/rear	56.5/56.5	56.5/56.5
Headroom; front	38.4 (37.0 w/sunroof)	38.4
Headroom; rear	37.4 (36.1 w/sunroof)	38.5
Legroom; front	41.7	41.7
Legroom; rear	34.6	34.6
Shoulder room; front/rear	53.0/53.7	53.0/53.7
Hiproom; front/rear	50.4/48.0	50.4/48.0

CAPACITIES	SEDAN AND LTS	TRACE WAGO
Cargo volume (cu. ft.)	12.1	30.6
ourgo rotumo (our tu)		(rear seat u
		66.9
Fuel (gallons)	11.9	(rear seat for 13.2
Oil (with filter)	4.0 qt.	4.0 qt.
Oii (With filtor)	(4.1 qt. for LTS)	4.0 qt.
Engine coolant	5.3 qt.	5.3 qt.
	w/manual	w/manual
	transmission 6.3 qt.	transmissio 6.3 qt.
	w/automatic	w/automati
	transmission	transmissio
Base curb weight	2,356 lb. (2,464 for LTS)	2,468 lb.
	referred Equipr	
TRACER SEDAN	572B	573B
P175/65R-14 tires with full wheel covers	n •	•
Variable interval wipers	s •	•
Remote fuel-filler door		
release	•	•
Power steering	•	•
Dual power mirrors	•	•
Rear window defroster	•	•
Decklid release	•	•
Light group	•	•
Driver's seat tilt adjustment		
Tilt steering column		
Air conditioning		•
TRACER WAGON		573B
Driver's seat tilt		0.05
adjustment		•
Tilt steering column		•
Air conditioning		•
Light group		•
TRACER COLORS SEDAN AND WAGO	DN	
Exterior Paint Colors	***	
Alabaster		
Bright Red		
Black Oxford White		
Sandalwood Spice Cle		
Wild Strawberry Cleard Crystal Blue Clearcoat	COAT Metallic	
Twilight Blue Clearcoa		
Light Titanium Clearco	at Metallic	
Medium Titanium Clea	rcoat Metallic	
Interior Trim Colors		
Titanium		
Crystal Blue Scarlet		
Light Sandalwood		
LTS		
Exterior Paint Colors		
Black Oxford White		
Oxford White Wild Strawberry Cleard	coat Metallic	
Twilight Blue Clearcoa	t Metallic	
Light Titanium Clearco	oat Metallic	
Medium Titanium Clea	icuat Metailic	
Interior Trim Color		
Titanium		

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INTERIOR COMFORT AND CONVENIENCE FEATURES S	EDAN '	WAGON	LTS
4-way driver seat adjustment	0	0	S
Passenger seat back map	0	0	0
pocket	S	S	<u>S</u>
Remote fuel-filler door release	0	S	<u>S</u> S
Remote decklid release Anti-theft system	A		
Air conditioning	0	0	<u> </u>
Tilt steering column	0	0	S
Front 2-point automatic shoulder belt restraint system			
with manual lap belts	S	<u>S</u>	<u>S</u>
3-point active rear seat belts	S	S	<u>S</u>
Full center console with storage and cupholders Grab handles with rear coat	S	S	<u>S</u>
hooks	S	S	S
Leather-wrapped steering wheel	_	_	S
Fingertip speed control	0	0	S
Power door locks	0	0	0
Power windows	0	0	0
Cellular phone	Α	Α	Α
Child-proof rear door locks	S	S	S
Cargo cover		S	_
Dual visor mirrors	S	S	S
Flash to pass	S	S	S
Light Group including: cargo area, engine compartment and dual map lights, dual illuminated visor mirrors, headlamp-on warning chime, illuminated ignition key bezel and rear door courtesy			
light switches	0	0	S
SOUND SYSTEMS			
Electronic AM/FM stereo radio with four speakers	S	S	_
Electronic AM/FM stereo	J	U	
cassette radio with four	0	0	0
Speakers Promium Sound evetom with	0	U	S
Premium Sound system with 80-watt amplifier and four speakers	0	0	0
INSTRUMENTATION	U .		
Backlit analog cluster			Company of
w/speedometer (120 mph on			
LTS), tachometer, fuel gauge and engine temperature			
gauge and trip odometer	S	S	S
Warning lights for low coolant			
evel, low fuel level, oil pressure, brake failure,			
parking brake, high beam,			
seatbelt, alternator and turn signal/hazard indicators	S	S	S
WHEELS AND TIRES		· ·	
P175/70R-13 black sidewall,	0		
steel-belted radials 13-inch styled steel wheels	S	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	-des
w/hub covers	S	No.	_
P175/65R-14 black sidewall,	0	S	
	U	U	
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steel-belted radials 14-inch steel wheels with full wheel covers	0		S

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WHAT COULD BE **MORE PERFECT?**

You hear a lot of talk about quality these days, especially when the talk turns to cars. The standards for automotive quality keep increasing. Not just in the United States. but around the world.

The new Tracer provides a perfect example of this determined emphasis on quality. From the moment Tracer was first conceived, the primary focus was to design and build a car that would attain quality levels for its class that would equal or exceed the best the world has to offer.

The new Tracer began with a clean sheet of paper

and the attitude that no part was so good that it could not be improved, and no detail was so small that it could be overlooked. This philosophy of "continuous improvement" demands that even if a car achieves best-in-class quality, there are still opportunities to improve.

Tracer demonstrates this philosophy in several interesting ways. For instance, many design specifications call for pieces to fit within .004 of an inch. Which means that if a part doesn't fit right. it doesn't fit at all. There is literally no tolerance for mistakes.

Recognizing that it takes a team of participants who are not only dedicated but fully prepared to achieve new levels of quality, each worker receives unprecedented hours of pre-job training. They work within a quality deployment system that emphasizes teamwork and places responsibility and control of the assembly process directly with the line operators, who can shut down the line at any time if they feel quality standards are not being met.

From design through engineering and in every phase of manufacturing, this philosophy of continuous improvement is employed to produce Tracers that are designed to operate with hushed levels of noise, vibration and harshness. cars that fit better and run better and last longer.

The point is that Tracer is designed and built to be a world-class small car, a car with quality levels that will meet or exceed anything you'll find in its class. Does Tracer measure up to the task? We'd like you to be the judge.

ALL THIS AND THE QUALITY OF A MERCURY.

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 8-year/100,000-mile corrosion warranty. The warranty is limited. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

Motorcraft QUALITY PARTS

Genuine Ford and Motorcraft original equipment replacement parts are

engineered and manufactured to Ford's high 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.



Sird EXTENDED SERVICE PLAN

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 participating 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 offer the Lifetime Service Guarantee. which guarantees their work on your Mercury Tracer 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.

EPA statement. 1991 EPA mileage estimates were unavailable when this publication was printed. The 1991 Mercury Tracer. 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 Ford

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Quality is Job 1.