



1995
MERCURY
GRAND MARQUIS



ROOM, RIDE, COMFORT
AND V-8 POWER
ON A GRAND SCALE.

Grand Marquis has set the standard for full-sized sedans. Now, the 1995 model has been restyled to be more contemporary. It's still spacious enough to seat six passengers comfortably. A powerful overhead cam V-8 and body-on-frame construction contribute to its legendary ride. And, numerous features such as dual air bags, anti-lock brakes and speed-sensitive power steering help make this a most impressive Grand Marquis.



Grand Marquis LS shown in Electric Red Clearcoat Metallic.
Some features may be optional.

With its sleek, aerodynamic appearance and accommodating size, it's unmistakably a Grand Marquis. Its thoughtfully restyled exterior gives it a decidedly more contemporary flair. And since it's a Mercury, every last detail has been thought through. With the new Grand Marquis, a great thing has just gotten better.

ONE GLANCE TELLS YOU
IT'S CLEARLY A
GRAND MARQUIS.



Grand Marquis LS shown in Champagne Clearcoat Metallic. Some features may be optional.



IT GOES TO GREAT
LENGTHS, WIDTHS AND
HEIGHTS TO PLEASE YOU.

Mercury Grand Marquis has been redesigned with one important objective in mind: to put the driver's and passengers' comfort first. To this end, the 1995 Grand Marquis features a roomy six-passenger interior. And, among its many amenities you'll find rear seat heat ducts, luxurious upholstery and courtesy light switches for all doors.

Grand Marquis interior shown in Light Graphite with available leather seating surfaces. Some features may be optional.

Our engineers have completely redesigned the instrument panel to be substantially more user friendly, with everything you need placed right at your fingertips. Gauges and controls are easier to locate to allow you to concentrate on driving.

**ERGONOMICALLY DESIGNED
FUNCTIONALITY WITH A
DASH OF ELEGANCE.**



Some features may be optional.

YOU'LL ENJOY THE COMFORTABLE ACCOMMODATIONS.

The success of Mercury Grand Marquis is due in large part to its vast array of features. On the next few pages, you'll gain a better idea of just how much it has to offer.

COMFORT FEATURES.

NEW SEATS AND HEAD RESTRAINTS FOR GREATER COMFORT.

Redesigned to provide greater comfort for driver and passengers.

6-WAY POWER DRIVER'S SEAT WITH POWER LUMBAR AND RECLINER.

The comfort and convenience of a power driver's seat comes standard.

IMPROVED SEAT TRACK TRAVEL.

Slides forward and back up to ten inches to better accommodate leg room.

SOLAR GLASS.

Solar tint glass protects against fabric fading and improves temperature control.



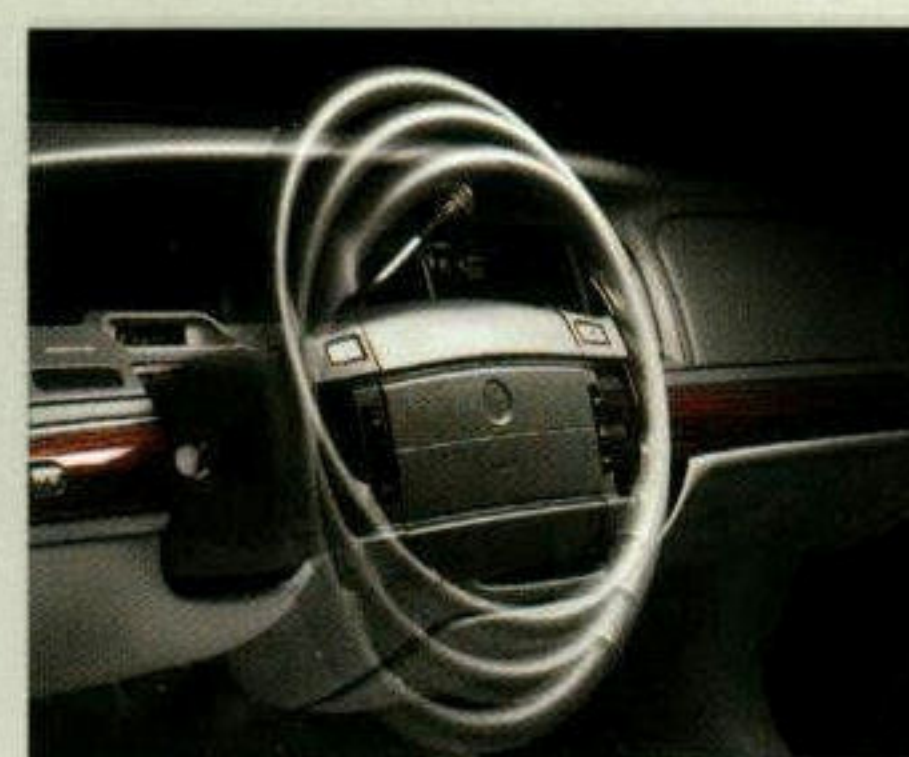
CFC-FREE AIR CONDITIONER. Cool comfort combined with a non-ozone depleting refrigerant.



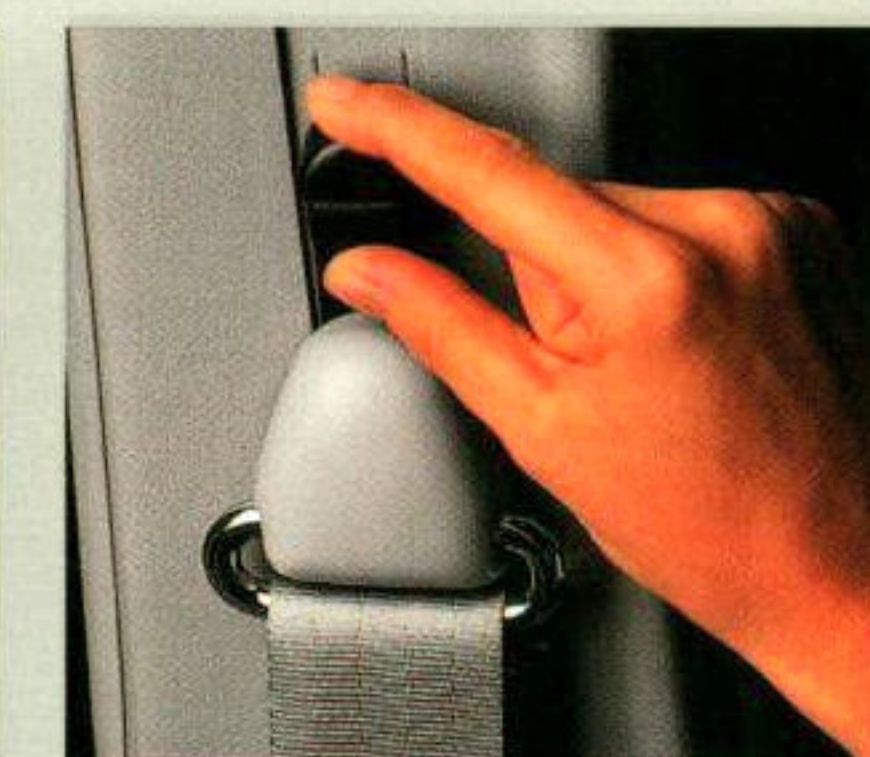
REAR SEAT HEAT DUCTS. New standard feature delivers warmth directly to rear passengers.



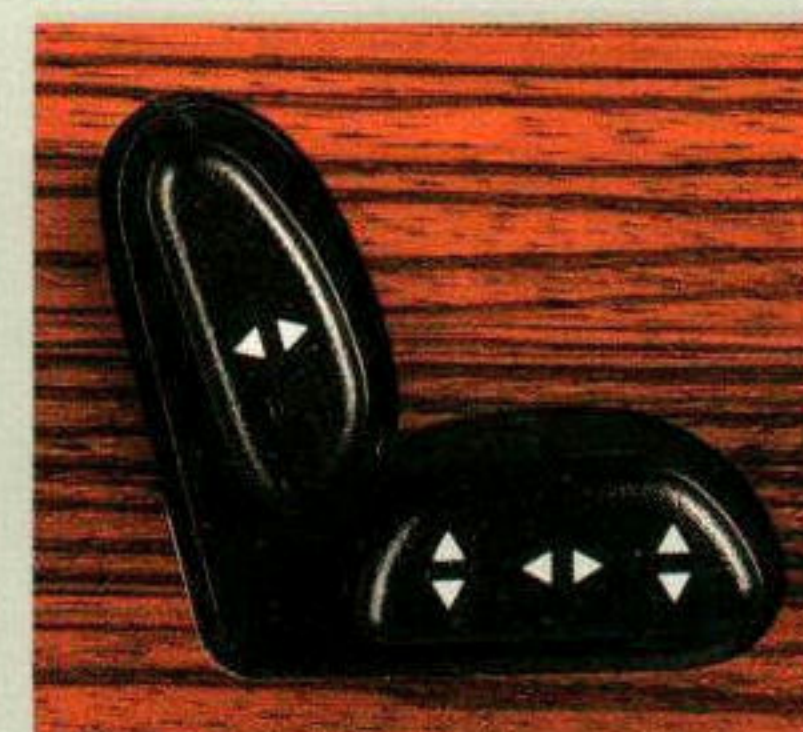
DUAL CUP HOLDERS. Slide out to provide secure place for beverages.



TILT STEERING COLUMN. Adjusts quickly and effortlessly to your driving position.



SEAT BELT HEIGHT ADJUSTER. For improved shoulder belt fit and comfort.



SEAT CONTROLS. Now conveniently located on the door trim panel.



CONVENIENCE FEATURES.



NEW HEATED DUAL POWER MIRRORS.

Outside mirrors automatically defrost when the rear window defogger is turned on.



AUTOMATIC HEADLAMP ON/OFF DELAY.

Headlamps automatically turn off after a selected interval to eliminate heavy and increase security.



NEW AM/FM CASSETTE STEREO.

Standard on all models, with large controls for easier operation.



NEW TACTILE ILLUMINATED SWITCHES.

Much easier to locate and use than conventional switches.

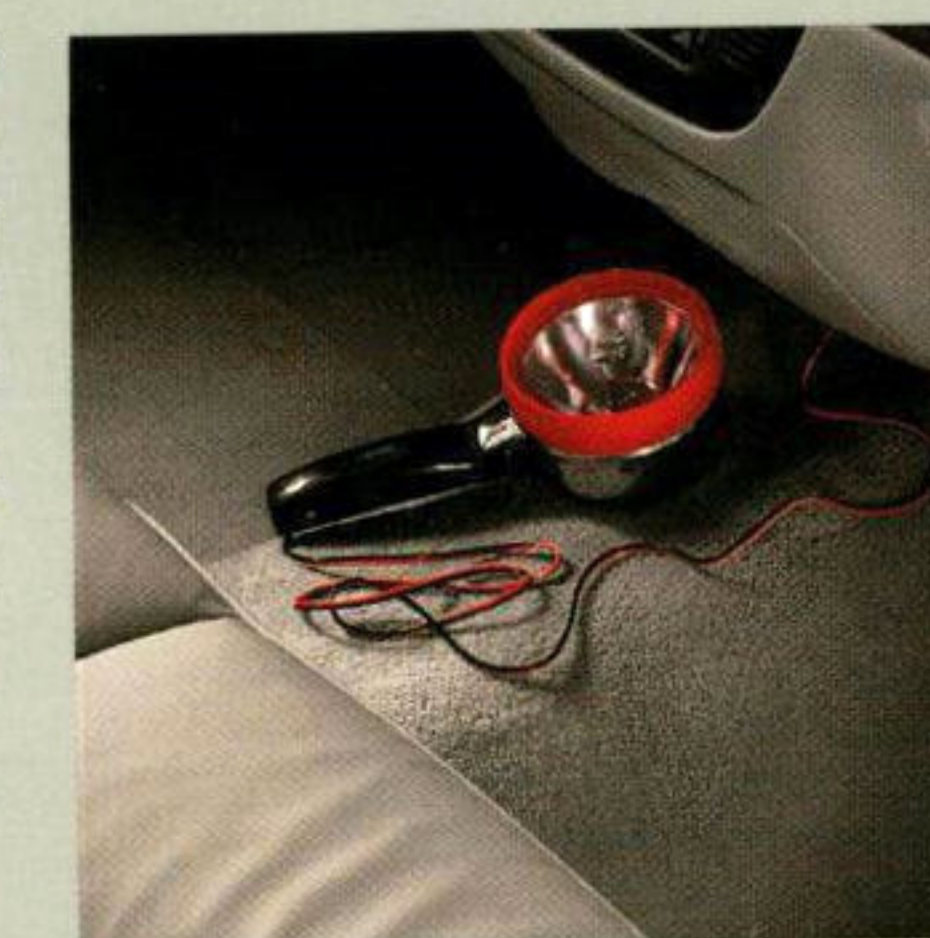


NEW COLLAPSIBLE FRONT AND REAR GRAB HANDLES. Not only facilitate getting in and out of seats but also neatly fold out of the way.



REAR WINDOW DEFROSTER AND HIDDEN ANTENNA.

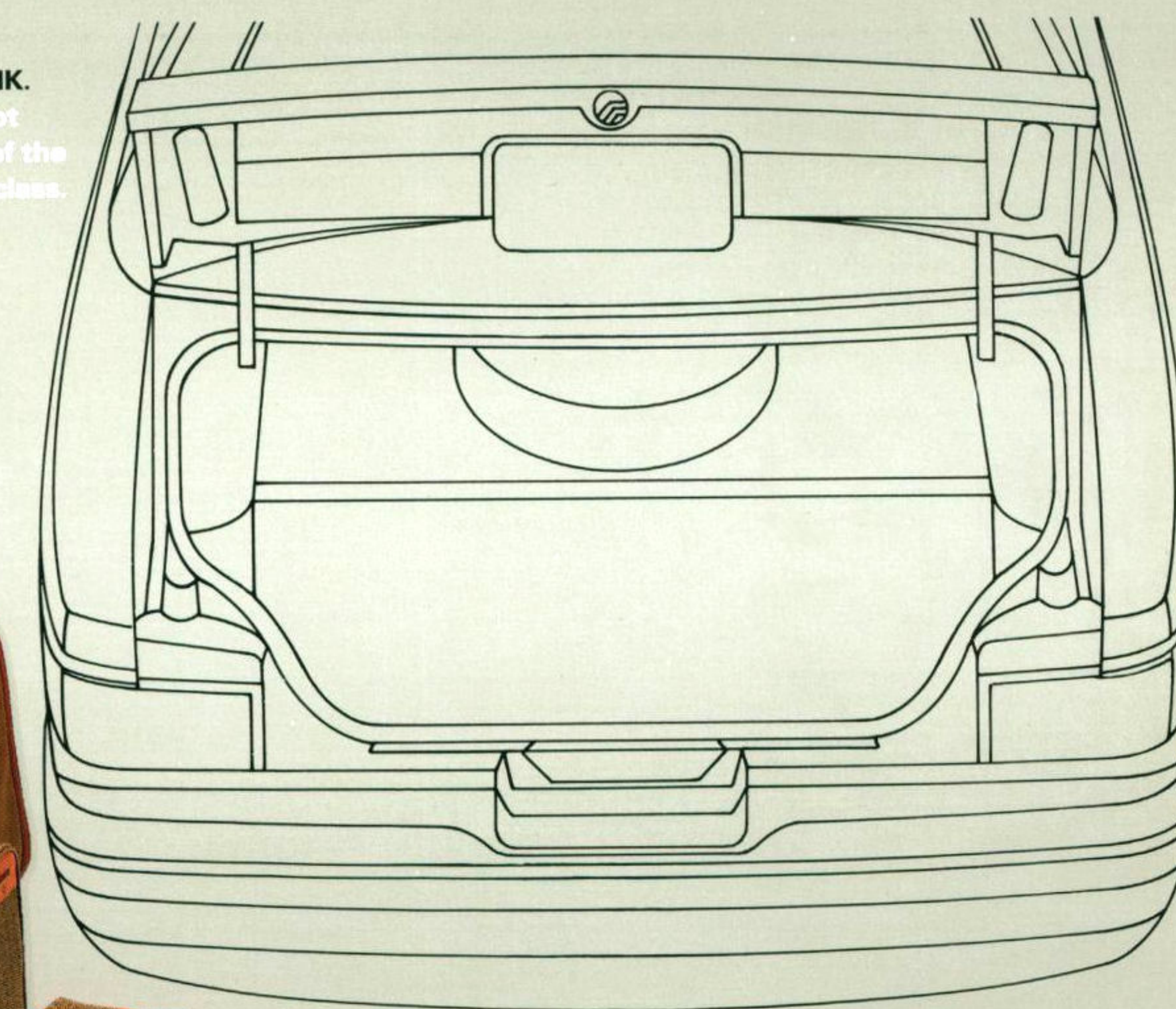
Standard defroster keeps rear window clear. New antenna reduces wind noise and chance of damage.



NEW 12V POWER POINT. An extra 12-volt outlet for electric devices such as vacuum cleaners and hand-held spotlight/emergency lights.

LARGE TRUNK.

20.6-cubic-foot trunk is one of the largest in its class.



THEATRE LIGHTING. Switch off interior lights and they automatically fade to dark with this feature.

See specification pages for feature availability.

THE ABUNDANCE OF FEATURES IS PERHAPS GRAND MARQUIS' MOST REMARKABLE FEATURE.

From its standard powerful V-8 to its available trailer tow package, you'll find Mercury Grand Marquis has all the essential ingredients you're looking for in a full-sized sedan.

FUNCTIONAL FEATURES.



V-8 POWER. Technically advanced single overhead camshaft (SOHC) V-8 engine with EEC-V produces 190 horsepower and 260 lb-ft of torque from 4.6 liters.

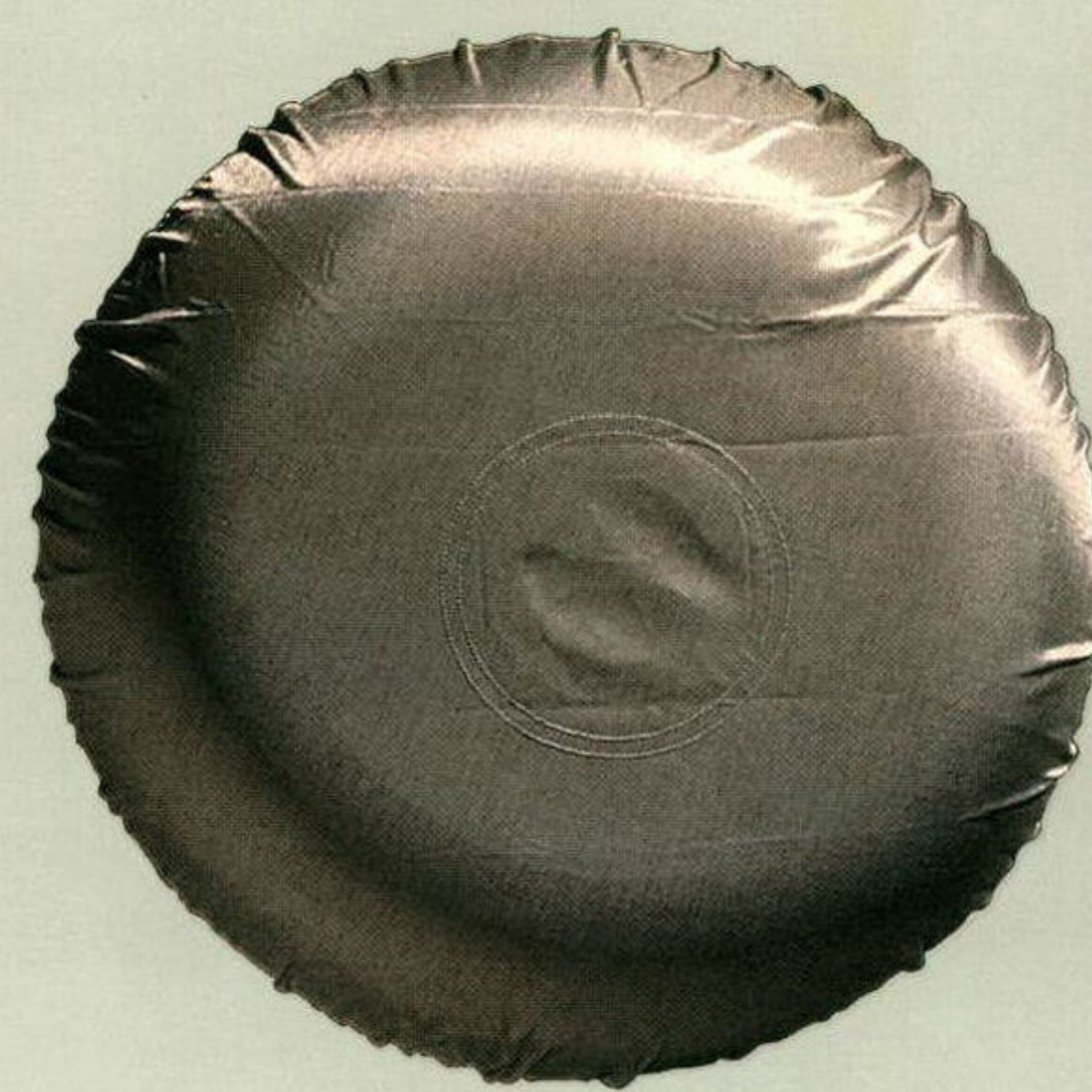


REAR AIR SPRING SUSPENSION. Option automatically adjusts ride height to suit heavier loads while increasing ride comfort.



SPEED-SENSITIVE POWER STEERING. Increases steering assist at slow speeds for maneuvers like parking. Reduces assist at higher speeds for improved road feel.

SAFETY AND SECURITY FEATURES.



DUAL AIR BAG SUPPLEMENTAL RESTRAINT SYSTEM. Another safety feature to provide peace of mind. Always wear your safety belt.



REMOTE KEYLESS ENTRY. Option locks and unlocks doors, opens trunk and switches on illuminated entry system at distances up to 33 feet.

BRAKE/SHIFT INTERLOCK.

Prevents transmission from shifting out of park unless the driver's foot is on the brake pedal.

THREE-POINT SAFETY BELTS.

Lap/shoulder safety belts with adjustable "D" rings enhance security for out-board passengers.

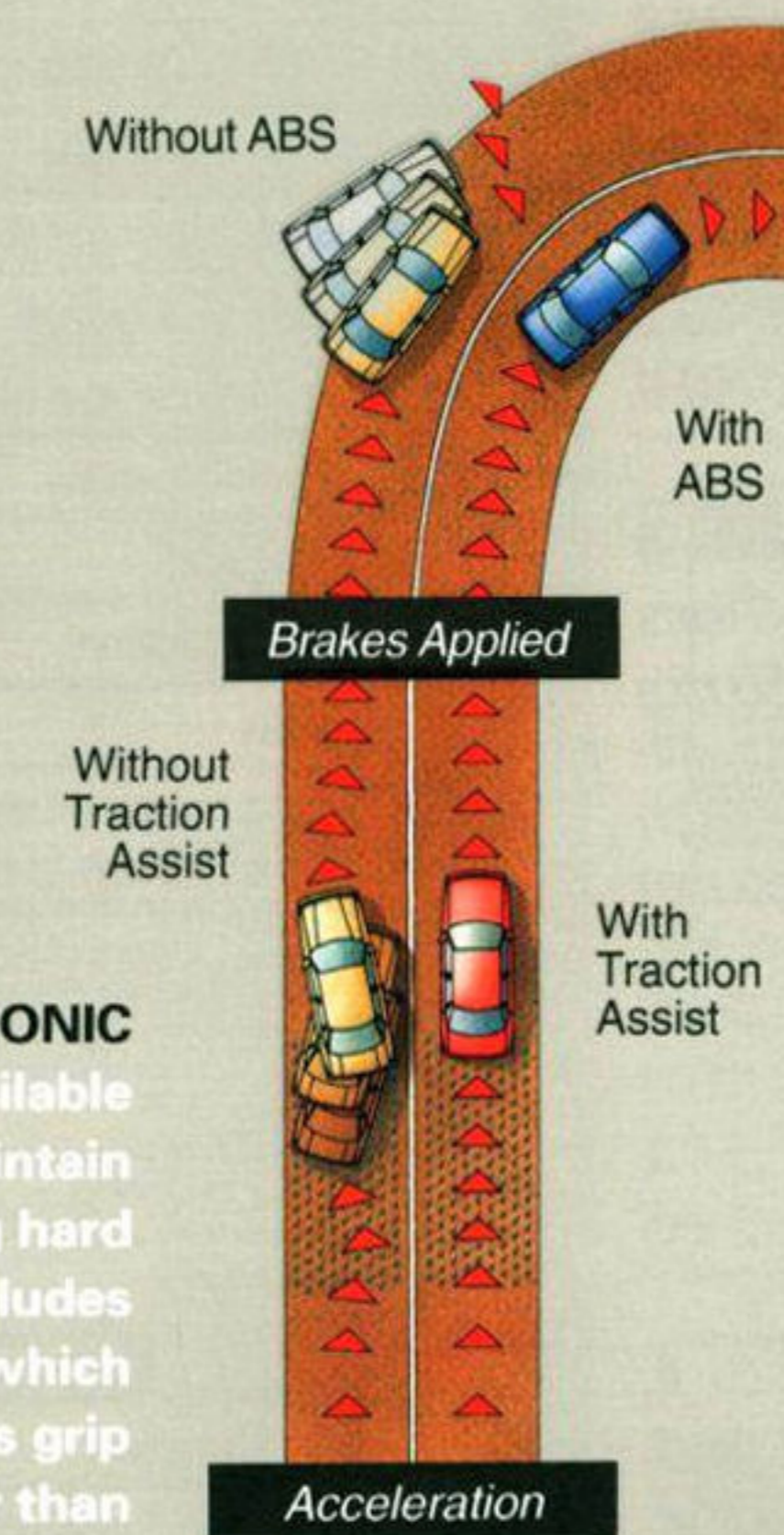
CORNERING LAMPS.

Option increases visibility when rounding corners for extra night driving security.

INTERVAL WIPERS.

Include low, high and variable intermittent speeds.

See specification pages for feature availability.



ABS AND ELECTRONIC TRACTION ASSIST. Available ABS helps drivers maintain steering control during hard braking. And it includes electronic Traction Assist which helps the driving wheels grip slippery surfaces rather than spinning during acceleration.

CHILD-PROOF REAR DOOR LOCKS. Help prevent accidental opening of rear doors.

FRONT AND REAR CRUMPLE ZONES. Absorb energy during collision before reaching the passenger compartment.

SIDE DOOR BEAMS. Help Grand Marquis meet 1997 Federal Dynamic Side Impact Safety Standards.

5-MPH BUMPERS. Both front and rear bumpers can absorb impacts up to 5 mph.

LOWER BODYSIDE CHIP-RESISTANT COATING. Extra-strong finish helps keep lower bodyside paint looking like new.

OPTIONAL FEATURES.



ILLUMINATED ENTRY. Automatically lights interior when exterior door handle is touched.

NEW HIGH-LEVEL AUDIO SYSTEM. Electronic AM/FM stereo cassette radio produces 80 watts through six speakers.

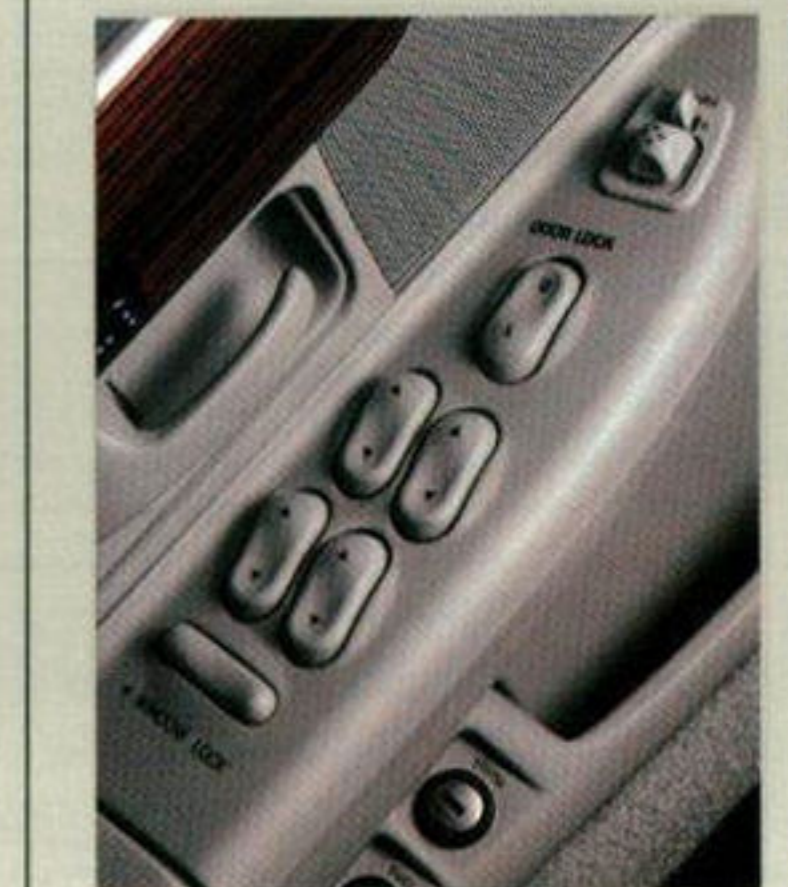


NEW ELECTRONIC INSTRUMENTATION. Digital instrumentation is easy to see and read.



FINGERTIP SPEED CONTROL. Vital controls are conveniently positioned on the steering wheel.

LUXURY LIGHT GROUP. Includes illuminated visor mirrors, rear seat reading lamps, map/dome light, and engine compartment light.

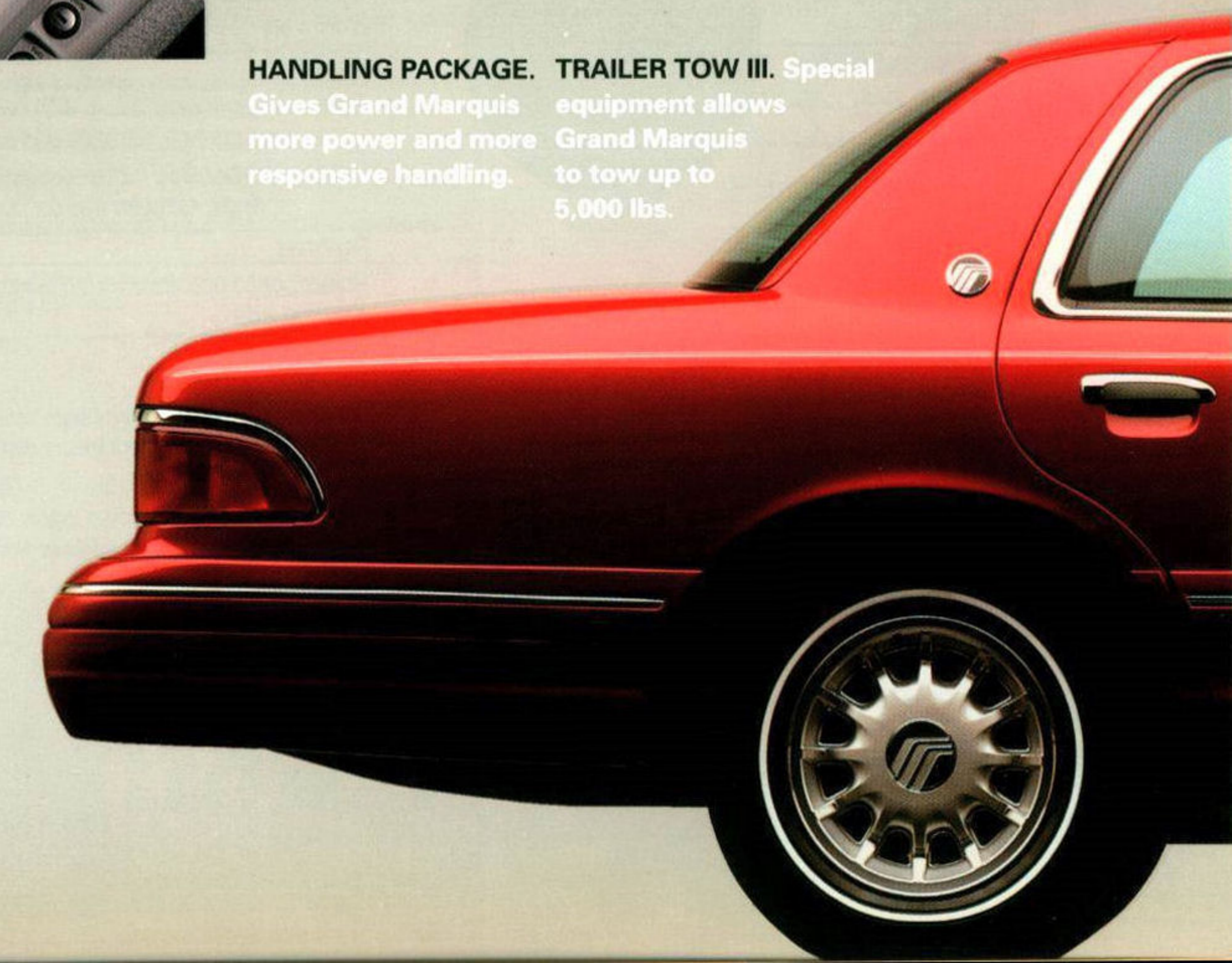


POWER LOCK GROUP. Includes power door locks and decklid release.

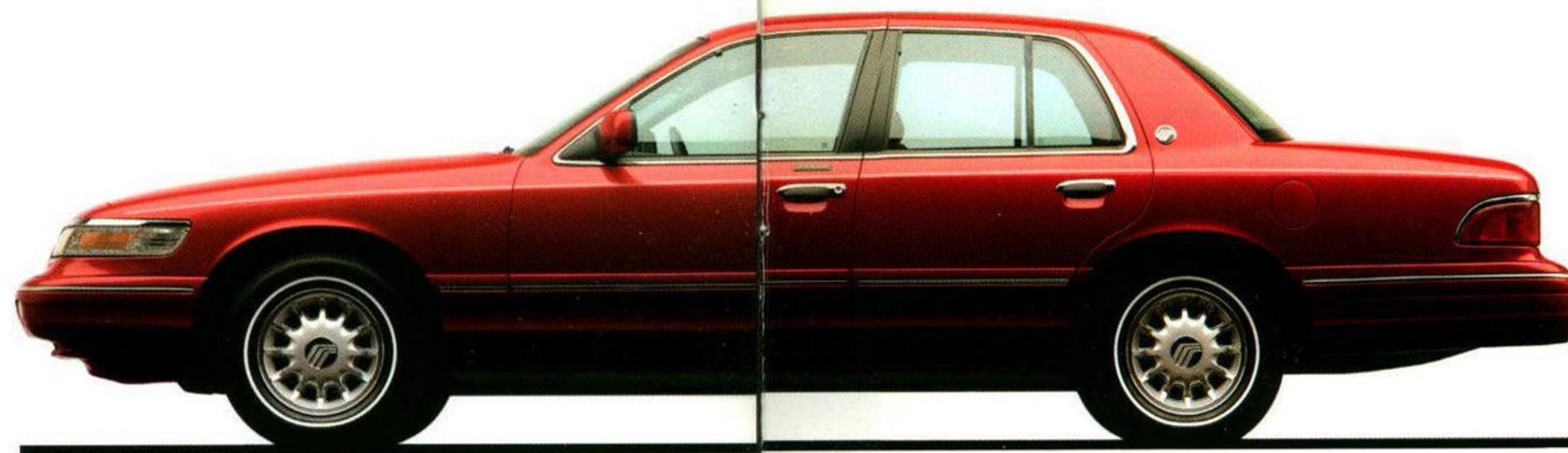
NEW ELECTRONIC AUTOMATIC TEMPERATURE CONTROL. Maintains a constant temperature you select. Also indicates outside temperature.



HANDLING PACKAGE. TRAILER TOW III. Special equipment allows Grand Marquis to tow up to 5,000 lbs.



JUST THE
FACTS ON
GRAND
MARQUIS.



DIMENSIONS (IN INCHES)	
Wheelbase	114.4
Overall length	211.8
Overall height	56.8
Overall width	77.8
Track, front/rear	62.8/63.3
Headroom, front/rear	39.4/38.1
Legroom, front/rear	42.5/38.4
Shoulder room, front/rear	60.1/60.3
Hiproom, front/rear	58.0/59.0
ENGINE	
Type	SOHC V-8
Displacement	4.6 liters
Horsepower	190 @ 4250 rpm (210 @ 4250 rpm with Trailer Tow III or Handling Package)
Torque (SAE net)	260 lb-ft @ 3250 rpm (270 lb-ft @ 3250 rpm with Trailer Tow III or Handling Package)
Fuel delivery	Sequential multi-port electronic fuel injection
Compression ratio	9.0:1
Engine control	EEC-V, electronic engine control
CAPACITIES	
Cargo volume	20.6 cu. ft.
Fuel	20.0 gal.
Oil (with filter)	5.0 qt.
Engine coolant	13.6 qt.
Curb weight (lbs.)	GS 3,761; LS 3,758
TRANSMISSION	
Electronically-controlled four-speed automatic overdrive with full lockup capability in fourth gear and overdrive lockout. No scheduled maintenance	
BRAKES	
Power assisted 4-wheel hydraulic with tandem diaphragm, integral vacuum booster	
Front/rear	11.3-inch disc/11.2-inch disc
SUSPENSION	
Front—Independent S.L.A. with ball joints, anti-dive control geometry, coil springs, nitrogen gas-pressurized shocks and stabilizer bar	
Rear—Four-bar link, rubber-cushioned pivots, rubber-insulated coil springs, nitrogen gas-pressurized shocks and stabilizer bar	
STEERING	
Power speed-sensitive variable-assist with prelubricated low-friction steering axis	

EPA Statement: 1995 EPA mileage estimates were unavailable when this publication was printed. Ask your Mercury dealer for the latest information.
Option Availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

FUNCTIONAL FEATURES	GS SEDAN	LS SEDAN
Driver-side air bag Supplemental Restraint System	S	S
Right front passenger air bag Supplemental Restraint System	S	S
Lap/shoulder safety belts for front and rear outboard occupants	S	S
4.6-liter SOHC V-8 engine	S	S
4-speed electronic automatic overdrive transmission	S	S
Power 4-wheel disc brakes	S	S
Speed-sensitive, variable-assist power steering	S	S
Maintenance-free battery	S	S
95-amp alternator	S	S
Luxury sound insulation	S	S
Solar tint glass	S	S
Stalk-mounted control on steering column for turn signals, headlamp beams, flash-to-pass, washer/wipers	S	S
Anti-lock Brake System (ABS) with electronic Traction Assist	0	0
Rear air suspension		0
Handling package		0*
Trailer Tow III with 5,000-lb. load capacity		0*
Engine block heater	0	0
EXTERIOR FEATURES		
5-mph impact bumpers	S	S
Lower bodyside urethane protection	S	S
Wide bodyside molding with bright insert	S	S
Halogen headlamps	S	S
Upper bodyside paint stripes	0	0*
Cornering lamps		0*
Heated outside mirrors	S	S
SOUND SYSTEMS		
Electronic AM stereo/FM stereo radio with cassette	S	S
High-Level audio system with AM stereo/FM stereo radio cassette and power amplifier, total 80 watts RMS		0
Rear window antenna	S	S
INSTRUMENTATION		
Analog instrumentation with speedometer, fuel gauge, odometer and trip odometer	S	S
Warning lights for low fuel, emissions system and air bag readiness	S	S
Electronic instrumentation with built-in message center (available only as a part of electronic group)		0*
WHEELS AND TIRES		
P215/70R15 white sidewall all-season steel-belted radials	S	S
Luxury full-wheel covers	S	S
Locking radial spoke wheel covers	0*	
P225/70R16 BSW tires ¹		0*
Conventional size spare wheel and tire (aluminum wheel spare requires optional cast aluminum wheels)		0
12-spoke aluminum wheels		0*
Dual plane cast aluminum wheels		0
Lacy spoke aluminum wheels ¹		0*

INTERIOR COMFORT AND CONVENIENCE FEATURES	GS SEDAN	LS SEDAN
CFC-free air conditioner	S	S
Rear door child safety locks	S	S
Power windows	S	S
Express-down power driver window	S	S
Automatic headlamp on/off delay system	S	S
Automatic parking brake release	S	S
Driver footrest	S	S
Tilt steering column	S	S
6-way power driver's seat	S	S
Twin comfort cloth seats with recliners and driver lumbar	S	
Luxury twin comfort cloth seats with dual recliners and power lumbar		S
12-volt power point	S	S
Door map pockets	S	S
Rear seat center armrest	S	S
Two rear seat ashtrays	S	S
Passenger visor mirror	S	S
Dual courtesy lights on instrument panel	S	S
Courtesy light switches on all doors	S	S
Trunk, glove box, front ashtray lights	S	S
Electronic digital clock	S	S
Power outside mirrors (heated)	S	S
Dual cup holders	S	S
Color-keyed carpeting (16oz—GS, 18oz—LS)	S	S
Carpeted luggage area	S	S
Spare tire cover	S	S
Interval wipers	S	S
Keyless entry with two remote control keyfobs	0	0*
Fingertip speed control	0*	0*
Leather seating surfaces		0
Leather-wrapped steering wheel (requires speed control)		0*
6-way power passenger seat with power lumbar and power recliner		0
Electronic automatic temperature control		0
Electronic group includes electronic instrumentation, Tripminder [®] computer, automatic temperature control air conditioner, heavy-duty battery		0
Luxury light group includes dual illuminated visor mirrors with dual secondary visors for front/side coverage, rear seat reading lamps, engine compartment light and dual-beam map/dome light	0	0*
Illuminated entry system	0*	0*
Power lock group includes door locks and decklid release	0*	0*
Rear window defroster	S	S
Front carpet floor mats	0*	0*
Rear carpet floor mats	0*	0*
Rear seat heat ducts	S	S

S Standard feature 0 Optional feature

TRAILER TOW III OPTION
5,000-lb. capacity includes: • Rear air spring suspension • Heavy-duty battery • Heavy-duty cooling • Dual exhaust • Trailer wiring harness • Power steering fluid cooler • Transmission oil cooler • Heavy-duty flashers • Conventional spare tire • Heavy-duty U-joints • 3.27 Traction-Lok axle (replaced with 3.27 conventional axle when trailer tow is ordered in conjunction with ABS/Traction Assist)
HANDLING PACKAGE OPTION
Includes: • Dual exhaust • 3.27 Traction-Lok axle • Upsized front and rear stabilizer bars • P225/70R16 BSW tires • Aluminum wheels • Rear air suspension w/unique springs • Unique tuned suspension (shocks, spring rates) • Unique steering gear
PREFERRED EQUIPMENT PACKAGES
To make ordering easy we've grouped certain options together into the Preferred Equipment Packages listed below. And priced them to offer sticker price savings over ordering these items individually.**
GS SEDAN PREFERRED EQUIPMENT PACKAGE 157A
Fingertip speed control • Power lock group • Front carpet floor mats • Rear carpet floor mats • Locking radial spoke wheel covers • Illuminated entry
LS SEDAN PREFERRED EQUIPMENT PACKAGE 172A
Fingertip speed control • Power lock group • Illuminated entry system • Luxury light group • Front carpet floor mats • Rear carpet floor mats • Bodyside paint stripe • Leather-wrapped steering wheel • Remote keyless entry • Front cornering lamps • 12-spoke aluminum wheels

EXTERIOR COLORS
Champagne Clearcoat Metallic • Electric Red Clearcoat Metallic • Plum Mist Clearcoat Metallic • Medium Willow Green Clearcoat Metallic • Light Willow Green Clearcoat Metallic • Silver Frost Clearcoat Metallic • Black Clearcoat • Vibrant White Clearcoat Metallic • Eclipse Blue Clearcoat Metallic • Portofino Blue Clearcoat Metallic
INTERIOR COLORS
Willow Green • Saddle • Light Graphite • Garnet (not available on GS) • Portofino Blue
PRODUCT CHANGES
Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Mercury dealer is your best source for up-to-date information. Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

*Option available only as part of a package.
**Specific content is subject to change throughout model year. Consult your dealer for the most up-to-date information.
† Included and only available with Handling Package.
Based on official AAMA specifications.

COMMITMENTS THAT
TRAVEL WITH YOU.

ROADSIDE ASSISTANCE.
Every Mercury includes the security of an emergency Roadside Assistance Program during the 3-year/36,000-mile bumper-to-bumper warranty period. Help is a toll-free call away 24 hours a day, anywhere in the fifty United States should you need any towing assistance, fuel delivery, tire change, a jump-start or even help when you've locked yourself out of your car. Ask your Mercury dealer for complete details on the Roadside Assistance Program and a copy of the limited warranty.

THE LEASING ALTERNATIVE.

More and more people are choosing a Red Carpet Lease from Ford Credit as an alternative to buying a new Mercury. That's because a Red Carpet Lease allows a qualified customer to drive a brand-new Mercury more often for a lot less than you'd think. Which means you can afford to drive what you really want to drive. When you fulfill your lease, you can return the car and lease another brand-new vehicle all over again. Ask for the benefits of a Red Carpet Lease at your Mercury dealer.



It is our goal to bring you something better: better interior room and comfort, better ride and handling, better styling and performance. In short, fully equipped, more satisfying vehicles,

**WHAT MAKES
A MERCURY
A MERCURY.**

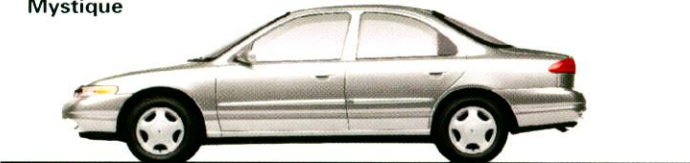
from the small yet satisfying Tracer to the versatile Villager. Cars and minivans that please both drivers and passengers. And today, of course, that goal of being better encompasses everything from advances in safety and technology,

to complete satisfaction with every aspect of the care you receive from your Mercury dealer. All of which give you a better idea of our goal when we say: "Mercury. Better. Believe it."

Tracer



Mystique



Cougar XR7



Sable



Grand Marquis



Villager



 **MERCURY**



LITHO IN USA (520.000) 7-94 P-8610

Buckle up—together we can save lives.

 **LINCOLN
MERCURY**