

 Imagine yourself in a Mercury

1997 MOUNTAINEER





Imagine A RELATIONSHIP SO PERFECT YOU

SEEM TO COMMUNICATE WITHOUT SPEAKING.

A TIME WHEN EVERYTHING SEEMS TO GO IN YOUR FAVOR.

AND WISHING IT WOULD LAST FOREVER. IMAGINE HAVING
THE FREEDOM TO BE **yourself** ALL THE TIME.

IMAGINE FEELING SO SECURE YOU THINK FOR A MOMENT
YOU'RE **in a** DIFFERENT WORLD.

OR MAKING A DISCOVERY YOU CAN'T WAIT TO SHARE

WITH YOUR BEST FRIEND. IMAGINE TAKING THE LONG WAY HOME

JUST BECAUSE YOU'RE HAVING SUCH A GREAT TIME.

IMAGINE A VEHICLE THAT'S BOTH CAPABLE AND COMFORTABLE.

Mercury MOUNTAINEER.







Mountaineer shown in Electric Current Red Clearcoat Metallic. Some features shown may be optional. See specification pages for details.

ractically a

THE 1987 MERCURY MOUNTAINEER IS A VEHICLE
DESIGNED TO DELIVER AN OVERWHELMING
LEVEL OF COMFORT. SINCE IT'S A MERCURY,
IT PROVIDES YOU WITH GENEROUS INTERIOR

mountain of

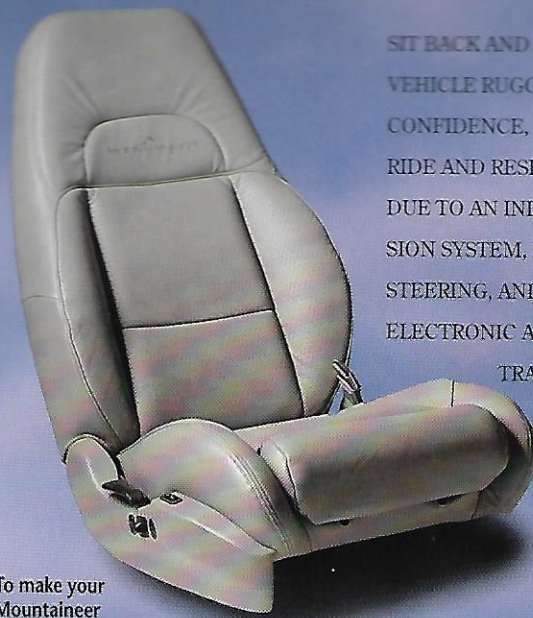
ROOM, A SMOOTH AND CONTROLLED RIDE, AND
ABOVE ALL, AN ABUNDANCE OF AMENITIES
THAT ADD TO YOUR OVERALL COMFORT. IT'S
COMFORTING TO KNOW THAT WITH AVAILABLE

comfortable

ALL-WHEEL DRIVE YOU CAN GET WHEREVER
YOU'RE GOING, EVEN WHEN THE WEATHER
TAKES A TURN FOR THE WORSE. MOUNTAINEER
ALSO HAS THE MOST POWERFUL STANDARD

features.

V-8 ENGINE OF ANY SPORT UTILITY VEHICLE
IN ITS CLASS. THAT'S THE KIND OF POWER
THAT'LL COMFORT YOU, ESPECIALLY IN THE
PASSING LANE.



To make your
Mountaineer
more
comfortable,
soft, luxurious
leather seating
surfaces are
available. This
is something
you'll
appreciate,
especially on
long journeys.

SIT BACK AND RELAX. ALTHOUGH THIS IS A
VEHICLE RUGGED ENOUGH TO INSPIRE
CONFIDENCE, IT HAS A REMARKABLY EVEN
RIDE AND RESPONSIVE HANDLING. THIS IS
DUE TO AN INDEPENDENT FRONT SUSPEN-
SION SYSTEM, POWER RACK-AND-PINION
STEERING, AND A SMOOTH FOUR-SPEED
ELECTRONIC AUTOMATIC OVERDRIVE
TRANSMISSION. BEYOND

THE REASSURING ROAD
FEEL, MOUNTAINEER
HAS QUITE A FEW
OTHER IMPRESSIVE
ATTRIBUTES. THE
SEATS, FOR EXAMPLE,

ARE DESIGNED FOR MAXIMUM

COMFORT, EVEN ON LONG TRIPS. THE ERGONOMICALLY
STYLED INSTRUMENT PANEL PUTS CONTROLS AT YOUR
FINGERTIPS. TEST DRIVE MOUNTAINEER AND YOU'LL SEE
THIS IS NO ORDINARY SPORT UTILITY VEHICLE.



plenty of room for hauling luggage, groceries, or whatever—
the rear seat up and an impressive 81.6 cu. ft. of cargo room
folded down. That's more room than Jeep® Grand Cherokee!



A cargo cover pulls out to keep luggage safely out of sight.

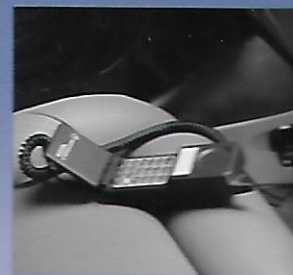


IF YOU'RE IN SEARCH OF ROOM, WELCOME ABOARD! WHETHER YOU'RE TRANSPORTING PEOPLE OR PLYWOOD, OR BOTH, THIS IS A VEHICLE THAT CAN HANDLE IT ALL. IT HAS A VERY ACCOMMODATING REAR SEATING AREA. WITH THE STANDARD 60/40 SPLIT-FOLD REAR SEATBACKS FOLDED DOWN, IT OFFERS ONE OF THE LARGEST CARGO AREAS OF ANY VEHICLE IN ITS CLASS. A TWO-WAY LIFTGATE ALLOWS YOU TO OPEN JUST THE WINDOW TO THROW IN SOMETHING SMALL LIKE A GYM BAG, OR LIFT THE ENTIRE LIFTGATE TO HANDLE LARGER LOADS.

DETAILS. DETAILS. DETAILS. IT'S JUST ONE OF THE THINGS THAT SEPARATE MOUNTAINEER FROM THE REST OF THE CONVOY. WHEREVER YOU LOOK, YOU'LL FIND THOUGHTFUL TOUCHES: SPEED-SENSITIVE WIPERS. OVERDRIVE LOCKOUT. BATTERY SAVER. EVEN AN AVAILABLE INTEGRATED REAR CHILD SAFETY SEAT.



Hot and cold air and stereo sound are delivered to rear seat passengers. Separate fan and audio controls are included along with dual cup holders and headphone jacks. So now rear passengers are in control.



Mountaineer shown in Oxford White Clearcoat. Some features shown may be available on other models.

has two intermittent settings plus continuous interval setting. A washer and defroster are also included.

2. Both outside power mirrors are controlled by a switch at the driver's side.

3. For your safety, the brake pedal must be depressed before the vehicle can be shifted out of park.

4. Power lock and window switches are illuminated and extra large, making them easy to find in the dark. Driver's side window features one-touch-down operation.



Running boards are not only attractive, they make it easy to step into and out of your Mercury Mountaineer. They're durable and made to last.



YOU'VE RAISED YOUR STANDARDS, SO HERE WE
YOU'LL FIND SO MANY CONVENIENT FEATURES
YOU'VE COME TO EXPECT FROM A MERCURY
A PREMIUM AM/FM STEREO RADIO WITH CD
PLAYER, AND OF COURSE, DUAL AIR BAGS (W/IN
SAFETY BELT). AND THAT'S JUST THE TIP-OF-
WE SAY, MOUNTAIN?



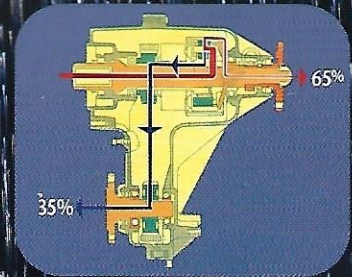




Interior shown with optional Grained Leather seating surfaces. Additional features

ALL-WHEEL DRIVE.
MADE IT SNOWED LAST NIGHT, OR THERE'S A RAINSTORM
THAT'S BORDERING ON A MONSOON. NO PROBLEM WITH
AVAILABLE ALL-WHEEL DRIVE. IT'S ALWAYS ENGAGED SO
YOU DON'T HAVE TO WORRY ABOUT TURNING IT ON OR
so you can too.

Normal driving mode



Front wheel

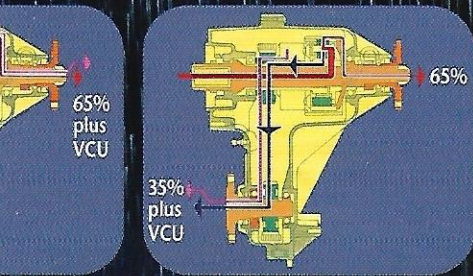


Full-time all-wheel drive system is always in operation.
Briefly, here is how it works: A transfer case continuously
distributes engine torque—65% to the rear wheels and
35% to the front wheels. A viscous coupling unit (VCU)
connected to the front and rear drive shafts within the



age

Rear wheel slippage



transfer case. When any of the shafts detect slippage, the VCU automatically transfers torque to the axle which has more traction. This is accomplished instantaneously, smoothly, and is virtually undetected.



Mountaineer comes with four-wheel disc anti-lock brakes (ABS) standard. This helps maintain steering control while braking on most slippery road surfaces by keeping the brakes at the threshold of lockup when the brake pedal is pressed hard.

Mountaineer's available full-time all-wheel drive (AWD) could be called all-season drive. It'll get you through mud, rain, sleet and snow confidently. So when the going gets tough, the tough get comfortable.

The overdrive lockout switch, when engaged, prevents the transmission from shifting into fourth gear. This is especially useful when towing a trailer in heavy traffic or when traveling up and down steep hills or mountains.




Some features shown may be optional. See specification pages for feature availability.

won't find a
210 HORSEPOWER. IT WILL IMPRESS YOU ON CITY ROADS
AND IN THE PASSING LANE ON THE HIGHWAY. THIS
ENGINE IS COUPLED WITH EEC-V ELECTRONIC ENGINE
CONTROL FOR OPTIMAL OPERATION. IT ALSO FEATURES

power shortage

A REMARKABLY SMOOTH ELECTRONIC AUTOMATIC
OVERDRIVE TRANSMISSION. WHAT'S MORE, THIS V-8 IS
DESIGNED TO PERFORM FOR 100,000 MILES WITHOUT A
SCHEDULED TUNE UP.* HOW'S THAT FOR CONFIDENCE?

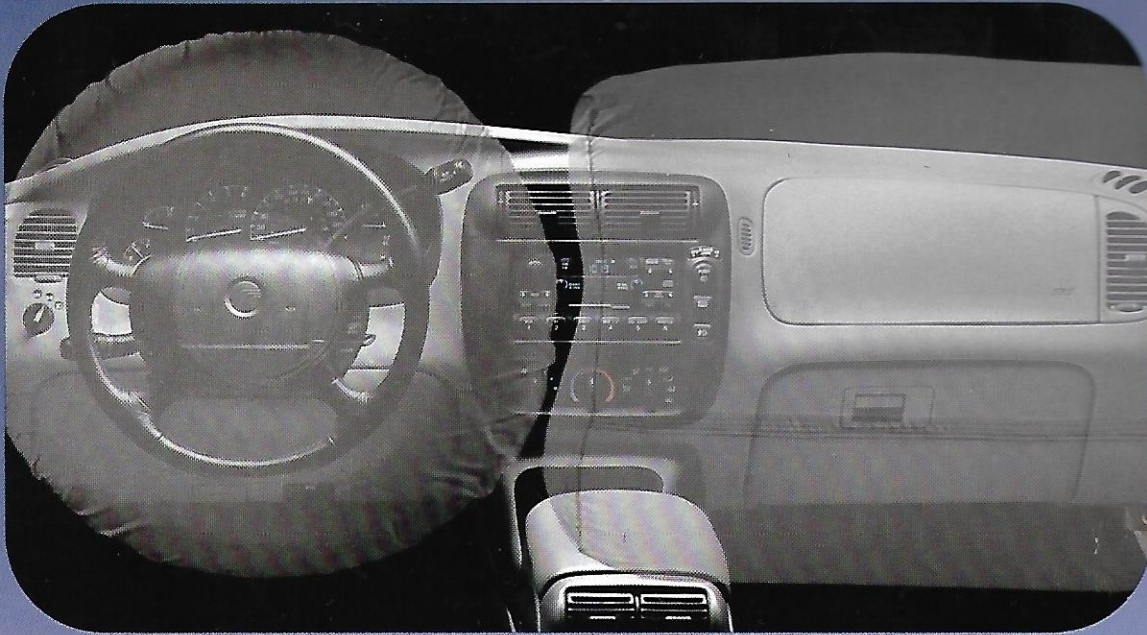
here.



Mountaineer is powered by a 5.0L V-8 engine which produces 210 horsepower and 275 lbs.-ft. of torque. It features sequential electronic multi-port fuel injection with high-performance new cylinder heads and camshaft, new intake manifold and new exhaust system.



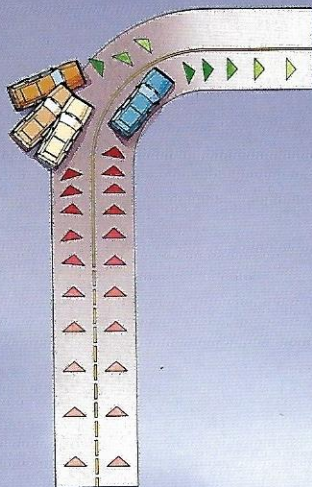
*Under normal driving conditions with routine fluid filter changes.



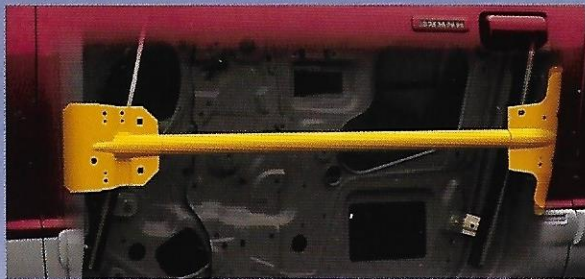
Mountaineer puts your safety first. That's why you'll find standard dual air bags. They inflate quicker than the blink of an eye in certain moderate-to-severe frontal collisions. Always wear your safety belt.



For your convenience and your child's safety, a rear child seat is available with fold-down surfaces. It eliminates lugging the seat to car and is a feature you'll love.



Four-wheel disc ABS contributes to improved steering control during hard braking on most slick roads.



High strength steel beams are mounted inside each door for additional protection. A crossmember is also included between the A-pillars under the instrument panel. This stabilizes the steering column and contributes to occupant protection.



Child-proof rear door locks prevent the doors from being opened from inside the vehicle. Another safety feature that contributes to your peace of mind.



Fog lamps are included for extra visibility, especially in inclement weather. They're integrated into Mountaineer's front end for a clean, aerodynamic look.



Here's a feature audiophiles will love. A compact disc changer is available. It's located in the console and is easy to use. And there's plenty of space for your radio.



The optional remote keyless entry system lets you lock and unlock doors and liftgate from a distance. A panic button and anti-theft alarm are also included.



Available electrochromic rearview mirror automatically adjusts to shield your eyes from the glare of other cars' headlamps.



An available power moonroof can be opened fully or tilted up for ventilation. Its sliding screen can be closed to screen the sun.

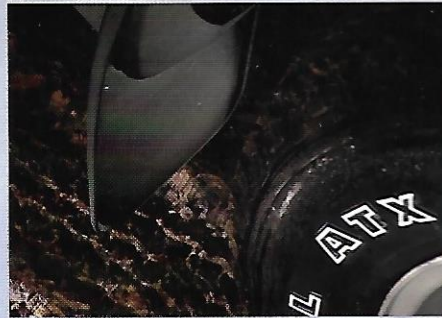


Optional overhead console features digital compass, outside temperature reading, map lights and a storage compartment.

Keep the slush, rain and mud off your floor with these molded vinyl floor mats. "Mountaineer" name adds a personal touch.



Molded splash guards are an ideal way to help protect your Mountaineer's finish from mud, salt and dirt.



A cargo net helps keep your cargo area organized and prevents groceries and packages from sliding around. It's easy to install and remove.



Mercury Mountaineer

Standard (1997's)	
2.0L 4-cyl. 160 hp @ 4600 rpm	2.5L 5-cyl. 190 hp @ 4600 rpm
275 lbs. ft. @ 3200 rpm	Sequential multi-port electronic Sequential Multi-Point Injection (SEMPI) with EEC-IV computer
Full-time all-wheel drive (AWD)	Single channel with six members
42.6	81.6
5	21.0 gal.
Short and Long-Arm computer-selected torsion bar, gas-pressurized shock absorbers, stabilizer bar	

FEATURES	
Optional Restraint System)	STD
Adjusted tune-up intervals*	STD
	STD
	STD
Light	STD
Package	STD
Full-size spare tire	STD
Intermittent wipers	STD
Windshield and front door windows	STD
Rear quarter, rear door and liftgate windows	STD
(AWD only)	STD
Drive (AWD)	OPT
	OPT*

FEATURES	
Paint with Medium Graphite lower accent color	STD
Graphite bumpers with integral reflectors in rear	STD
	STD
	STD
Mirrors	STD
Composite aero halogen headlamps	STD
High Stop Lamp (CHMSL)	STD
	STD
Intermittent wiper/washer/defroster	STD
Wheels with Medium Graphite accent color	STD
Full-terrain tires	STD
	OPT*
	OPT*
Bracket	OPT*

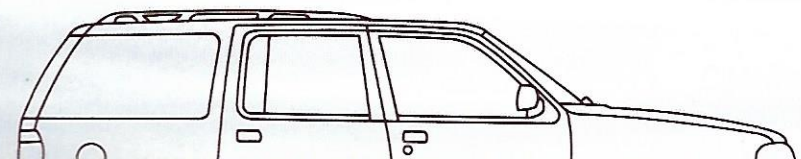
INTERIOR COMFORT AND CONVENIENCE FEATURES	
CFC-free air conditioner	STD
Rear door child-proof safety locks	STD
Height-adjustable "D-ring" front shoulder safety belts	STD
Power windows with "one-touch-down" feature on driver's side and illuminated switches	STD
Power door locks with two-step unlocking system and lock/unlock button in cargo area	STD
Accessory delay	STD
Illuminated entry system and cargo area dome light	STD
Full-floor console	STD
Grab handles and coat hooks	STD
Tire change gloves	STD
Left- and right-hand illuminated visor vanity mirrors	STD
Load floor tie-down hooks (four)	STD
Color-keyed scuff plates for all doors and liftgate	STD
Floor mats	OPT*
Retractable cargo cover	OPT*
Overhead storage console	OPT*
Auto-dimming rearview mirror (includes automatic on/off headlamps)	OPT*
Electronics Group	OPT*
High-series floor console	OPT*
Power moonroof with shade	OPT*

SEATING	
Premium cloth front bucket seats with reclining seatbacks, manual lumbar adjustment, Mountaineer embroidery on front head restraints	STD
60/40 split-folding rear seatback with head restraints	STD
Power 6-way cloth sport front bucket seats with dual power lumbar adjustments, reclining front seatbacks with Mountaineer embroidery on head restraints	OPT*
Power 6-way luxury front bucket seats with leather seating surfaces, dual power lumbar adjustments, reclining front seatbacks with Mountaineer embroidery on head restraints	OPT*

INSTRUMENTATION	
Analog instrumentation (gauges include speedometer, tachometer, trip odometer, fuel, voltmeter, coolant temperature, oil pressure and warning lights)	STD
Warning chimes for headlamps-on, key-in-ignition, and safety belt	STD
Black, leather-wrapped steering wheel includes fingertip speed control with tap-up/tap-down feature	STD
Tilt steering wheel	STD
Glove box and ashtray lights	STD

SOUND SYSTEMS	
Premium Audio System with 80-watt AM/FM stereo/cassette radio with full-logic cassette deck, 4 channel, 20 watts/channel external amplifier, 2 front door speakers, 2 rear door speakers, digital clock	STD
JBL Audio System with AM/FM stereo/cassette radio, full-logic cassette deck, Digital Signal Processing (DSP), parametrically equalized amplifier, 1 sub-woofer, 2-way speakers in front doors, 2 coaxial speakers in rear doors, digital clock	OPT*
Console-mounted six-disc CD changer	OPT*

HEADROOM (front/rear)	39.9"	39.3"
LEGROOM (front/rear)	42.4"	37.7"
OVERHANG (front/rear)	33.8"	42.8"
AXLE CLEARANCE	6.7"	



fications

EQUIPMENT PACKAGES

... we've grouped certain options together into the Preferred Equipment Packages listed below. These option packages make it easy to tailor Mountaineer to your exact specifications.†

Luggage rack • Running boards

650A

... front bucket seats with dual power lumbar adjustments, reclining front seatbacks with side-impact protection and head restraints

... includes two hand-held remote transmitters, driver's side exterior keypad, anti-theft alarm, and power windows (requires power 6-way seats)

(IN ADDITION TO PEP 650A)

... front bucket seats with dual power lumbar adjustments, reclining front seatbacks with side-impact protection and head restraints

... includes digital compass, outside temperature display, front and rear map lights, and power windows (requires power 6-way seats)

... includes rear heater and audio controls, auxiliary 12-volt power outlet, and power windows (requires power 6-way seats)

655A

... front bucket seats with leather seating surfaces, dual power lumbar adjustments, reclining front seatbacks with side-impact protection and head restraints

... includes leather safety seat (available only with leather seating surfaces) and power windows (requires power 6-way seats)

... includes power mirror (includes automatic on/off headlamps) and power windows (requires power 6-way seats)

... includes sunshade and power windows (requires power 6-way seats)

... includes cassette deck and power windows (requires power 6-way seats)

Optional Feature: DLR = Dealer-Installed Accessory. Conditions with routine fluid/filter changes.

... or optional in the PEPs. Subject to change throughout the model year. Consult your dealer for the most up-to-date specifications.

... available accessories please see your Mercury dealer.

† EPA mileage estimates were unavailable when this brochure was printed. Ask your dealer for the latest information.

CHANGES

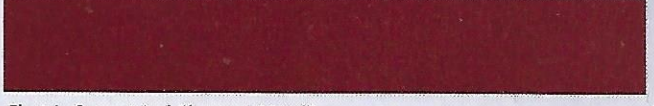
... of this brochure, certain changes in standard equipment, options, prices and the like, or other changes have occurred which would not be included in these pages. Your Mercury dealer is your best source for the latest information.

... Mercury reserves the right to change product specifications at any time without notice.

SHOULDER ROOM (front/rear) 57.1" 57.0"
 HIPROOM (front/rear) 51.9" 51.7"
 CARGO VOLUME (rear seat up) ... 42.6 cu. ft.
 CARGO VOLUME (rear seat down) . 81.6 cu. ft.



Exterior colors



Electric Current Red Clearcoat Metallic



Oxford White Clearcoat



Medium Willow Green Clearcoat Metallic



Dark Blue Clearcoat Metallic



Black Clearcoat



Medium Graphite Clearcoat Metallic (standard lower accent color)

Interior colors

Medium Graphite • Willow Green



FORD CREDIT OFFERS A WIDE VARIETY OF FINANCING AND LEASING PROGRAMS TO QUALIFIED BUYERS THAT CAN BE ARRANGED RIGHT AT THE DEALERSHIP. ASK YOUR DEALER FOR THE FACTS ON THESE PROGRAMS, OR CALL FORD CREDIT CUSTOMER SERVICE AT 1-800-727-7000.





MOUNTAINEER