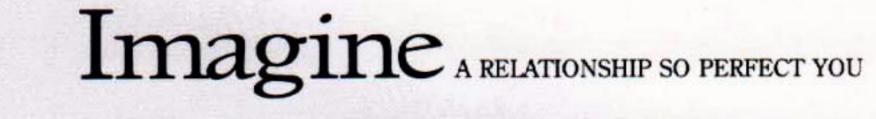


1997TRACER





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 111 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 SMALL CAR THAT THINKS BIG.

Mercury



Tracer features a state-of-the-art Integrated Control Panel. Audio and climate controls are combined and are designed for easy use.

A trunk-mounted six-disc CD changer is available for Tracer sedan. Now you can have crisp, clear digital sound. It's conveniently operated through the radio controls. A dealer-installed 10-disc CD changer is also available.

Well-equipped

YOU'RE AN ASTUTE CAR BUYER. YOU DEMAND
A LITTLE MORE FROM A CAR, NO MATTER WHAT
SIZE IT IS. THAT'S PRECISELY WHY TRACER
COULD BE THE IDEAL CAR FOR YOU, SINCE IT'S

is simply an

A MERCURY, IT COMES EQUIPPED WITH FEATURES
YOU DON'T EXPECT TO FIND ON A SMALL CAR.
FEATURES THAT CONTRIBUTE TO YOUR COMFORT.
FEATURES INCLUDED FOR YOUR CONVENIENCE AND

understatement.

THAT PROVIDE A SENSE OF SECURITY. FEATURES
THAT MAKE DRIVING TRACER DOWNRIGHT
PLEASURABLE. WE THINK YOU'LL BE PLEASED BY
HOW MUCH TRACER HAS TO OFFER.

Tracer's seats
have been
restyled. They
feature sculpted sides, highquality fabric
and adjustable
head restraints.
These seats are
designed to be
firm and supportive
and offer maximum
comfort, especially when
you're hopping in and out
of your car running errands.
Shown here are Tracer LS seats.

For your
fort, heightadjustable
safety belts
re included.
They can be

easily adjusted and help ensure proper fit and comfort.

They're another er example of the many great features you'll find on the new Tracer.

Tracer offers plenty of trunk space for hauling groceries, luggage or material for weekend projects. And its low liftover design lets you load and unload easily.

APPEARANCES WOULD INDICATE. AND ROOM IS SOMETHING
TRACER HAS BUILT ITS REPUTATION ON. EXTRATALL PEOPLE
WILL APPRECIATE THE GENEROUS AMOUNT OF
SPACE WHETHER THEY'RE IN THE DRIVER'S SEAT
OR JUST ALONG FOR THE RIDE. AND REAR SEAT
PASSENGERS WON'T FEEL LIKE THEY'RE RIDING IN
SECOND CLASS. THEN THERE'S THE SPACIOUS
TRUNK. AT 12.8 CUBIC FEET, IT HAS MORE ROOM THAN
SATURN, NEON, SENTRA AND HONDA CIVIC. SURPRISED?
YOU SHOULDN'T BE. ROOM IS JUST ONE FACTOR
THAT HAS MADE TRACER SUCH A POPULAR
MERCURY MODEL. HOWEVER, WHAT GOOD IS ALL
THIS ROOM IF IT ISN'T NICELY APPOINTED? AS

YOU CAN SEE BY THE
FEATURES ON THIS PAGE,
TRACER IS PRACTICALLY
IN A CLASS BY ITSELF AND
THESE ARE JUST A FEW OF
THE MANY OFFERINGS
YOU'LL FIND ON THE NEW
MERCURY TRACER



Available tilt steering wheel adjusts easily to your preferred position.

inlocks all doors

and trunk. It

ncludes a panic

able is a driver's

illuminated entry

features a trunk

outton which

flashes lights when activated.

elease and panic

sounds horn and

system which

door remote

button and 4-door



60/40 split-fold rear seats on Tracer LS can be folded down to accommodate extra-long loads like skis, lumber or golf clubs.





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illuminated entry

eatures a trunk

release and panic

sounds horn and

flashes lights

when activated.

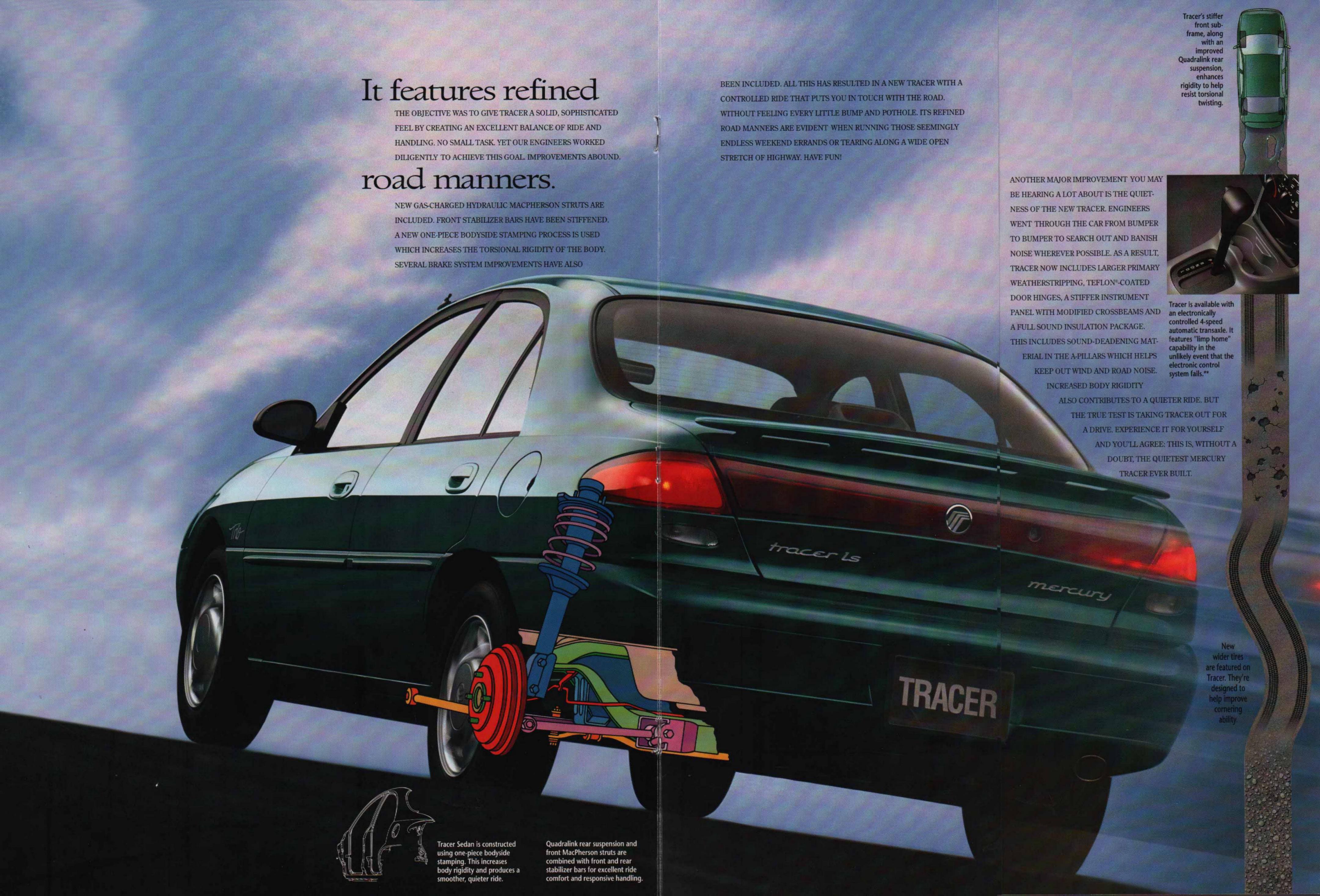
system which

and trunk. It

60/40 split-fold rear seats on Tracer LS can be folded down to accommodate extra-long loads like skis, lumber or golf clubs.

Tracer LS shown in Silver Frost Clearcoat Metallic. Some features shown may be optional. See specification pages for feature availability.



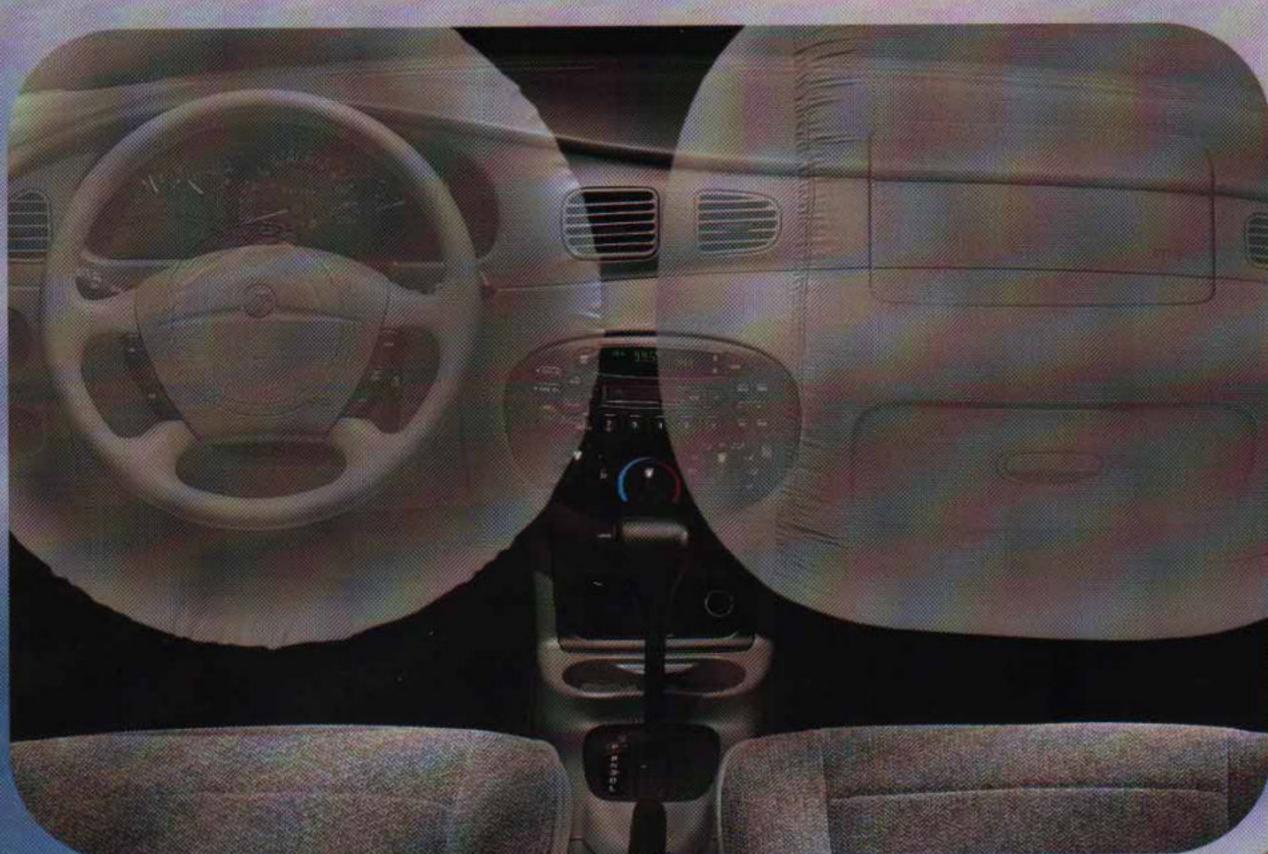




Tracer goes a long

THE NEW TRACER HAS BEEN DESIGNED TO OFFER YOU MAXIMUM PROTECTION. AND IT HAS THE KIND OF SAFETY FEATURES YOU'VE COME TO EXPECT FROM A MERCURY. A FEW OF THESE FEATURES ARE SHOWN HERE.

way to protect you.



Standard dual air bags offer added protection to both front seat passengers in a frontal collision.

Always wear your safety belt.



lugging unwieldy child safety seats from one car to another. With this optional feature, they're always on



Child-proof rear door locks prevent rear doors from



All-door remote

entry locks and

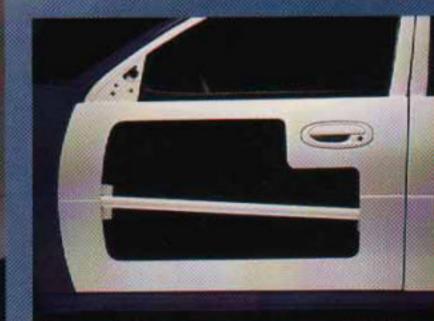
unlocks all doors

and trunk from a

distance. Includes

4-door perimeter anti-theft.

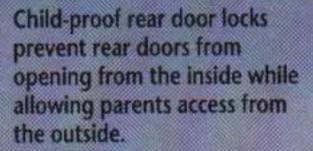
illuminated keyless



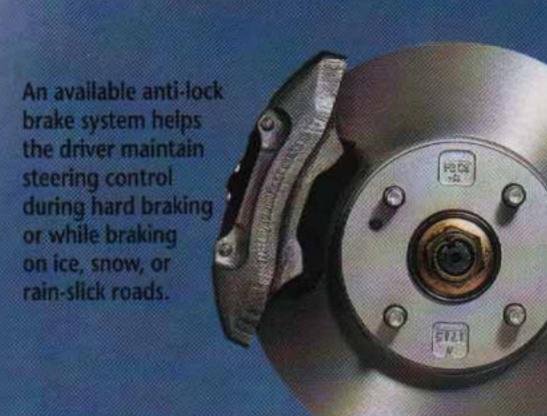
High strength tubular door beams are mounted inside each side door for protection during certain side impacts.



When accidentally left on if the door is ajar, the dome light is automatically shut off after 10 minutes. This helps prevent your battery from wearing down.



Options and Accessories



door locks eyes off the



An armrest console is available, it features a padded armrest that flips open for extra storage space. A removable cassette holder/coin tray is included.

An available front end cover

is made of heavy-duty vinyl and helps protect Tracer's

design lets you open the hood without removing the cover.



You set the speed and

by a switch

at the driver's side.

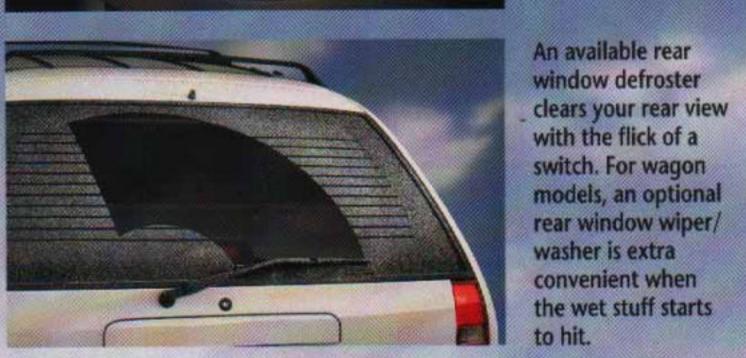
it does the



Take your music along for the ride with an available AM/FM stereo radio with cassette player and 4 premium speakers on sedan, 2 premium and 2 standard speakers on wagon.



Adapters used with factory-installed roof rack can accommodate two bikes or four pairs of skis. Available for all Tracer models.



The sporty Tracer Trio includes a rear spoiler, fog lamps, special 14" geometric spoke aluminum wheels, a bright exhaust tip, Trio badging and unique sport seats.





Mercury Tracer Specifications

ENGINE SEDAN AND WAGON	TRANSAXLES			
Type	Manual	Fi	illy synchron	ized 5-speed
Displacement2.0L	Mondon		000	axle with self-
Horsepower			ad	ljusting clutch
Torque	Automatic .		. Electronica	ally controlled
3750 rpm				eed overdrive
Fuel delivery Sequential multi-port			transax	le with torque
electronic fuel injection				modulation
Compression ratio	BRAKES			
Engine control EEC-V, Electronic Engine Control	Type	S		er front disc/
CAPACITIES				drum brakes
Cargo volume Sedan, 12.8 cu ft Wagon, 63.4 (rear seat folded) Rear		ont		
Wagon, 63.4 (rear seat folded)	Manager Control of the Control of th			. 9-inch arum
30.6 (with rear seatback up)	SUSPENSION			
Fuel	Type	Qı		ar suspension
Oil (with filter)			WILL	trailing arms
Engine coolant	STEERING			W 4704
Base curb weight Sedan, 2,409 lbs	Power-assis			
Wagon, 2,485 lbs	ratio. Curb-t	o-curo turi		NAME OF TAXABLE PARTY.
FUNCTIONAL FEATURES		GS		LS WAGON
Dual air bags		STD	STD	STD
5-speed manual overdrive transaxle	- 1	STD	STD	STD
2.0L SPI engine with 100,000-mile scheduled tune-up	**	STD	STD	STD
Power-assisted rack-and-pinion steering		STD	STD	STD
Quadralink rear suspension		STD	STD	STD
58-amp./hour maintenance-free battery		STD	STD	STD
Underbody PVC coating		STD	STD	STD
4-speed electronically controlled automatic overdrive to w/Torque Modulation	ransaxle	OPT	OPT	OPT
Anti-lock Brake System		OPT	OPT	OPT
EXTERIOR FEATURES				
5-mph impact front and rear bumpers		STD	STD	STD
Inner aiming fixed lens headlamps		STD	STD	STD
Solar tint glass		STD	STD	STD
Lower bodyside protection		STD	STD	STD
Body color bodyside moldings			STD	STD
Black bodyside moldings		STD		
Semi-flush side glass		STD	STD	STD
Body color door handles			STD	STD
Black manual mirrors		STD	STD	STD
Ski carrier		DLR	DLR	DLR
Bike carrier		DLR	DLR	DLR
Front end cover		DLR	DLR	DLR
INTERIOR COMFORT AND CONVENIENCE	FEATURES			
THE RESERVE OF THE PERSON NAMED IN COLUMN 2 IN COLUMN		STD	STD	STD
Reclining front bucket seats with adjustable head rest	idirita	310	STD	STD
60/40 split-fold down rear seat		CTD	310	310
Full-fold down rear seat		STD		

Cloth interior trim (unique on GS)

Variable interval windshield wipers

Headlamp warning chime

Rear door courtesy switches

STD

CONVENIENCE FEATURES (CONTINUED)	GS	LS SEDAN	LS WAGON
Side window demisters	STD	STD	STD
Rear seat heat ducts	STD	STD	STD
Front door map pockets	STD	STD	STD
Manual front shoulder belt system with adjustable D-ring	STD	STD	STD
Manual lap/shoulder outboard rear seat belts	STD	STD	STD
Center rear seat lap belt	STD	STD	STD
Center console with two forward cup holders (juice box capability)/ rear bin and cup holder	STD	STD	STD
Four-spoke, color-keyed steering wheel		STD	STD
Child-proof rear door locks	STD	STD	STD
Cargo cover			STD
Rear window defroster	OPT	OPT	STD
CFC-free air conditioner	OPT	OPT	OPT
Power Group: power door locks and power windows	OPT	OPT	OPT
Integrated child safety seat		OPT	OPT
All-door remote illuminated keyless entry with perimeter anti-theft (2 key fobs included)		OPT	OPT
Driver door remote keyless entry with panic alarm (2 key fobs included)		OPT	OPT
Front and rear floor mats	OPT	OPT	OPT
Cellular phone	DLR	DLR	DLR
Cargo net	DLR	DLR	
Cargo liner			DLR
Center armrest console	DLR	DLR	DLR
SOUND SYSTEMS	ta di		
Electronic AM/FM stereo with four premium speakers	STD	STD	
Electronic AM/FM stereo with two premium/two standard speakers			STD
Electronic AM/FM stereo radio with cassette	OPT	OPT	OPT
Electronic AM/FM stereo cassette/Premium Sound System with trunk-mounted 6-disc CD changer		OPT	
Trunk-mounted 10-disc CD changer	DLR	DLR	DLR
INSTRUMENTATION			
Backlit analog cluster w/speedometer, fuel gauge, engine temperature gauge and trip odometer	STD	STD	STD
Tachometer		STD	STD
Warning lights for low coolant level, oil pressure, brake failure, parking brake, high beam, safety belt, alternator and turn signal/hazard indicators, low fuel	STD	STD	STD
WHEELS AND TIRES			
P185/65R14 black sidewall steel-belted all-season radials	STD	STD	STD
14-inch steel wheels with full wheel covers	STD		7
Full luxury bolt-on wheel covers	(843) L	STD	STD

STD = Standard; OPT = Optional Feature; DLR = Dealer-Installed Accessory

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.

SEDAN WAGON HEADROOM (front/rear)	
AS HEI	RALL GHT
WHEELBASE: 98.4" OVERALL LENGTH: 174.7"	

PREFERRED EQUIPMENT PACKAGES	541A	542A	
Rear window defroster			
Dual power mirrors	•		
Air-conditioning			
Driver's door remote Illuminated entry system (includes panic alarm and trunk release)			
Power locks			
4-door perimeter anti-theft			
All-door remote illuminated entry			
Power windows'			
Electronic AM/FM stereo cassette			
CONVENIENCE GROUP	OPT.	Орт.	
Includes:			
Speed control			
Tilt steering column			
Dual map lights			
Dual vanity mirrors			
Floor mats, front and rear			
WAGON GROUP	OPT.	ОРТ.	
Includes:			
Rear window washer/wiper			
Luggage rack			
TRACER TRIO OPTION PACKAGE	OPT.	OPT.	
Includes (available on sedans only):			
Geometric aluminum wheels			
Rear decklid spoiler			
Unique Trio badging			
Fog lamps			
 Unique sport seats with front seat-back pockets an 	d integrated he	ad restraints	
Bright oval exhaust tip			

- ** 100,000-mile scheduled tune-up interval under normal driving conditions with routine fluid/filter changes.
- † Express down on driver's window.
- Contained in PEP.

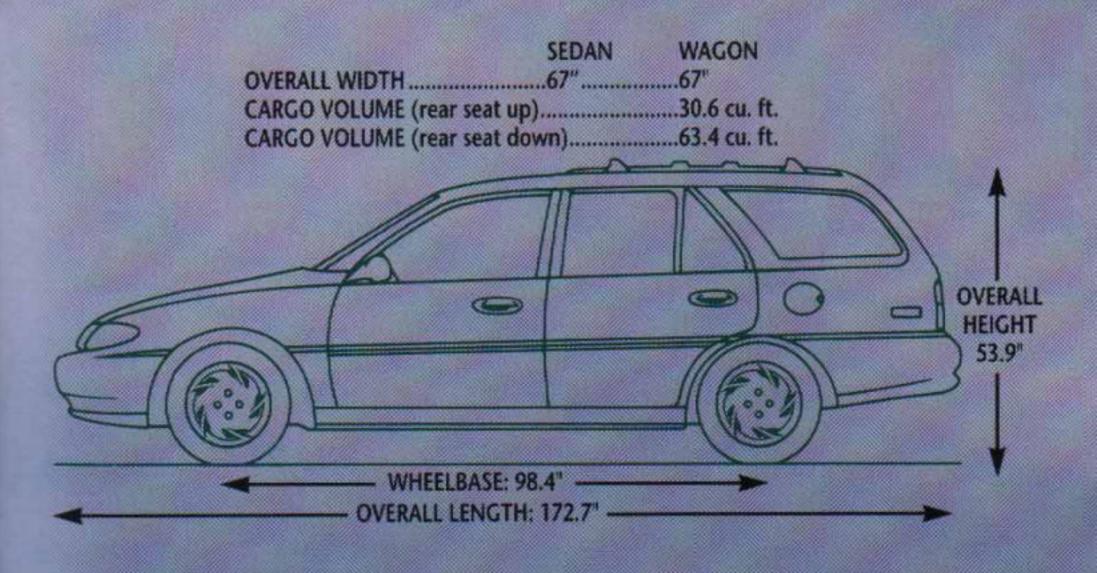
Based on official AAMA specifications. For more information on available accessories please see your Mercury dealer. Specific content is subject to change throughout model year. Consult your dealer for the most up-todate information.

EPA Statement: 1997 EPA mileage estimates were unavailable when this brochure was printed. Ask your Mercury dealer for the latest information.

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.



The Mercury Commitment



IMAGINE A FULL LINE OF CARS FEATURING SOPHISTICATED STYLING AND QUALITY CRAFTSMANSHIP. IMAGINE AN AUTOMAKER WHO'S CONCERNED ABOUT EVERY ASPECT OF THE CARE YOU RECEIVE FROM YOUR DEALER. IMAGINE A COMPREHENSIVE PROGRAM DEDICATED TO YOUR TOTAL SATISFACTION. IT'S CALLED THE MERCURY COMMITMENT AND IT'S ONE OF THE EXTRA COMFORTS OF OWNING A MERCURY, IT PROVIDES THE ASSURANCE THAT EACH CUSTOMER'S NEEDS ARE ALWAYS THE HIGHEST PRIORITY AND THAT THEY RECEIVE IMMEDIATE ATTENTION FOR AS LONG AS THEY OWN THEIR VEHICLE.

ROADSIDE ASSISTANCE.

THROUGHOUT THE THREE-YEAR/36,000-MILE WARRANTY PERIOD, YOU GET COMPLIMENTARY 24-HOUR, SEVEN-DAY-A-WEEK COVERAGE FOR TOWING, FUEL DELIVERY, JUMP-STARTS, TIRE CHANGING AND LOCK-OUT ASSISTANCE.

MERCURY VEHICLE WARRANTY.

AS PART OF THE MERCURY COMMITMENT, YOU RECEIVE THE MERCURY BUMPER TO BUMPER LIMITED WARRANTY, COVERING YOUR AUTOMOBILE FOR THREE YEARS OR 36,000 MILES WITH NO DEDUCTIBLE. YOU ALSO RECEIVE A CORROSION PROTECTION LIMITED WARRANTY PROVIDING COVERAGE FOR FIVE YEARS WITH UNLIMITED MILEAGE AND NO DEDUCTIBLE. ASK YOUR MERCURY DEALER FOR COMPLETE DETAILS AND A COPY OF THE LIMITED WARRANTIES.

SPECIAL DELIVERY PROCESS.

PRIOR TO DELIVERY, YOUR DEALER'S SERVICE DEPARTMENT THOROUGHLY PREPARES YOUR VEHICLE. AT DELIVERY, THE DEALERSHIP SALES STAFF PROVIDES A CUSTOMER DELIVERY MEETING, SERVICE DEPARTMENT TOUR, CHECKLIST REVIEW AND OTHER SERVICES.

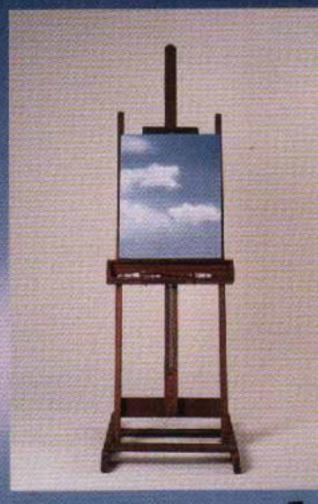
MERCURY CUSTOMER ASSISTANCE CENTER.

IF YOU HAVE QUESTIONS ABOUT YOUR MERCURY VEHICLE OR THE MERCURY COMMITMENT, YOU'RE INVITED TO CONTACT YOUR SELLING DEALER, OR IF YOU WISH, FEEL FREE TO CALL OUR CUSTOMER ASSISTANCE CENTER AT 1-800-392-3673.

OWNER IDENTIFICATION CARD.

YOU'LL RECEIVE A MERCURY COMMITMENT ID CARD FOR YOUR WALLET. YOU'LL WANT TO KEEP IT HANDY BECAUSE IT INCLUDES THE MERCURY COMMITMENT HOTLINE NUMBERS FOR CUSTOMER SERVICE AND ROADSIDE ASSISTANCE.





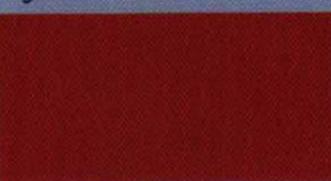
Exteriorcolors



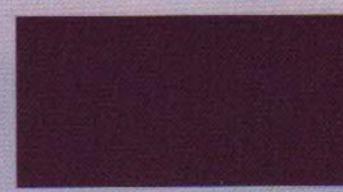
Mocha Frost Clearcoat Metallic



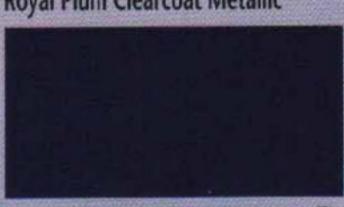
Bright Red Clearcoat



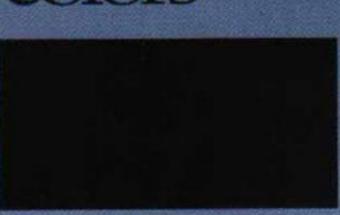
Toreador Red Clearcoat Metallic

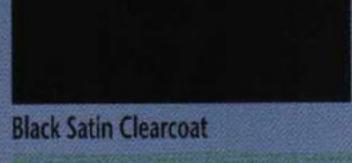


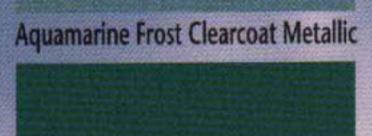
Royal Plum Clearcoat Metallic



Boysenberry Blue Clearcoat Metallic



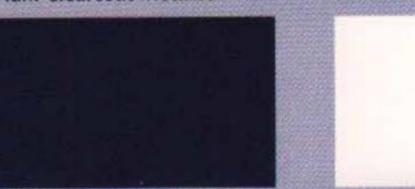




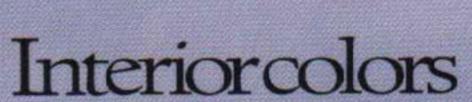
Pacific Green Clearcoat Metallic



Silver Frost Clearcoat Metallic



Vibrant White Clearcoat Metallic



MEDIUM GRAPHITE • WILLOW GREEN • SADDLE



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.

For more information via the Internet enter: http://www.Mercuryvehicles.com



LITHO IN USA (700,000) 4-96 P-7344 Buckle up-together we can save lives.

