

FOR THE NINETIES... AND BEYOND!

FEEL THE

Radiant Sounds

FROM
MERCURY!



AUDIO SYSTEMS

COMING AT YOU IN 1990!

Mercury Sound Systems

Discover the quality and performance of Ford Audio Systems in the exciting, new 1990 Mercury vehicles.

Ford has been on the leading edge of audio excellence for the past 50 years. And today, Ford stays on top with its dedication to continuous improvement.

But through it all, one thing never changes. That's the commitment of our audio engineers to provide you with the best automotive sound systems money can buy!

Quality Designed In

From antenna to speakers — and everywhere in between, outstanding quality and performance reflect Ford's leadership in the audio systems field.

A key to that quality is our meticulous custom design of the audio components to "fit" the vehicle.

Each component is carefully selected and tested to provide the best individual performance. Then, it's incorporated into a total system which provides a "balanced delivery" of rich, quality sound throughout the vehicle.

Even more important than the number or size of the speakers, is their compatibility and placement within the vehicle. Location, positioning and mounting are key to the end result: true fidelity and concert hall quality for your maximum listening enjoyment.

Performance is the Bottom Line

Any way you look at it, the payoff is in the performance. And no matter what your requirements, the "Radiant Sound Systems" from Ford will turn you on!

Now, turn the page — and learn more about the best automotive sound systems available today!



THE HOTTEST SYSTEMS OF THE NINETIES!

CLEARLY
THE LEADERS

Ford And JBL

*Ford — leader in audio engineering for the past 50 years.
JBL — recognized leader in professional loudspeaker design.
Together, these two companies have created a superb stereo
sound system for selected 1990 Mercury Cougars and Sables.*

AM STEREO/FM STEREO RADIO & CASSETTE PLAYER

Radio features include: improved ergonomics and lighting, electronic volume control, pop-out tone controls, 18 preset station memory settings, seek and scan, local/distant automatic tuning sensitivity and C-Quam® AM stereo.

The electronically controlled cassette player features: soft-touch controls, motorized cassette ejection, seek and scan, automatic metal tape (CrO₂) equalization and auto-reverse.

Also, the latest noise suppression features including switchable DNR™ for radio and Dolby® B noise reduction for cassette tape.

FORD JBL — CUSTOM DESIGNED FOR COUGAR

Start with a bi-amplified sound system design with two frequency ranges: low and high. This provides greater performance with less distortion.

Add an 85-watt subwoofer speaker system for resounding bass performance. And a 4-channel, 60-watt amplifier to drive the 8 tweeter and mid-range speakers.

All speakers are strategically positioned and contained in sealed enclosures for the best sound reproduction.

Finally, the entire system is custom equalized to the car's environment to ensure maximum performance through the entire frequency range.



COMPACT DISC TECHNOLOGY — YOURS IN COUGAR AND SABLE

This is the ultimate in car audio performance. The clean, crisp sounds of digital recording and playback are now available with the optional Ford Compact Disc Player.

Unerring digital technology overcomes the limitations of other recording methods to capture sound in its purest form. And when combined with



the FORD JBL audio system, unsurpassed sound reproduction is united with spectacular acoustical performance. Plus, Ford provides the flexibility of analog cassette with your CD system.

FORD JBL — CUSTOM DESIGNED FOR SABLE

This spectacular sound system is also offered in Mercury Sable for 1990.

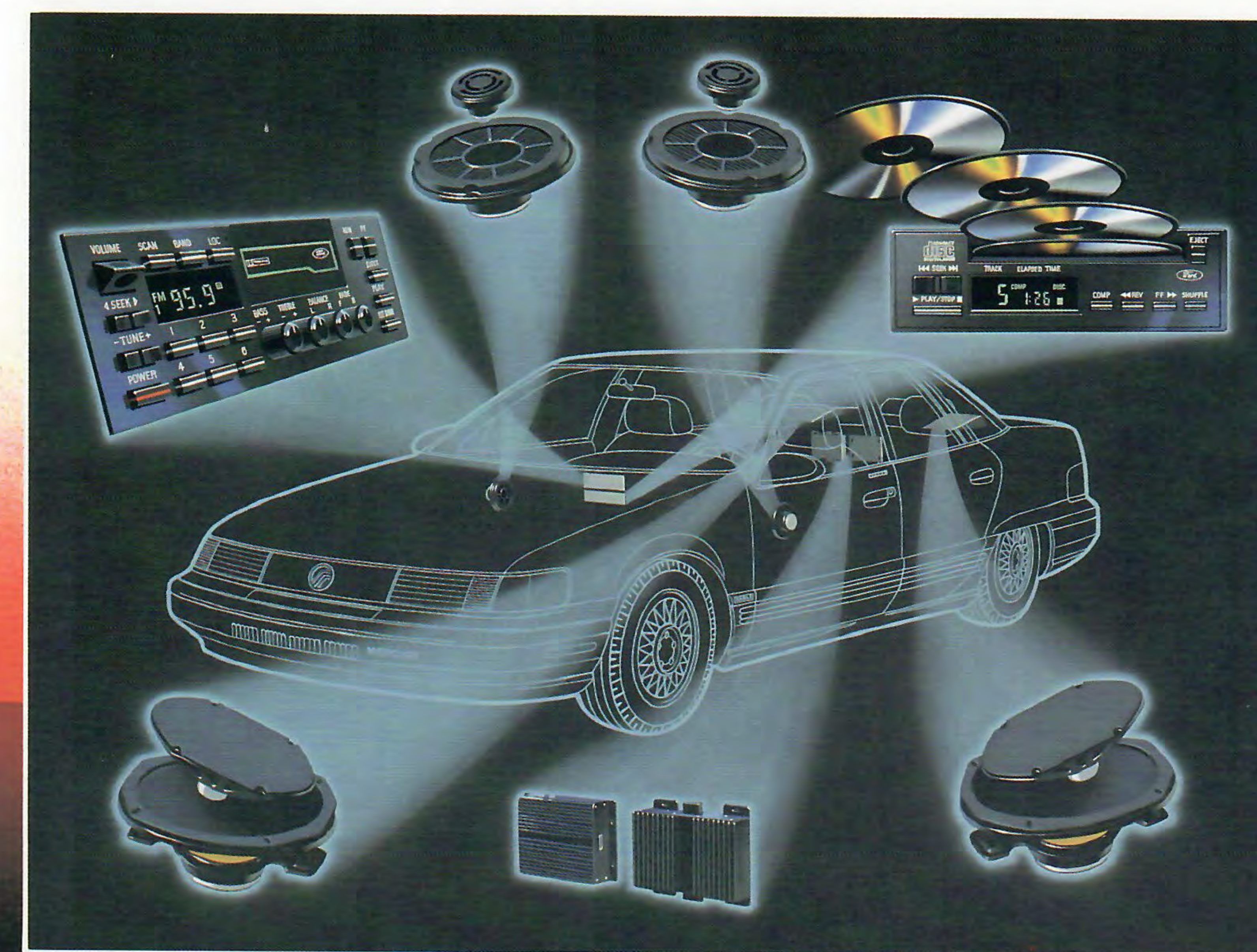
Developed specifically for the acoustics of the car, the FORD JBL system features a bi-amplified 145-watt power base for 8 high-performance JBL speakers in four locations.

Once again, the system is custom equalized to the interior acoustical requirements of the vehicle for optimum performance up and down the frequency range.

C-Quam® is a Registered Trademark of Motorola, Inc.

DNR™ is a Trademark of National Semiconductor Corp.

Dolby® is a Registered Trademark of Dolby Laboratories Licensing Corp.



FOR THE NINETIES
AND BEYOND



HIGH-LEVEL AUDIO SYSTEM

Electronic AM stereo/FM stereo cassette radio with 6-speaker system. 80 watts total power from a separate 4-channel amplifier provide maximum listening enjoyment.

Seek and scan functions for both radio and cassette permit auditioning of radio stations or tape selections. Plus, electronically powered soft-touch controls operate with less effort than mechanical controls.



**COMPACT DISC PLAYER —
COUGAR AND SABLE**

When combined with the superb performance of Ford sound systems, this CD player delivers your favorite music with the clarity, realism and range available only with digital reproduction. Plus, you still have the option of enjoying analog cassettes...the CD player is installed below the radio/cassette player so either a CD or a cassette can be played.



Radiant Sounds

**ELECTRONIC AM/FM
STEREO RADIO w/CASSETTE**

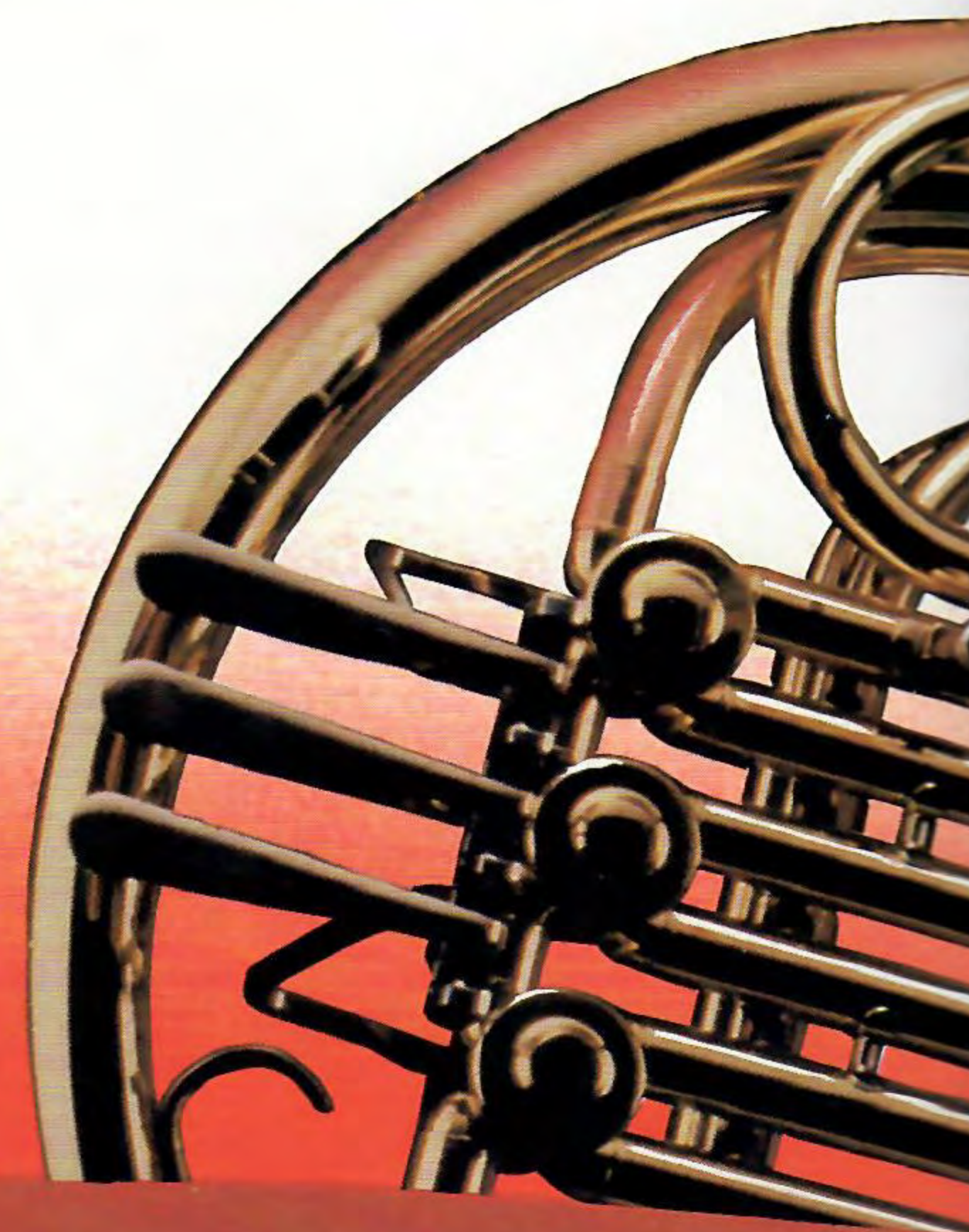
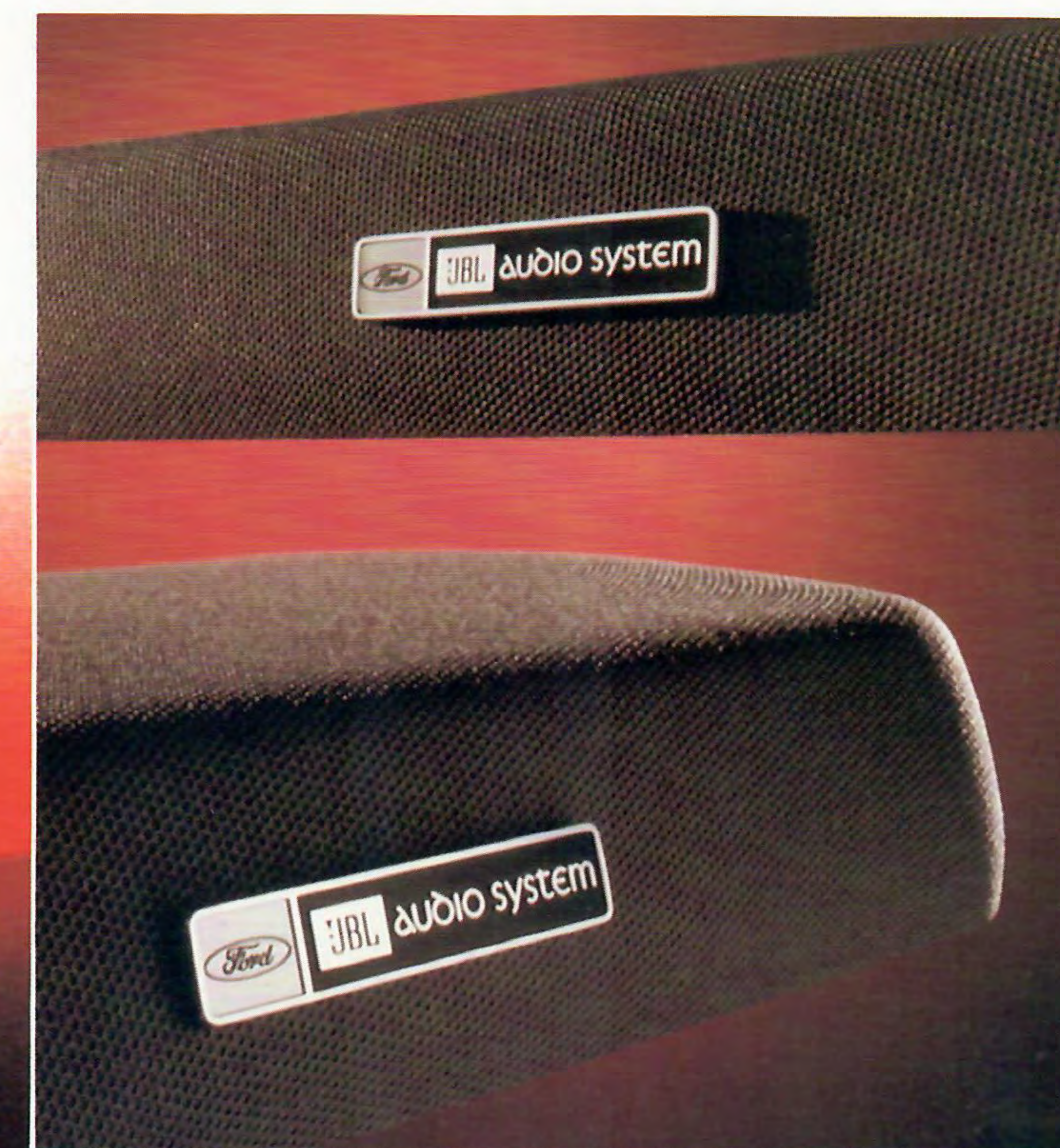
Full electronic tuning — including a seek feature which causes the tuner to automatically select and hold the most listenable stations up or down the band.

Also, auto-reverse cassette deck, Dolby® B noise reduction and locking fast forward and rewind.



**ELECTRONIC AM/FM
STEREO RADIO**

Offers all the features and controls found on the stereo cassette model, except those which relate to the tape player.



	Power	Receiver Features		Cassette Tape Features						CD Features																				
	Audio Power Output (watts) — Standard	Audio Power Capability (watts) — with Premium Sound	Preset Station Memory Settings (AM/FM)	Automatic Loudness Control	Left/Right Balance Control	Front/Back Fader Control	Illuminated Graphics/Controls	Digital Display with Dimmer Control	Local/Distant Tuning Sensitivity Selection	Full Electronic Tuning	Manual Tuning	Seek Tuning — Bi-Directional	Scan Tuning	Separate Bass and Treble Controls	Stereo/Mono Blend	DNR™ Dynamic Noise Reduction	Automatic Gain Control	AM Stereo	Automatic Music Search	Scan Music Search	Auto-Reverse Tape Player	Automatic CrO ₂ Equalization	Dolby® B Noise Reduction	Locking Fast Forward and Rewind	Manual Tape Reverse Selection	Hard Permalloy Tape Head	Seek Tuning — Bi-Directional	Audio Compression	2-Speed Fast Forward & Reverse	Shuffle Feature
FORD JBL Audio System	145	—	6/12*	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
High-Level AM Stereo/FM Stereo Radio with Cassette Tape Player	—	80	6/12*	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Electronic AM/FM Stereo with Cassette Tape Player	20	80	6/12	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Electronic AM/FM Stereo Radio	20	80	6/12	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Compact Disc Player																														

*5/10 for Cougar

Glossary of Audio Terms

Receiver Features

- Preset Station Memory Settings** — Allow personal programming of stations for instantaneous selection at the touch of a button.
- Automatic Loudness Control** — Internal circuitry which improves fidelity by boosting the bass on low volume to compensate for characteristics of the human ear.
- Left/Right Balance Control** — Adjusts sound output left to right.
- Front/Back Fader Control** — Adjusts sound output front to back.
- Illuminated Graphics/Controls** — Lighting of the radio for easier nighttime operation.
- Digital Display with Dimmer Control** — Lighting of the radio display and graphics is automatically adjusted to be compatible with other instrument panel light levels.
- Local/Distant Tuning Sensitivity Selection** — Influences the sensitivity of the automatic tuning functions. In

Local position, only stronger (Local) stations will be selected. Distant position allows tuning of all listenable stations.

Full Electronic Tuning — Electronically tunes precisely to station channels.

Manual Tuning — Allows listener to manually tune radio to desired station.

Seek Tuning — Bi-Directional — When this button is pushed, the tuner automatically selects the next listenable station up or down the frequency band.

Scan Tuning — Tunes to the next listenable signal, holds it for approximately eight seconds, then moves to the next signal until the listener selects one station. By touching the scan button again, the listener can stop the scanning function and lock into desired station.

Separate Bass and Treble Controls — Two controls allow independent adjustment of low and high frequency response.

Stereo/Mono Blend — Since stereo signals are more susceptible to interference, a weak stereo signal will automatically be switched to a monaural signal to improve signal/noise ratio.

DNR™ Dynamic Noise Reduction — Filters out undesirable background noise in radio broadcast.

Automatic Gain Control — Automatically adjusts incoming radio signal to avoid change in volume.

AM Stereo — Featuring the Motorola C-Quant™ AM Stereo System.

Cassette Tape Features

Automatic Music Search — Allows listener to search for the beginning of a tape selection. The listener can quickly skip over an unwanted selection or replay the selection that just ended.

Scan Music Search — Plays the initial eight seconds of a selection, then automatically moves to the next selection and repeats the procedure.

Pushing the scan button again will cancel this operation and continuous play will begin.

Auto-Reverse Tape Player — Automatically continuously plays both sides of cassette tape. Tape direction is indicated in digital display "window."

Automatic CrO₂ Equalization — Provides flexibility to accommodate metal and/or standard cassette tapes.

Dolby® B Noise Reduction — Filters out unwanted cassette tape noise. For use with tapes recorded with Dolby® B noise reduction.

Locking Fast Forward and Rewind — Tape may be advanced or rewound without continuously holding the control.

Manual Tape Reverse Selection — Allows the user to manually reverse the direction of play on a cassette tape by pushing the tape reverse selector control.

Hard Permalloy Tape Head — Premium quality tape head that is durable and wear-resistant to provide

long-lasting quality sound reproduction.

CD Features

Seek Tuning — Bi-Directional — The CD player selects the next, previous or later selection.

Audio Compression — Brings soft and loud passages closer together for a more consistent listening level.

2-Speed Fast Forward and Reverse — While either the fast forward or reverse button is pressed, the disc playing goes forward or backward at two different speeds, depending on how long the button is held down.

Shuffle Feature — Allows listener to listen to disc selections in a different order by randomly selecting and playing tracks on the disc.

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Motorola, Inc. is a Registered Trademark of Motorola, Inc.

Dolby® is a Registered Trademark of Dolby Laboratories Licensing Corp.



PREMIUM SOUND SYSTEM

Enhance your enjoyment with the Premium Sound System. Special power amplifier is mated with an upgraded 4- or 6-speaker system.

MERCURY AUDIO SYSTEM SELECTION CHART

	Grand Marquis	Cougar	Sable	Topaz	Tracer
FORD JBL Audio System		O ¹	O ²		
High-Level AM Stereo/FM Stereo Radio with Cassette Tape Player	O	O ¹	O		
Electronic AM/FM Stereo Radio with Cassette Tape Player	O	O ¹	O	O ^{1,3}	O
Electronic AM/FM Stereo Radio	S	S ¹	S	S ^{1,4}	S
Compact Disc Player		O ⁵	O		
Premium Sound System	O		O	O ⁶	
Power Antenna	O	O	O		

S = Standard (May Be Deleted) O = Optional

¹ Includes Clock

² Sedans Only

³ Standard on LS, XR5 and LTS

⁴ Standard on GS

⁵ Requires FORD JBL Audio System

⁶ Standard on LTS

Ford Motor Company reserves the right to discontinue models or options at any time or change specifications, equipment or design without notice and without incurring obligation.



AUDIO SYSTEMS

The Sound of Quality

