

MERCURY

'90

SABLE





**IT MAKES SIX
COMFORTABLE
AND ONE OF THEM
ECSTATIC.**

Sable is that rare breed of automobile that welcomes families and drivers alike. For, though it accommodates six people in comfort, the most rewarding seat to occupy is the driver's seat.

One of the main reasons is Sable's four-wheel independent suspension. It cushions you from bumps, but still keeps you in touch with the road. So you get the handling that makes a car rewarding to drivers.

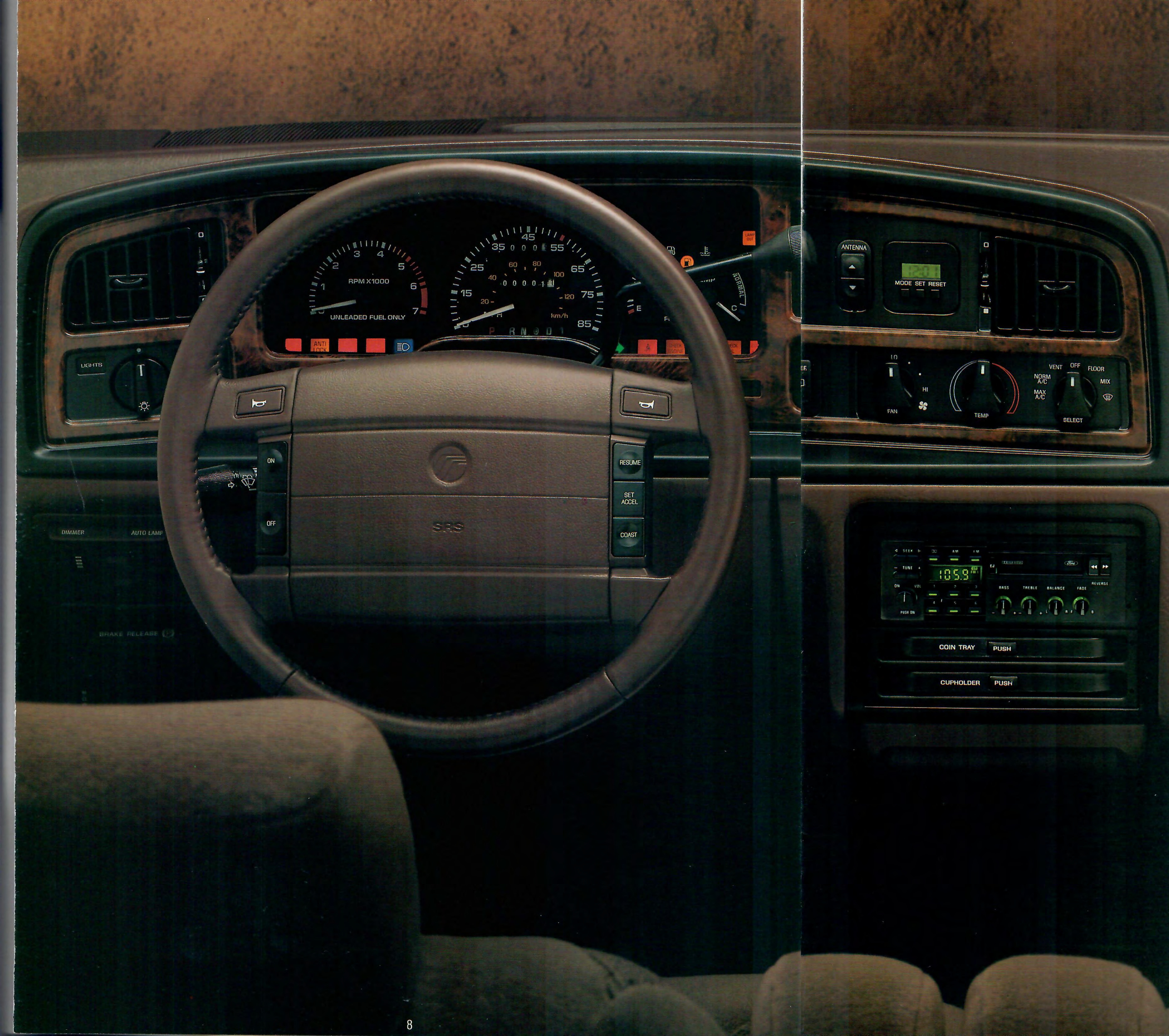
Sable's precise rack-and-pinion steering, its newly designed, driver-oriented instrument panel and its supportive seats are other features that make it an exceptionally enjoyable car to drive.

As you read through these pages, you'll find still more reasons why Sable is a great road car that also just happens to be a great family sedan.

Sable LS interior in Cinnabar. Some features shown may be optional. See option list on pages 22 and 23.



Sable LS shown in Woodrose Clearcoat Metallic. Some features shown may be optional. See option list on pages 22 and 23.



A CAR WITH HIGHLY DEVELOPED COMMUNICATION SKILLS.

Sable's newly designed, driver-oriented instrument panel puts all instruments and controls exactly where you'd expect them to be. You read gauges by glancing at them, not searching for them. And the panel's new design puts everything within easy reach. Analog dials include tachometer and trip odometer, and are backlit for easy nighttime readability.



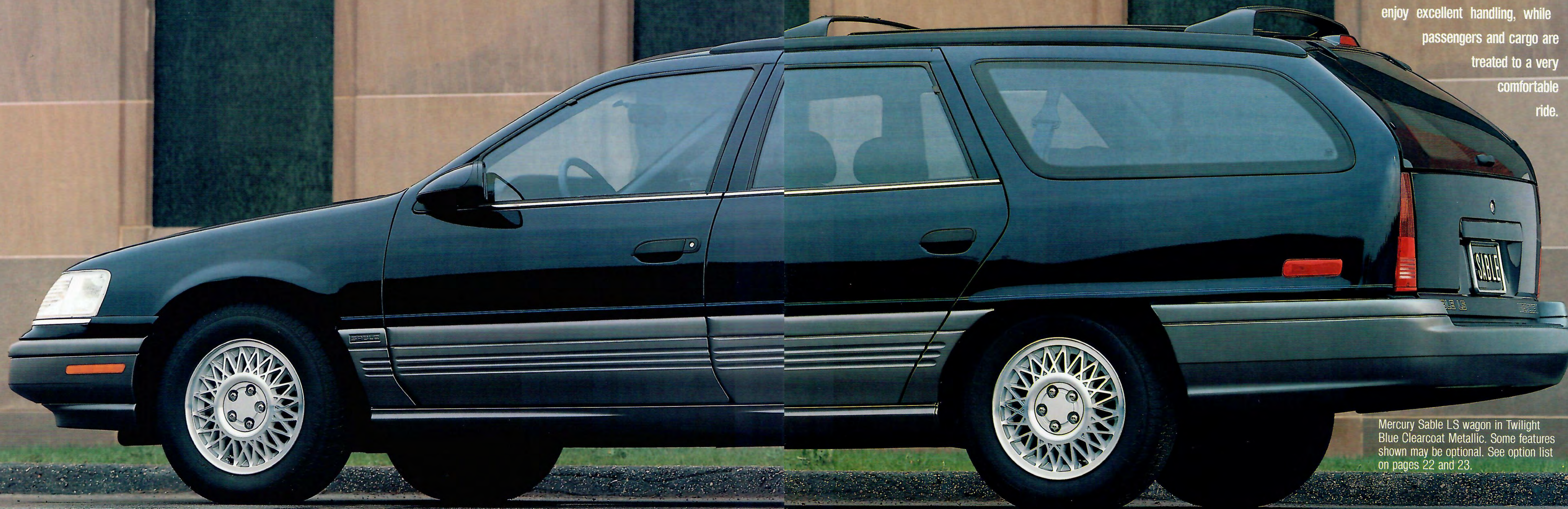
Optional electronic cluster includes digital speedometer with graph-style tachometer, as well as fuel computer and systems readouts.

Sable LS instrument panel. Some features shown here may be optional. See option list on pages 22 and 23.

**A WAGON
SHOULD CARRY
BOXES, NOT
LOOK LIKE ONE.**

But that's exactly what most wagons *do* look like. As you can see, with its innovative styling, Sable avoids looking like them. However, while it's as sleekly shaped as the Sable sedan, it truly works like a wagon. With the rear seat folded down, it has a cargo capacity of 81 cubic feet.

In addition, the Sable wagon's suspension was specially designed to give it the same ride and handling characteristics as the Sable sedan. A considerable achievement in itself. Drivers enjoy excellent handling, while passengers and cargo are treated to a very comfortable ride.



Mercury Sable LS wagon in Twilight Blue Clearcoat Metallic. Some features shown may be optional. See option list on pages 22 and 23.



WE THINK A WAGON SHOULD BE A PICNIC.

In fact, we even offer an optional picnic tray (shown at left).

You can also order as options, a rear-facing third seat, a cargo area cover (to keep items out of sight) and a rear window wiper/washer.

But perhaps best of all, with Sable's front-wheel drive and fuel-injected V-6 power, you'll be ecstatic driving your family to the picnic.



Cargo net keeps items from rolling about.



Liftgate features flip-up window for handy access to the rear cargo area without lifting the entire liftgate.

The Sable wagon gives you the flexibility of a 60/40 split rear seat, so you can fold all or part of it down for carrying cargo. Shown here is the optional picnic tray. Other features shown may also be optional. See option list on pages 22 and 23.

**IT ONLY LOOKS
LIKE A FAMILY
CAR WHEN
THERE'S A FAMILY
IN IT.**

Sable's sleek shape dramatically sets it apart from most family cars. But it accommodates families very comfortably. And the Sable GS is especially accommodating to family budgets.

As an important new standard feature, you receive the added protection of a driver's side supplemental air bag, described in detail on page 17. The convenience of a tilt steering column is also now standard.

To make it easy to tailor your Sable to your needs, we've grouped popular options together into Preferred Equipment Packages. Ordering your desired options this way offers sticker price savings compared to ordering them individually. Information on all standard and optional features appears at the back of this brochure.



Sable GS shown in Deep Titanium Clearcoat Metallic. Some features shown may be optional. See option list on pages 22 and 23.



DRIVER'S SIDE AIR BAG. AN IMPORTANT NEW STANDARD FEATURE.

This system, combined with a properly used safety belt, can help provide added protection to the driver from head and chest injuries that might occur in moderate to severe frontal impacts. In hundreds of millions of miles of customer use, our air bag Supplemental Restraint Systems have been demonstrated to be safe, reliable, and effective.



Sable GS interior in Ebony. Some features shown may be optional. See option list on pages 22 and 23.

Air bag deployment sequence shown here was not made during an actual test.



LOTS OF PEOPLE CHOOSE SABLE FOR ITS GOOD LOOKS. AND THEN DISCOVER ITS REAL BEAUTY.

It's perfectly understandable. People see a Sable on the road. Like it. Buy it. And then, once they spend some time behind the wheel, they find out what they've really bought. An outstanding driver's car.

A car with the combination of a supple ride and firm handling that's a hallmark of Sable's four-wheel independent suspension.

A car with available four-wheel disc anti-lock brakes in sedans for enhanced steering and stopping control while braking on many slick roads.

A car with the responsiveness of a 3.0-liter fuel-injected V-6. Or, as an option, a 3.8-liter V-6 with balance shaft design for even smoother performance.

Lots of owners find their Mercury Sable is even more car than they thought they bought.



Four-wheel independent suspension on Sable features nitrogen gas-pressurized MacPherson struts in front and rear of sedans. And nitrogen gas-pressurized shocks in the station wagon rear suspension, MacPherson struts in front. Coil springs and stabilizer bar at each wheel.

Sable's optional 3.8-liter V-6 has fuel injection, the sophisticated EEC-IV electronic engine control system, and a balance shaft for smooth performance.



The optional four-wheel disc Anti-lock Brake System, available in sedans, helps prevent wheel lockup for enhanced steering and stopping control while braking, especially in bad weather.

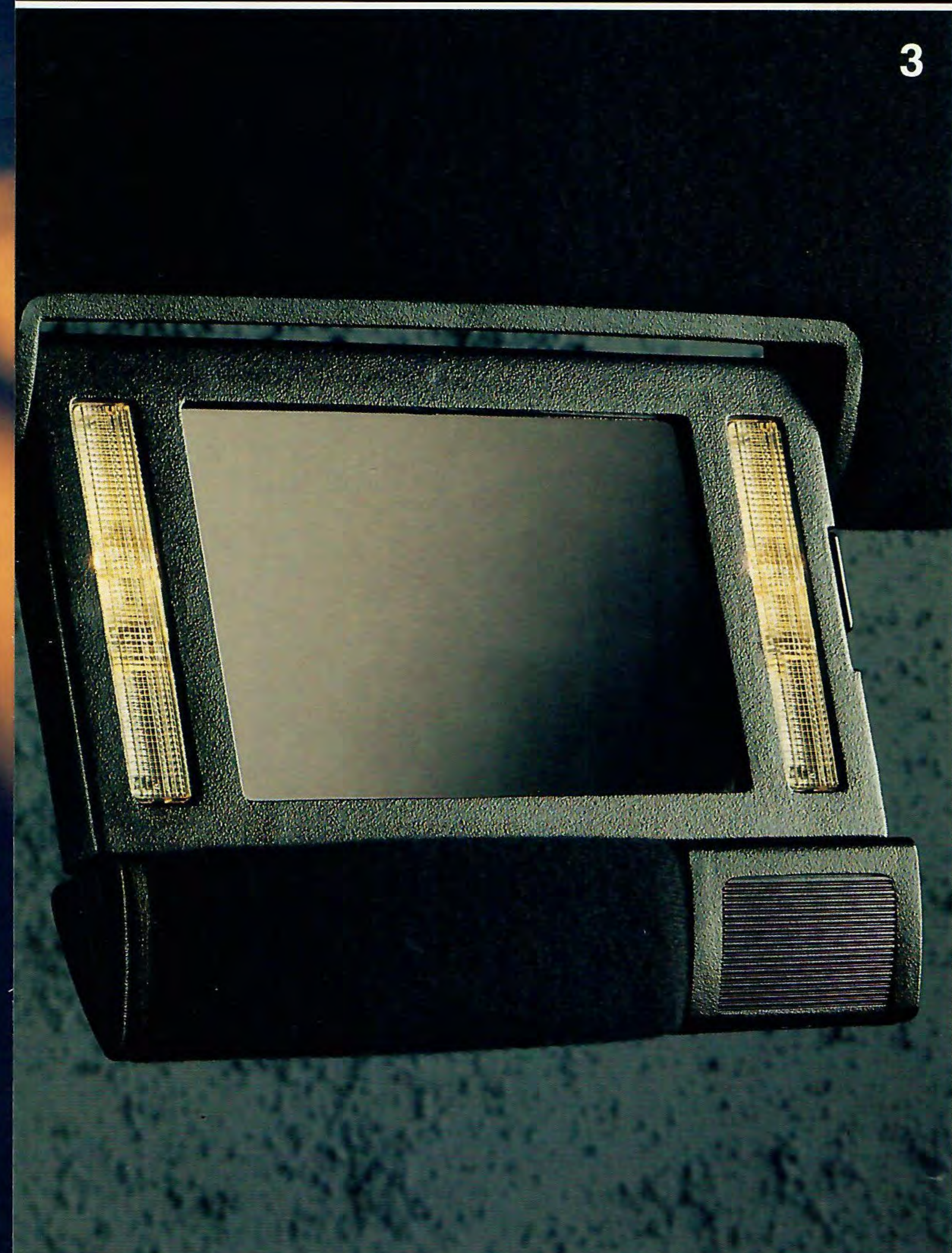




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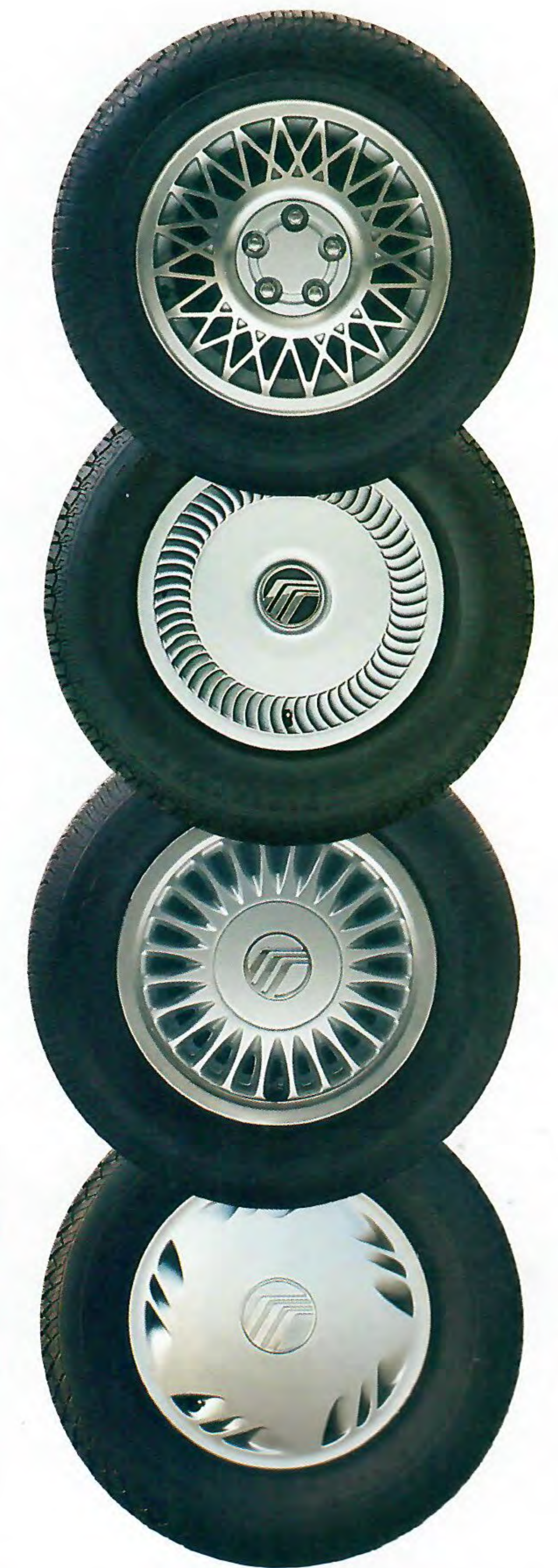
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MUSIC, MOONLIGHT AND OTHER GOOD THINGS IN LIFE.

These are the final touches that make your Sable distinctly yours. Options that add even more convenience and entertainment to Sable's comfortable environment. From your choice of wheels, to the latest in music systems, you can have your Sable just the way you want it. Here and on the next two pages you'll see the reasons why the only person who can complete your Mercury Sable is you.



Top to bottom: 15-inch cast-aluminum wheel, 15-inch deluxe wheel cover, 14-inch polycast wheel, 14-inch deluxe wheel cover.

Bottom left: All the sunshine and fresh air you want at the touch of a button in Sable sedans with the moonroof option.

Bottom right: The optional keyless entry system answers to your own personal combination of numbers.

1. Speed control is an optional convenience you'll appreciate—especially on long trips.

2. The option of automatic climate control features a newly designed control panel.

3. Illuminated visor on driver's and passenger's side is standard on LS, optional on GS models.

4. Optional compact disc player brings new clarity and dimension to the sound of your favorite music. It's offered in combination with the high-level electronic AM/FM stereo cassette audio system.



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 6-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 assur-

ance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production.



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 Sable 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. 1990 EPA mileage estimates were unavailable when this publication was printed. The 1990 Mercury Sable, 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.**

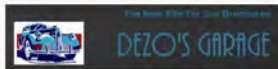
Specifications and descriptions used were in effect when this publication was approved for printing.

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
LITHO IN USA (783M) 7-89 P-1009



Quality is Job 1.