

MERCURY



'91

COUGAR



MERCURY COUGAR XR7 AND LS. THESE CATS PERFORM.

True to their name, these are cars that move and handle and stop with cat-like assurance.

In fact, everything about Cougar has been geared toward creating a highly satisfying driver's car.

A car that would be responsive, lean and equally at home cruising the interstate or straightening out the curves of a mountain road.

And a car that would prove that the word "performance" could co-exist quite easily with words like "luxury" and "style."



Left: Cougar LS in Medium Titanium Clearcoat Metallic. Right: Cougar XR7 in Electric Red Clearcoat Metallic. Some features shown may be optional. See option list on pages 22 and 23.

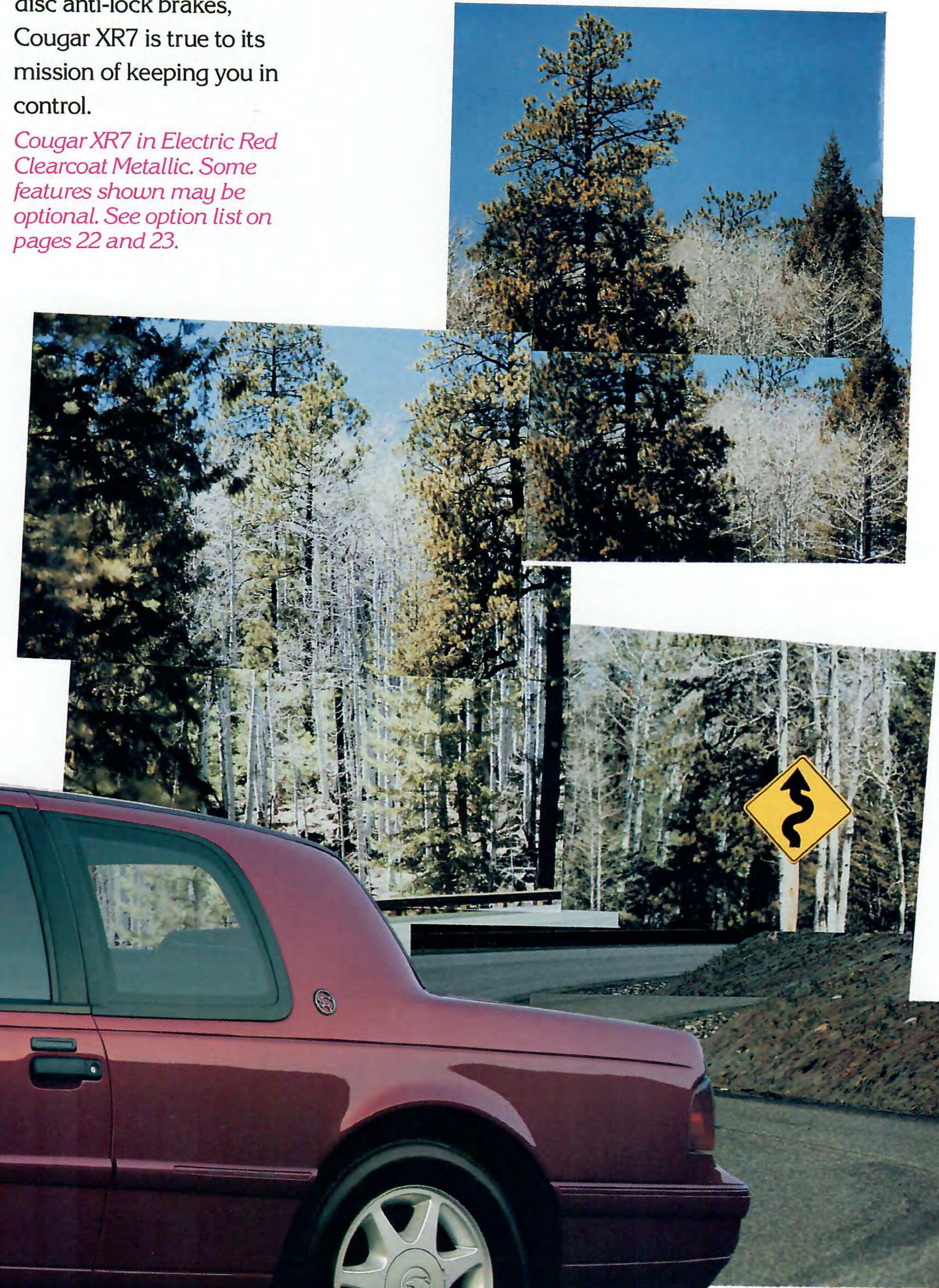
COUGAR XR7. THIS CAT IS TOP DOG.

Just because a car is designed for performance doesn't mean you've got to be a pro to drive it. The XR7 is a manageable and highly satisfying automotive driving experience.

From its fuel-injected 5.0-liter H.O. V-8 powerplant, the only V-8 in its class, to its four-wheel

disc anti-lock brakes, Cougar XR7 is true to its mission of keeping you in control.

Cougar XR7 in Electric Red Clearcoat Metallic. Some features shown may be optional. See option list on pages 22 and 23.



ONE OF THE BEST THINGS ABOUT DRIVING AN XR7 IS WHERE YOU DRIVE.



What makes an XR7 interior so inviting is not just that it's extremely roomy or attractive, but that it provides an ergonomically designed environment that allows a driver to focus on driving. It simply does away with distracting inconveniences like a seating position that's not quite right.

The sport seats, for example, have power lumbar support and bolster adjustments for individual setting. There are even 4-way front headrests. Also, the standard air conditioning and power side windows help keep the driver's environment comfortable.

Cougar XR7 interior with optional Currant Red leather seating surfaces. Some features shown may be optional. See option list on pages 22 and 23.

Standard power side bolsters help position you for comfortable driving.



Cougar XR7 instrument panel includes an optional CD player, as well as optional fingertip speed control placed on the wheel for easy driver operation. Other features shown may be optional. See option list on pages 22 and 23.

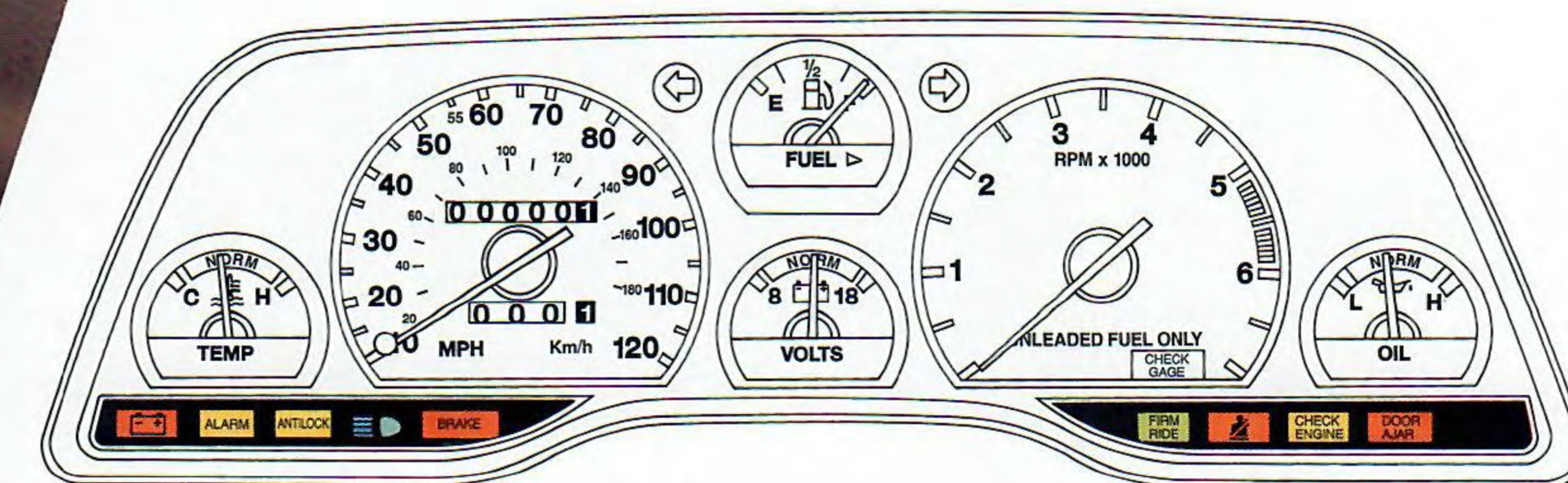
Cruising down the road is no time to be searching for the controls. The XR7 puts all the instruments, gauges and switches right where they should be—close by and very visible.

An Analog Performance Cluster is backlit for easy readability and includes a full complement of gauges. An available Diagnostic Maintenance Monitor warns of low levels for fuel, washer

WE'VE PUT A CARLOAD OF INFORMATION WITHIN EASY REACH.

fluid, coolant and oil. And even informs you when it's time to change oil.

The instrument panel contains an electronic AM/FM stereo radio with digital clock. Its four speakers are strategically placed for optimum sound. An optional CD player and cassette player are also available.



Analog Performance Cluster includes speedometer, odometer, trip odometer and tachometer, along with oil pressure, voltmeter, coolant temperature and fuel gauges. Optional Diagnostic Maintenance Monitor is also shown.



Integrated halogen fog lamps cut through mist and add a margin of safety.



HERE'S WHY OUR CATS ARE OBEDIENT.

It's because of all the advanced technology and engineering we've put into Cougar XR7.

There's cat-quick power in a 5.0-liter H.O. V-8 engine. It's linked to a 4-speed automatic overdrive transmission. An

advanced 4-wheel disc/anti-lock brake system aids in stopping you effectively and helps prevent

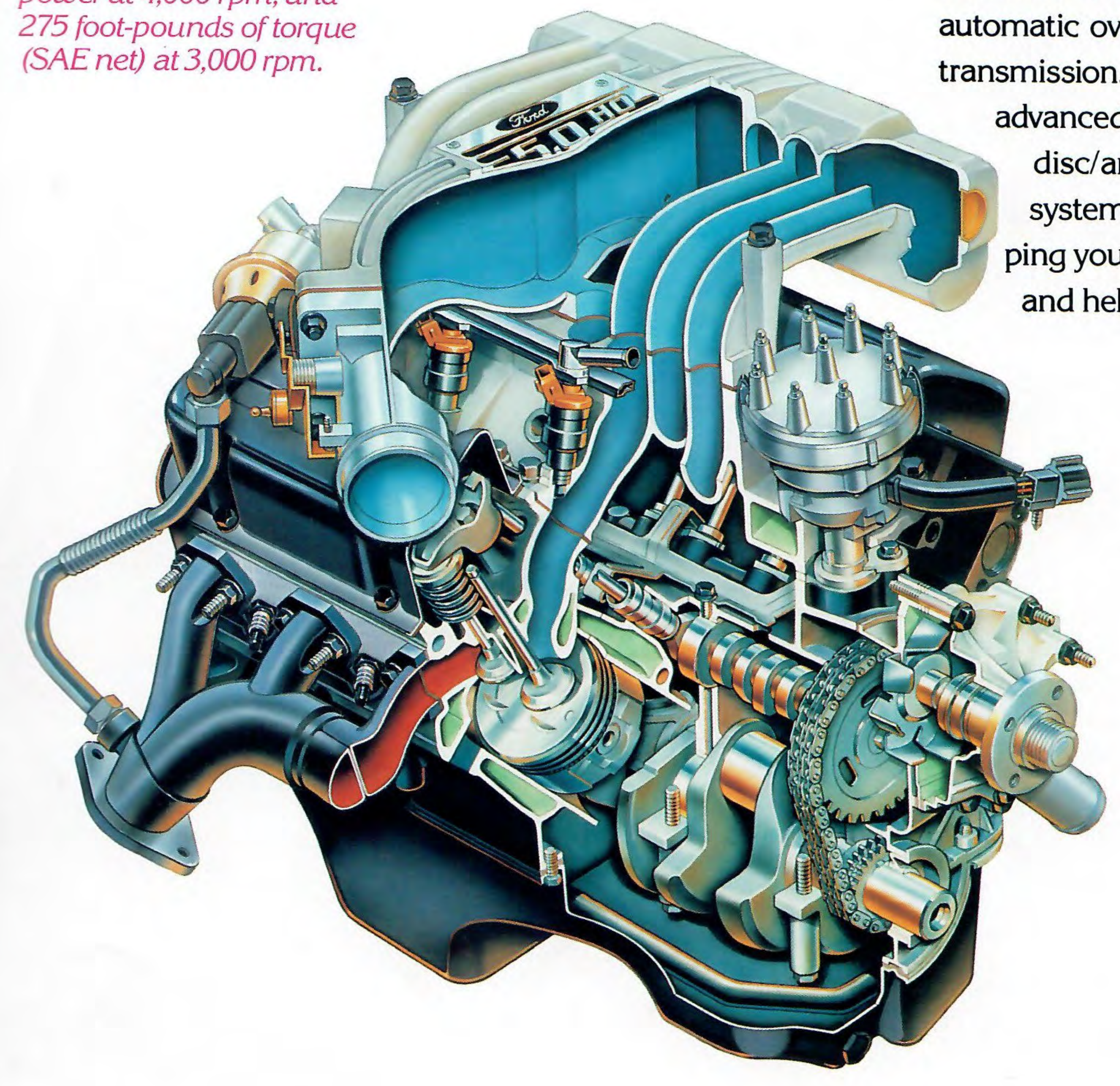
braking-induced wheel lock.

The XR7's four-wheel independent suspension is computer controlled to give you outstanding ride and handling under varying conditions. The driver can also select a full-time firm ride at the touch of a switch. A Trac-Lok rear axle helps prevent wheel spin on slick surfaces.


XR7 also has electronic speed-sensitive rack-and-pinion power steering. The system varies the power assist delivered depending on your speed. So you don't strain while parking. And you don't lose the "feel" of the road at cruising speed.

Cougar XR7 in Electric Red Clearcoat Metallic demonstrates how easy maneuvering through a few two-lane blacktop curves can be with computer-controlled four-wheel independent suspension.

5.0L H.O. V-8 engine features sequential multi-port fuel injection, 200 horsepower at 4,000 rpm, and 275 foot-pounds of torque (SAE net) at 3,000 rpm.



Adjust for a firm ride setting or activate the fog lamps at the flick of a switch.



COUGAR LS. THE LUXURIOUS MEMBER OF THE BREED.

A good question about Cougar LS might go something like this: Is it a driver's car or a luxury car? The answer to that would go something like this: Yes.

First, take note, the LS is all Cougar. Distinctively good looking. A joy to

drive. And quite capable of showing the competition a thing or two about handling the road.

Then, understand also that the LS is a comfort-focused car. From the mahogany-grain door panel inserts to the thick deep-pile carpeting, it presents a strong case for demonstrating that performance and elegance do work together very nicely indeed.

Cougar LS in Medium Titanium Clearcoat Metallic with optional cast aluminum wheels. Some features shown may be optional. See option list on pages 22 and 23.

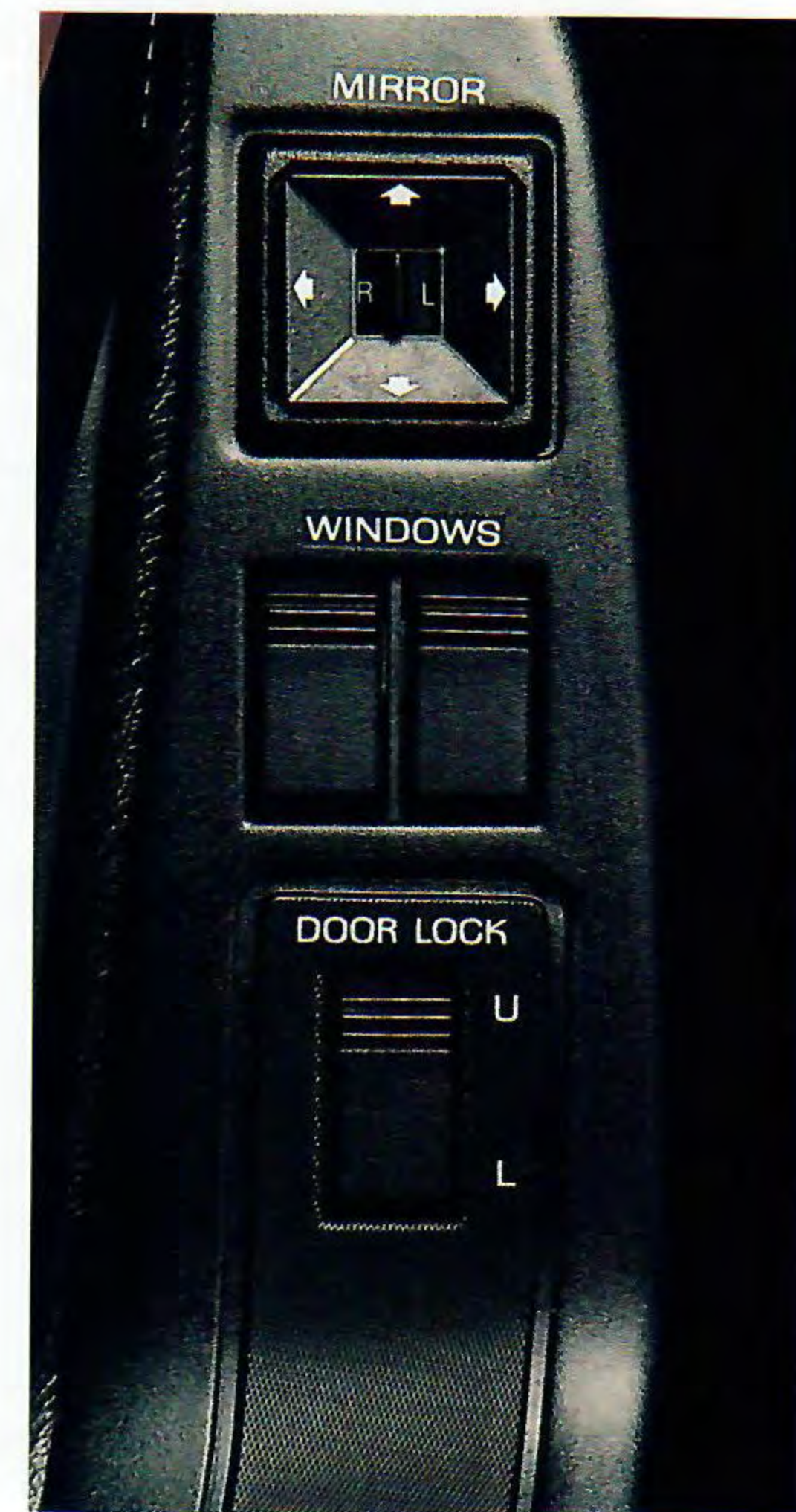


A CAR THAT'S OBVIOUSLY PARTIAL TO DRIVERS.

As luxurious and stylish as Cougar LS is, it is still a driver's car. A very fortunate driver, considering everything Cougar offers.

Together with XR7, Cougar LS shares the distinction of having the roomiest interior in its class, with bucket seats and center console.

Getting to the basics, LS features a sequential, multi-port electronic fuel-injected 3.8L V-6 engine, the largest standard engine in its class, a 4-speed automatic overdrive transmission, power rack-and-pinion steering and power brakes. Then there are all the features pictured on this page, along with an AM/FM stereo with four speakers and other items which are noted on pages 22 and 23.



Standard dual power outside mirrors, available power door locks and standard power side windows offer convenience at a touch.

Cougar LS interior with Luxury Trim Option includes luxury cloth and leather seat trim (shown here in Ebony), upgraded thick pile carpeting, analog instrument cluster with tachometer and woodgrain instrument panel applique. Some features shown may be optional. See option list on pages 22 and 23.

Air conditioning is standard and assures year-round comfort.

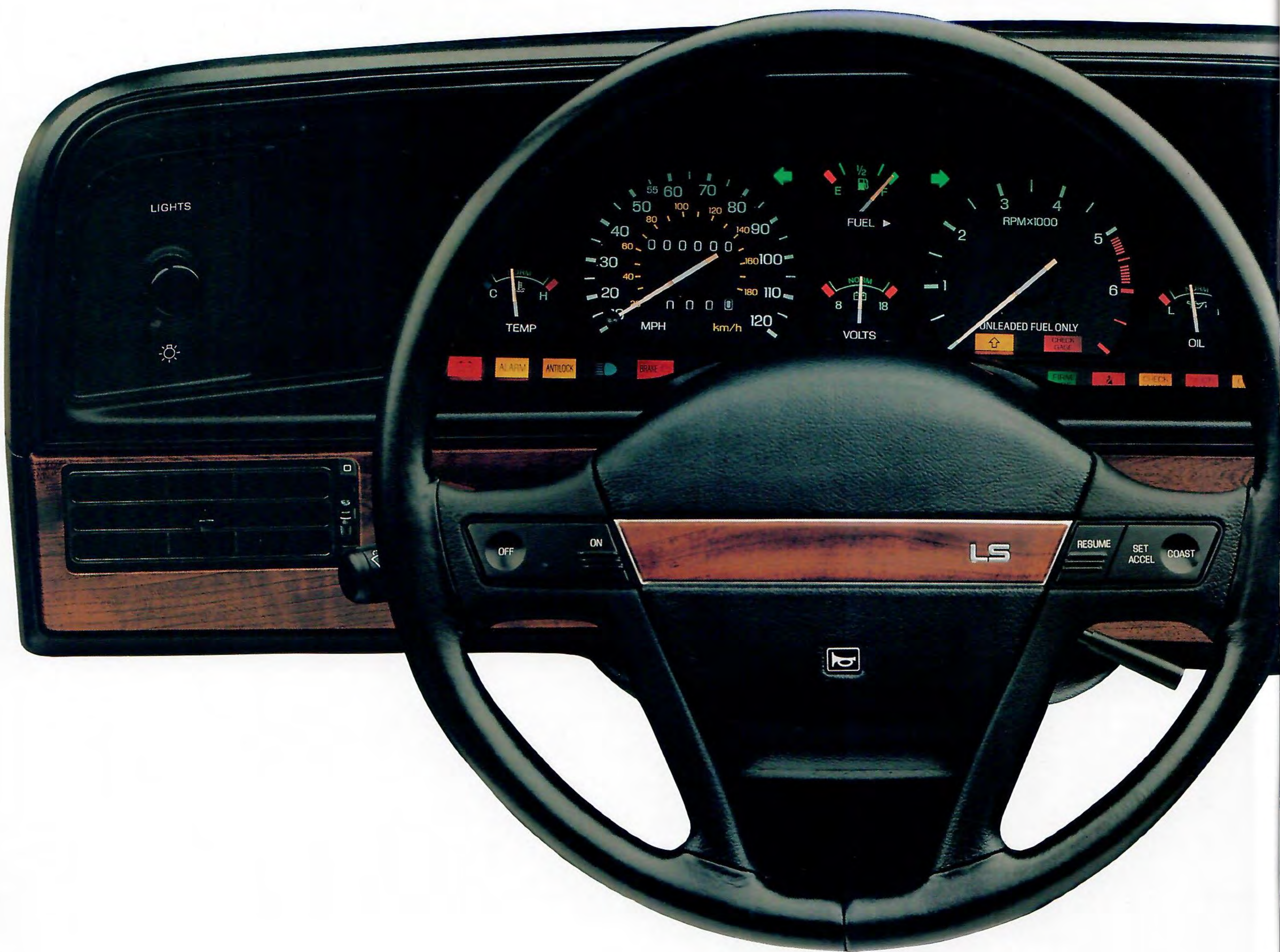


WAYS TO MAKE YOUR COUGAR YOUR COUGAR.

With all its standard equipment, you may feel the Cougar LS is fine just the way it is. But some things fall within the range of individual taste, and for those people who want to make their Cougar more "theirs," we offer some very appealing ways to do it.

They include three instrument clusters, four different sound systems—including a CD player—and enough other selections (only a few are pictured here) to turn the LS into an even more personal luxury coupe. Decisions. Decisions.

Popular items can also be ordered in preselected groups, or Preferred Equipment Packages (PEP). PEP 262A, for example, includes such items as a tilt wheel, speed control, power locks, six-way power driver's seat and more, in one price-valued package. For details on other PEP packages and a list of all available LS options, please see pages 22 and 23.



Several sound options are available: the standard electronic AM/FM stereo with four speakers and digital clock (top); optional AM/FM stereo with cassette and digital clock (center); and optional High-Level AM/FM stereo with cassette (bottom). In addition, a CD player may also be selected.



Instrument cluster choices include this analog performance cluster, standard on Cougar LS with Luxury Trim Option, and an optional electronic cluster (pictured below). Some features shown may be optional. See option list on pages 22 and 23.



Optional tilt steering wheel lets you select the optimum position for complete driver control and comfort.

HOW TO TELL YOUR CAT FROM EVERYONE ELSE'S.

This is where we give you even more information about the options available on the Cougar XR7 or LS. As we've pointed out, there are lots of appealing ways to personalize your new Cougar. Some of these are pictured here with items ranging from power seats to a power moonroof and everything in between. A complete list of options appears on pages 22 and 23. We've also grouped popular options into Preferred Equipment Packages (PEP), making them easier and more economical to order. It's a great way to save when ordering optional equipment.

Cougar XR7 in Electric Red Clearcoat Metallic. Options include a power moonroof for fresh air and sunlight, fast defrosting heated rear window and cornering lamps. Other features shown may also be optional. See option list on pages 22 and 23.



Optional LS leather-wrapped steering wheel with speed control offers a secure grip, tight driving feel.

XR7 offers an optional 70/30 split fold-down rear seat. Fold down the large section, there's room to haul long items. Fold down the smaller section, there's room for long cargo and up to two rear passengers. Fold down both sections and there's maximum carrying room.

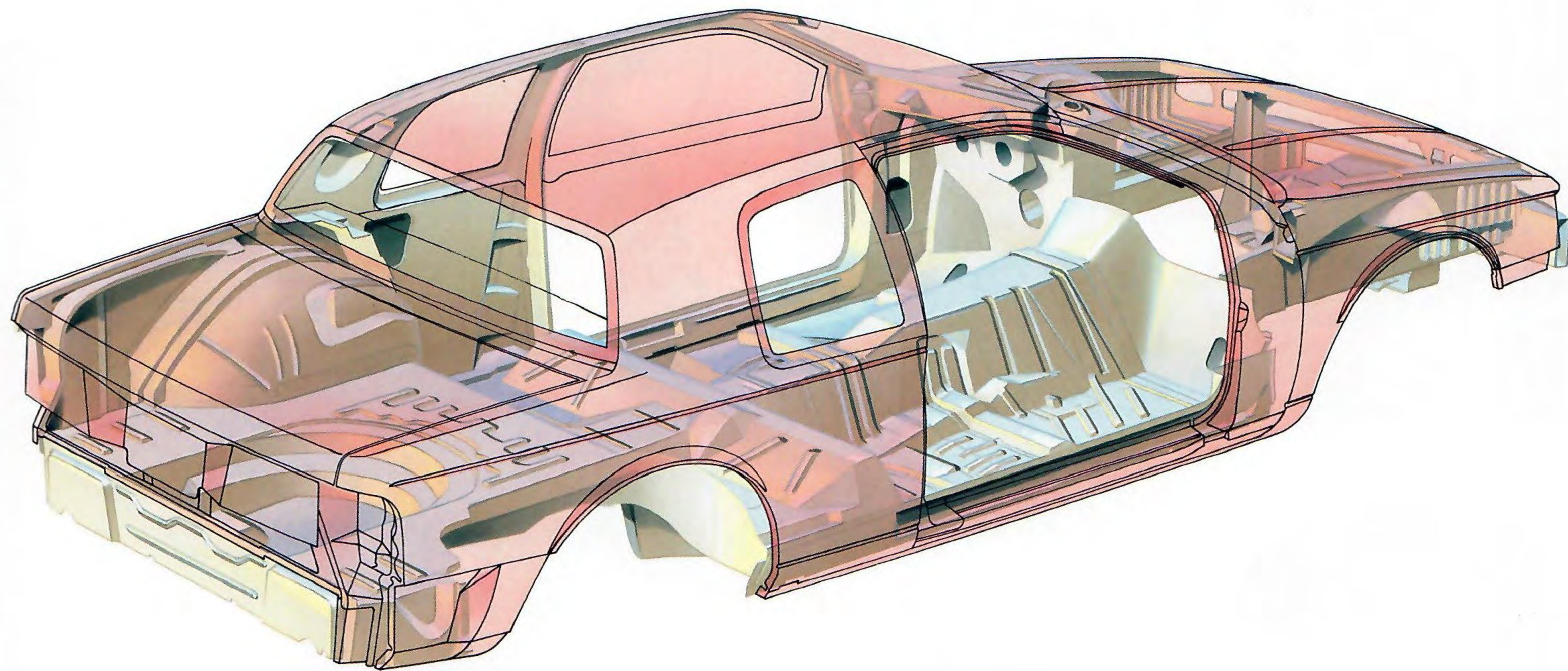
Cougar wheel choices pictured top to bottom: luxury wheel cover, styled sport wheel cover, locking radial-design wheel cover, 15-inch cast aluminum wheel, 16-inch cast aluminum wheel.



Dual illuminated visor mirrors are available on both LS and XR7 models.

An optional six-way power seat adds to individual driver comfort on Cougar LS.





Unibody construction unites body, rails, and crossmembers with a front subframe and creates crumple zones in the front and rear of the passenger compartment to protect it in collisions.



Each door contains a high-strength steel beam designed to withstand a 7,000-pound push test.

Optional anti-theft system protects passenger and trunk compartments. Alarm flashes headlamps and taillamps and sounds horn intermittently and starter is interrupted upon unauthorized entry until disarmed by proper keyless entry code or door key.



Every 1991 Cougar reflects our continuing concern with occupant safety and vehicle security. Many of the features incorporated into the cars for these purposes are the kinds of things you may take for granted or can't see—unibody construction, collapsible steering column, seat belts, for example—but they're there. Each of these items serves a purpose and is never compromised in pursuit of either performance or luxury.

Optional automatic headlamp system keeps lights on for up to three minutes after engine is shut off to light your way safely toward your destination.



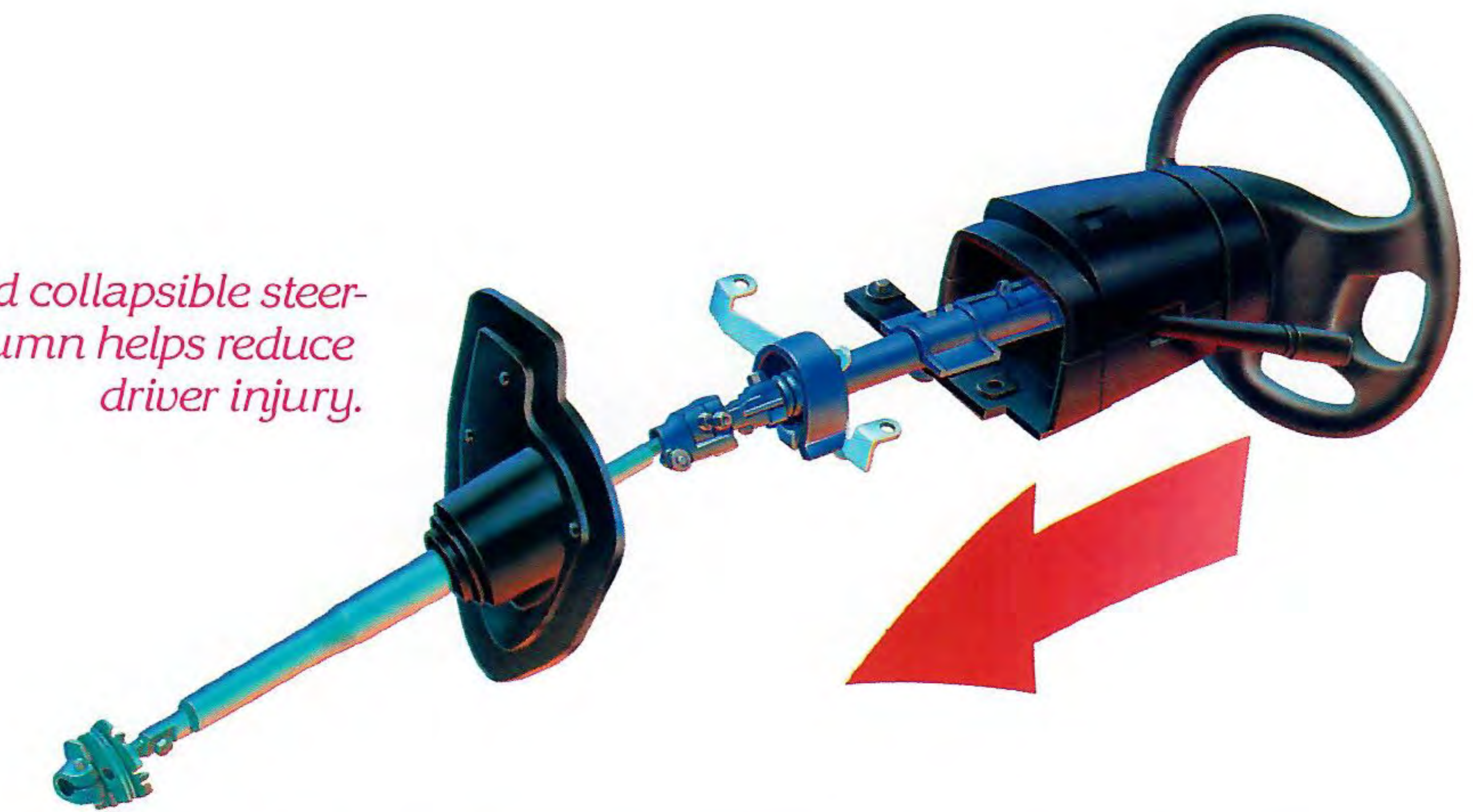
Keyless entry system, optional, allows unlocking of driver's door and trunk through a button/number code.



THE ULTIMATE FEATURE: PEACE OF MIND.

Options are also available to protect the vehicle itself and provide additional security. These include anti-theft system, delayed lighting and keyless entry systems. There's no question that Cougar LS and XR7 have been bred to deliver performance and luxury. But underneath those qualities is a tough foundation that provides the most important feature of all: peace of mind.

Standard collapsible steering column helps reduce driver injury.



Standard two-point motorized shoulder with manual lap safety belts in front, three-point shoulder and lap belts in rear protect driver and passengers. Seat belts save lives. Please use them.



SELECTED OPTIONAL AND STANDARD FEATURES.

ENGINES	LS	XR7
Type	V6	V8 (optional on LS)
Displacement	3.8 liters	5.0 liters
Horsepower (SAE net)	140 @ 3800 rpm	200 @ 4000 rpm
Torque (SAE net)	215 lb-ft @ 2400 rpm	275 lb-ft @ 3000 rpm
Fuel delivery	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection
Compression ratio	90:1	90:1
Engine control	EEC-IV, electronic engine control	EEC-IV, electronic engine control

TRANSMISSION	
Automatic	Four-speed automatic overdrive, fourth-gear overdrive reduces engine speed by one-third to improve highway fuel economy

SUSPENSIONS	
Front	Long spindle SLA with upper "A" arm, lower arm, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers (automatic/firm adjustable on XR7), front sub-frame
Rear	Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers (automatic/firm adjustable on XR7), rear sub-frame

STEERING	
Type	Power-assist rack-and-pinion (LS); electronic speed-sensitive, variable-assist standard on XR7, and LS with optional 5.0-liter engine

BRAKES	
Type	Dual hydraulic (diagonally linked front to rear) with power assist. Anti-lock Brake System (ABS) with four-wheel discs standard on XR7 and optional on LS
Front	10.9-inch disc
Rear	9.8-inch drum
Brake swept area	304.6 sq. inches

Based on official 1991 MVMA specifications.

DIMENSIONS (in inches)	
Wheelbase	113.0
Overall length	199.9
Overall height	52.7
Overall width	72.7
Track, front/rear	61.6/60.2
Headroom, front/rear	38.1/37.6
Legroom, front/rear	42.5/36.5
Shoulder room, front/rear	59.1/59.1
Hiproom, front/rear	57.6/56.6

CAPACITIES	
Cargo volume	14.7 cu. ft.
Fuel	19.0 gal.
Oil	5.0 qt. (w/filter)
Engine coolant	12.3 qt. (V6) 14.1 qt. (V8)
Curb weight	3,587 lbs. (LS) 3,753 lbs. (LS w/V-8) 3,800 lbs. (XR7)

FUNCTIONAL FEATURES	LS	XR7
3.8-liter V6 sequential multi-port fuel injection	S	-
5.0-liter V8 sequential multi-port fuel injection	O ¹	S
Four-speed automatic overdrive transmission	S	S
Traction-Lok rear axle	O	S
Electronic speed-sensitive variable-assist power rack-and-pinion steering	O*	S
Power-assist brakes with audible wear sensors on front	S	-
Power four-wheel disc brakes with Anti-lock Brake System (ABS)	O	S
Automatic/firm ride control handling suspension	-	S
58-amp/hr maintenance-free battery	S	-
72-amp/hr maintenance-free battery	O**	S
75-amp alternator	S	-
95-amp alternator	-	S
Cold weather group including engine block heater, heavy-duty battery and rear defroster (72-amp/hr battery on LS)	O	O
Tinted glass	S	S

S—Standard feature O—Optional feature A—Dealer installed accessory
For more information on available accessories please call 1-800-346-0000.
*Included on LS with optional 5.0L engine.
**Available with Cold Weather Group or 5.0L engine only.

EXTERIOR FEATURES	LS	XR7
Front cornering lamps	O	O
Five-mph impact bumpers front/rear	S	S
Low profile aero halogen headlamps	S	S
Ski carrier	A	A
Car cover	A	A
Front end cover	A	A
Integral halogen fog lamps	-	S
Keyless entry system	O ¹	O
Flush glass	S	S
Dual power mirrors	S	S

INTERIOR COMFORT AND CONVENIENCE FEATURES	
Front seat motorized shoulder safety belt system with manual lap safety belts	S S
Rear seat three-point manual shoulder safety belts (outboard) and lap safety belt for center position	S S
Air conditioning	S S
Electronic automatic climate control	O ¹ O
Power slide/tilt moonroof with sunshade	O O
Reclining front bucket seats	S -
Articulated sport seats with power lumbar and power side bolsters	- S
Cloth upholstery	S S
Leather seating surfaces	O O
Luxury cloth and leather seat trim	O ¹ -
Six-way power driver's seat	O O
Dual six-way power seats	O O
Center console with floor shift	S S
Rear seat with integral headrests	- S
Rear center fold-down armrest	S S
Split fold-down rear seat	- O
Rear seat heat ducts	S S
Courtesy lights	S S
Map pockets on doors	S S
Power windows	S S
Side window demisters	S S
Electric rear window defroster	O O
Interval wiper	S S
Tilt steering wheel	O O
Anti-theft system	O O
Sport steering wheel	- S
Leather-wrapped steering wheel	O -
Fingertip speed control	O O

INSTRUMENTATION	
Backlighted analog cluster with speedometer, temperature and fuel gauges	S -
Full electronic instrument cluster with LCD digital speedometer/odometer/trip odometer, tachometer, oil pressure gauge, coolant temperature gauge, voltmeter, fuel gauge, speed warning and service interval reminder features, and fuel/distance computer	O ¹ -
Diagnostic maintenance monitor: includes low fluid level indicators for engine oil, coolant, washer fluids and fuel	O ¹ O
Backlighted analog performance cluster with tachometer, fuel gauge, coolant temperature gauge, 120 mph speedometer, oil pressure gauge and voltmeter	O ¹ S

¹Optional only in conjunction with Luxury Trim Option.

MERCURY COUGAR	LS	XR7
Push-on/push-off parking brake system	S	-
Luggage compartment light	S	S
Illuminated entry system	O	O
Carpeted front floor mats	O	O
Light group—includes engine compartment light, dual beam map/dome light and instrument panel courtesy lights	O	O
Dual illuminated visor mirrors	O	O
Headlamp convenience group (autolamp on/off/delay system and auto day/night rearview mirror)	O	O

SOUND SYSTEMS	
Power radio antenna	O ¹ O
Electronic AM/FM stereo radio with four speakers and digital clock (may delete for credit)	S S
Electronic AM/FM stereo radio with cassette, four speakers and digital clock	O O
High-Level electronic radio with C-Quam® AM stereo/FM stereo and cassette, four premium speakers in four locations, 80 total watts RMS premium sound amplifier and digital clock*	O ¹ O
Ford JBL Audio System—includes four satellite speaker enclosures with two speakers in each, a seven-inch subwoofer in a 10-liter enclosure and a four channel amplifier with 145 total watts RMS	O ¹ O
Compact digital disc player (available only with Ford JBL Audio System)	O ¹ O
Trunk-mounted 10-CD compact disc changer with remote control (requires High-Level audio system)	A A

INSTRUMENTATION	
Backlighted analog cluster with speedometer, temperature and fuel gauges	S -
Full electronic instrument cluster with LCD digital speedometer/odometer/trip odometer, tachometer, oil pressure gauge, coolant temperature gauge, voltmeter, fuel gauge, speed warning and service interval reminder features, and fuel/distance computer	O ¹ -
Diagnostic maintenance monitor: includes low fluid level indicators for engine oil, coolant, washer fluids and fuel	O ¹ O
Backlighted analog performance cluster with tachometer, fuel gauge, coolant temperature gauge, 120 mph speedometer, oil pressure gauge and voltmeter	O ¹ S

*C-Quam® is a registered trademark of Motorola Inc.
¹Optional only in conjunction with Luxury Trim Option.

WHEELS AND TIRES	LS	XR7
P205/70R15 black sidewall, all-season steel-belted radial tires	S	-
P205/70R15 white sidewall, all-season steel-belted radial tires	O	-
P225/60ZR16 black sidewall, performance steel-belted, all-weather radial tires	-	S
15-inch luxury wheel covers	S	-
15-inch styled sport wheel covers	O	-
15-inch radial design wheel cover (locking)	O	-
15-inch cast aluminum wheel with locking lug nuts and P215/70R15 BSW all-season radial tires	O ¹	-
16-inch cast aluminum wheel with locking lug nuts	-	S
Conventional spare tire (Mini spare standard)	O	-

OPTIONAL PACKAGES

POWER LOCK GROUP
Includes power door locks and remote decklid release

LUXURY TRIM OPTION
Includes luxury cloth and leather seat trim, luxury cloth door trim, luxury carpeting, and sport analog cluster with tachometer (available on LS only)

LUXURY LAMP GROUP
Autolamp on/off delay system, front cornering lamps, automatic day/night inside rearview mirror

KEYLESS ENTRY SYSTEM¹
Allows driver's door to be unlocked by depressing numbers above door handle in proper sequence. Passenger side door and decklid can also be opened with additional numbers (includes illuminated entry)

COUGAR COLORS

LS Exterior Non-Clearcoat Colors
Oxford White

LS Exterior Clearcoat Colors
Black Clearcoat
Titanium Frost Clearcoat
Mocha Frost Clearcoat
Electric Red Clearcoat Metallic
Medium Titanium Clearcoat Metallic
Steel Blue Frost Clearcoat
Crystal Blue Frost Clearcoat
Medium Mocha Clearcoat Metallic
Twilight Blue Clearcoat Metallic
Bright Red Clearcoat

XR7 Monochromatic Exterior Colors
Black Clearcoat
Electric Red Clearcoat Metallic
Oxford White

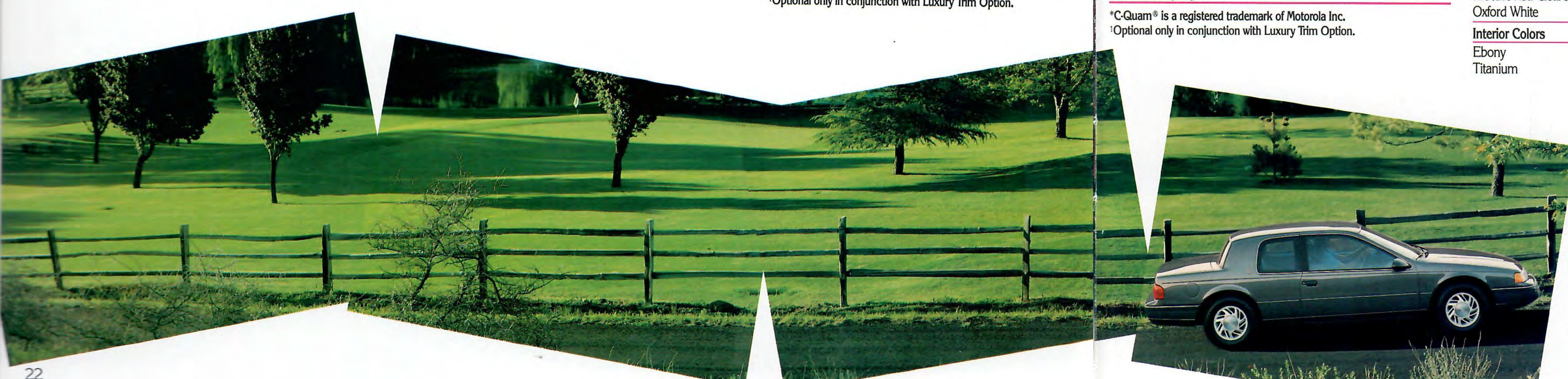
Interior Colors
Ebony
Titanium
Mocha†
Currant Red
Crystal Blue
†Not available on XR7

PREFERRED EQUIPMENT PACKAGES
To make ordering easy we've grouped certain options together in the Preferred Equipment Packages listed below and priced them to offer sticker price savings over ordering these items individually.*

COUGAR LS	Preferred Equipment Package 261A	262A	263A
Tilt steering wheel	•	•	•
Fingertip speed control	•	•	•
Electric rear window defroster	•	•	•
Styled sport wheel covers	•		
Electronic AM/FM stereo cassette radio		•	
Power lock group		•	•
Aluminum wheels w/P215/70R15 BSW tires		•	•
Front carpet floor mats		•	•
Leather-wrapped steering wheel		•	•
Six-way power driver's seat		•	
Luxury Trim Option		•	•
Light group (engine compartment light, dual beam dome/map light, instrument panel courtesy lights)		•	•
Luxury lamp group		•	
Illuminated entry system		•	•
Dual illuminated visor mirrors		•	•
Dual six-way power seats		•	
High-Level electronic AM/FM stereo cassette radio		•	
Power antenna		•	
Keyless entry		•	
Diagnostic maintenance monitor		•	

COUGAR XR7	Preferred Equipment Package 265A	266A
Tilt steering wheel	•	•
Fingertip speed control	•	•
Electric rear window defroster	•	•
Electronic AM/FM stereo cassette radio	•	
Power lock group	•	•
Six-way power driver's seat	•	•
Front carpet floor mats	•	•
Light group (engine compartment light, dual beam dome/map light, instrument panel courtesy lights)	•	
Diagnostic maintenance monitor	•	
Luxury lamp group	•	
Dual illuminated visor mirrors	•	
High-Level electronic AM/FM stereo cassette radio	•	
Keyless entry (includes illuminated entry)	•	
Power antenna	•	

*Specific content is subject to change throughout model year. Consult your dealer for the most up-to-date information.



Left: Cougar LS in Medium Titanium Clearcoat Metallic.

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.

Motorcraft QUALITY PARTS

Genuine Ford and Motorcraft original equipment replacement parts are engineered and manufactured to Ford's high specifications. They're your best assurance 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 Cougar 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. 1991 EPA mileage estimates were unavailable when this publication was printed. The 1991 Mercury Cougar, 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.

Options Availability: Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

Product Changes: Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

"Ask Your Lincoln-Mercury Dealer": Following publication of this catalog, 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 Lincoln-Mercury dealer is your best source for up-to-date information.

LINCOLN-MERCURY DIVISION 

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Quality is Job 1.

