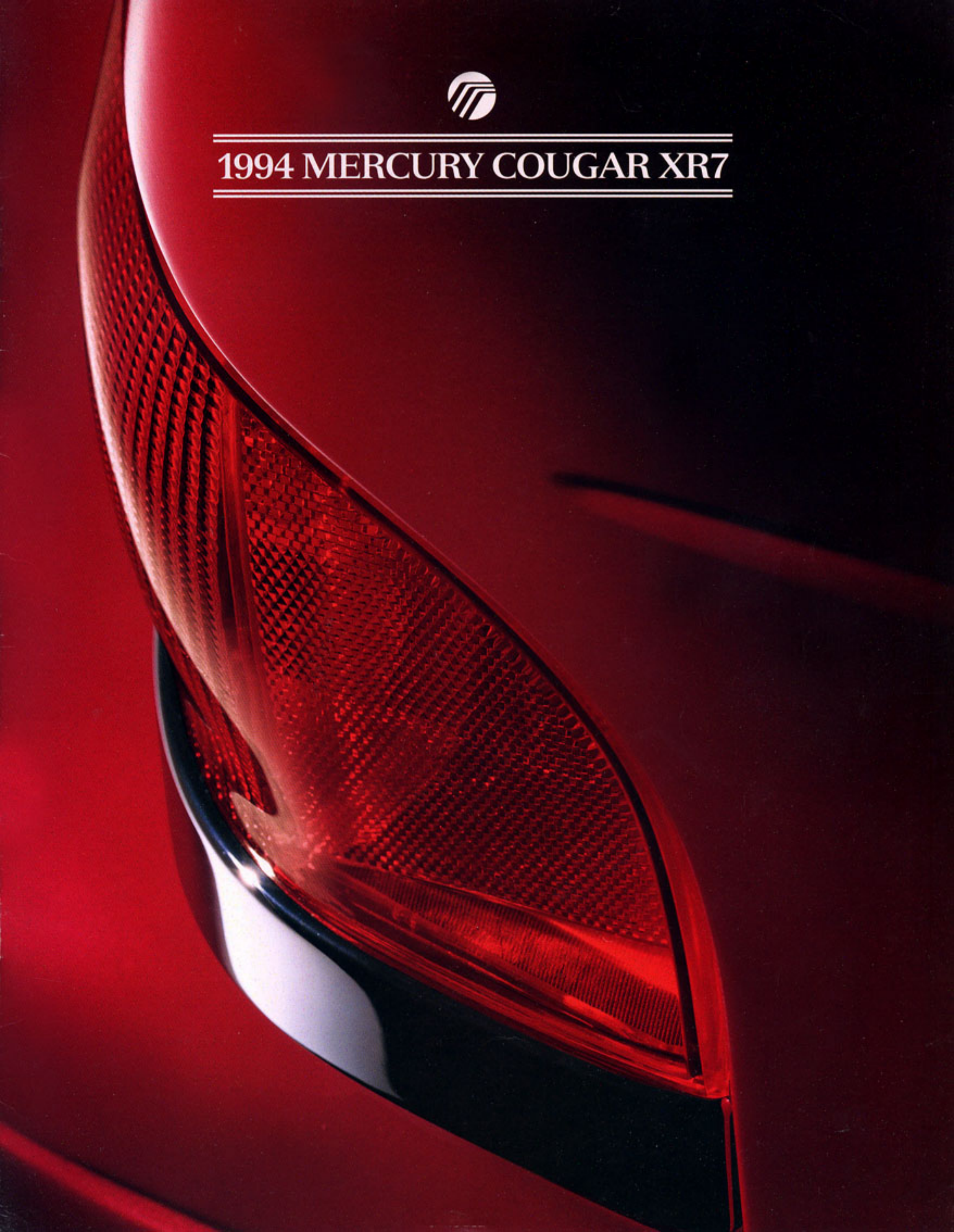




1994 MERCURY COUGAR XR7





**Cougar XR7
is created for
individuals who
believe getting
there is half
the fun.**

Statistics indicate that many thousands of kilometres of roads interlink this vast country. However, what statistics fail to tell us is exactly how to get the most enjoyment out of all these city streets, country roads, highways

and byways. That is a task best left to our imagination. And the new 1994 Mercury Cougar XR7.

Cougar XR7 is created for individuals who believe getting there is half the fun. It provides a host of luxuries that are best appreciated from a driver's perspective, as well as styling that separates it from everything else on the road today.

And for 1994, Cougar XR7 includes some refreshing new twists within its familiar sleek

profile, as well as an all-new wraparound interior that brings added meaning to the term "driver's car." Also new for 1994 is the peace of mind afforded by a dual air bag Supplemental Restraint System (SRS), as well as the added driver control of an optional Anti-lock Brake System (ABS) with electronic Traction Assist. You may even opt for the added power of a newly available advanced overhead-cam 205-horsepower V-8 engine.

If all this is beginning to stir the wanderlust in you, here's something to consider: There's a road nearby leading someplace you've never been before, and a car that can take you there like no other. The new 1994 Mercury Cougar XR7.



**COUGAR XR7
STANDARD FEAT-
URES INCLUDE:**

- Air bag Supplemental Restraint System for the driver and front passenger
- 3.8-litre fuel-injected V-6
- Electronically controlled 4-speed automatic overdrive transmission
- Power-assist rack-and-pinion steering
- 4-wheel independent suspension
- Front and rear stabilizer bars
- Power-assist front disc/rear drum brakes
- P205/70R15 all-season steel-belted radial tires
- Luxury wheel covers
- Dual power remote-controlled mirrors
- 8 km/h (5 mph) impact bumpers
- Lower bodyside chip-resistant coating
- Tinted glass
- Rear window defroster
- Engine block heater

As you can see here and above, the new Cougar XR7 is equally eye-catching whether it's coming or going. It's pictured in Electric Red Clearcoat Metallic with optional cast aluminum wheels. Other features shown may be optional.





For evidence that Cougar XR7 is indeed a driver's car, look no further than the interior you see below.

Cougar XR7's all-new wraparound instrumentation and controls are designed to enhance driver control.

Cougar XR7's all-new wrap-around instrumentation and controls are designed to enhance driver control. Major controls are carefully positioned at the precise location and angle where they're most easily reached, while gauges are designed and placed for excellent visibility. Tactile power controls for windows, door locks and outside

rearview mirrors are grouped to your immediate left. Directly ahead, concise analog gauges display a wealth of easily readable information. To the right lies a full console with a leather-wrapped floor shift. Beneath the console's sculpted armrest is a convenient storage area with dual cup holders and remote releases for the trunk and fuel-filler door. XR7's standard air conditioner uses a non-ozone depleting refrigerant that is free of CFCs. Or you may choose an optional CFC-free electronic automatic temperature control system that comfortably maintains a temperature you select.



COUGAR XR7 STANDARD INTERIOR FEATURES INCLUDE:

- | | |
|---|-------------------------------|
| Analog instrumentation | Power windows |
| Console with leather-wrapped floor shift, armrest storage and cup holders | Illuminated door switches |
| CFC-free air conditioner | Tilt steering column |
| Cloth and leather trim | Centre blow horn |
| Reclining individual front bucket seats | Dual beam map/dome lamp |
| Front seat power lumbar support | Interval wipers |
| Electronic AM/FM stereo cassette radio with four speakers | Rear centre fold-down armrest |
| | Front door map pockets |
| | Digital clock |
| | Front floor mats |

Cougar XR7's standard interior, pictured here in Mocha, features a luxurious combination of cloth and rich leather trim. Some equipment shown may be optional.





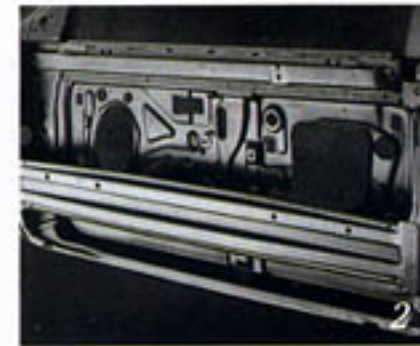
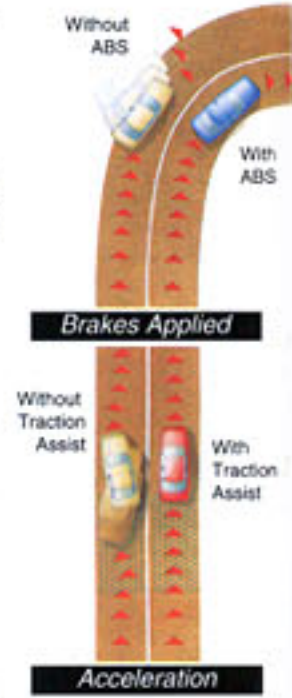
Standard dual air bags are just part of Cougar XR7's thorough approach to safety.

As you'd expect to find in a car this carefully engineered, Cougar XR7 attends to the safety of both driver and passengers with characteristic thoroughness.

The most obvious example of this commitment is the inclusion of a standard air bag Supplemental Restraint System (SRS) for both the driver and front passenger. In the unfortunate event of certain moderate to severe frontal impacts, this system will activate and fully inflate in less time than it takes to blink an eye. Please remember that safety belts must be properly worn for air bags to be effective. Standard dual air bags are just part of Cougar XR7's thorough approach to safety. Additional passive safety features include front and rear

crumple zones, reinforced roof and front pillars and heavy-gauge steel side door beams. Even the components in Cougar XR7's interior are designed with safety in mind, such as energy-absorbing door trim panels, steering column, instrument panel, knee bolsters and sun visors. Also key to passenger protection is the element of control that can help a driver avoid potential accidents. Control is provided in abundance by Cougar XR7's power rack-and-pinion steering, four-wheel independent suspension and ventilated front disc brakes. For even greater control on many slippery road surfaces, specify the optional Anti-lock Brake System (ABS) with optional electronic Traction Assist.

Cougar XR7's optional anti-lock brakes and electronic Traction Assist help maintain control whether you're starting or stopping on slippery surfaces. While accelerating at speeds up to 55 km/h (34 mph), Traction Assist detects any sign of slippage by the driving wheels and immediately pulses the brakes to help the potentially slipping wheel retain its traction—even on ice. ABS "pumps" the brakes far faster than humanly possible to help the driver maintain steering control during hard braking, even on slick road surfaces.



1. Cougar XR7 includes a brake/shift interlock that prevents the transmission from shifting out of park unless the driver's foot is on the brake pedal.
2. Heavy-gauge steel beams are welded into doors for protection in a side impact.
3. Lap/shoulder safety belts enhance security for the driver and front and rear outboard passengers. A lap safety belt is included for the centre rear passenger.
4. Reinforced front pillars are part of an integrated roof design built to meet a static test equal to 2,268 kgs (5,000 pounds), a force greater than Cougar XR7's weight.

5. Cougar XR7's sturdy unibody structure is engineered with front and rear crumple zones that deform in a calculated manner upon severe impact, progressively absorbing much of the impact's force before it reaches the passenger compartment.

COUGAR XR7 STANDARD SAFETY FEATURES INCLUDE:

- Driver and front passenger air bag Supplemental Restraint System (SRS)
- 3-point lap/shoulder safety belts for front and rear outboard occupants
- Manual lap safety belt for rear centre occupant
- Split-service hydraulic brake system with warning light
- Brake/shift interlock
- Front and rear crumple zones
- Safety-designed A-pillars and roof
- Steel guard rails in side doors
- Safety-designed door hinges and safety door latches
- Child seat tether anchorages
- Energy-absorbing steering column and steering wheel
- Adjustable front head restraints
- Rear head restraints for outboard seating positions
- Impact-absorbing laminated safety glass windshield
- Tempered safety glass for side and rear windows
- Daytime running lights

Simulation. Some features shown may be optional.





**XR7 is a
powerful yet
civilized breed of
Cougar.**

Now come the fun parts: The performance features and special amenities that make XR7 a powerful yet civilized breed of Cougar.

The powerful part comes from a choice of engines. Cougar XR7's standard offering is a 3.8-litre, 140-horsepower V-6 with a combination of mid-range passing acceleration and generous fuel efficiency that may well satisfy all your driving needs. Or choose the optional advanced V-8 with overhead camshaft, sequential electronic fuel injection and other sophisticated features that help generate

205 horsepower from its 4.6-litre displacement. Whichever engine you select is matched to a new four-speed electronic automatic transmission designed for seamless shifting. It includes an overdrive mode which reduces engine speed by one-third for even quieter and more economical highway cruising. Cat-like cornering reflexes are provided by a four-wheel independent suspension. Also noteworthy is XR7's front-engine, rear-wheel-drive design—a feature it shares with many of the world's outstanding driver's cars.

Driver indulgences are not limited to performance features, however. You can upgrade Cougar XR7 even further by choosing such optional amenities as a hands-free cellular phone, remote keyless entry, the Ford JBL audio system with a 10-CD changer and even a power moonroof. A complete list of standard and optional features is provided on the following pages.

1. An optional remote keyless entry system includes two remote transmitters which permit you to lock or unlock doors and open the trunk from distances up to 10 metres (33 feet). Plus the security of a "panic" button which will sound the horn and flash



1

exterior lights when pressed.

2. Extensive use of corrosion-inhibiting two-sided galvanized steel plus a resilient urethane coating applied to key exterior areas help protect XR7's beautiful multi-layered finish.



2



3. Cougar XR7 now includes a standard four-speed electronic automatic overdrive transmission that precisely and smoothly renders gear changes for optimal efficiency.

4. This new optional cellular phone permits both hands-free and handset

phone conversations. Up to 30 preferred numbers can be stored in the phone's memory for your speed-dialing convenience.

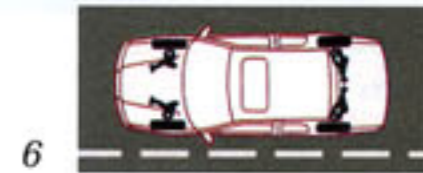
5. Cougar XR7 may be equipped with an optional 4.6-litre, single-overhead-cam V-8 engine producing



205 horsepower. Advanced engineering such as chain cam drive, a fully internal counterweighted crankshaft and roller finger followers contribute to its exceptionally smooth performance.

6. XR7's excellent road manners and responsive

cornering skills are largely due to its four-wheel independent suspension with front and rear stabilizer bars. The front suspension's SLA design is the same as found in advanced luxury cars.



6

COUGAR XR7 STANDARD PERFORMANCE FEATURES INCLUDE:

- 3.8-litre V-6 engine
- EEC-IV electronic engine control
- Sequential multi-port electronic fuel injection
- Electronically controlled 4-speed automatic overdrive transmission
- Power-assist rack-and-pinion steering
- 4-wheel independent suspension
- Front and rear stabilizer bars
- Power-assist front disc/rear drum brakes
- P205/70R15 all-season steel-belted radial tires



MAJOR STANDARD FEATURES

INTERIOR

Luxury colour-keyed cup-pile carpeting

Front carpet floor mats

Headlamps-on, fasten seat belts and key-in-ignition reminder

Full-length floor console with leather-wrapped floor shift, rear ashtray, armrest storage and dual cup holders

Colour-keyed door trim panel

Rear compartment heat ducts

Backlighted analog performance instrument cluster with tachometer, fuel gauge, coolant temperature, 190 km/h speedometer, oil pressure and voltmeter gauges

Side window demisters

Dual beam dome/map light

Day/night rearview mirror

Concealed driver and unconcealed passenger visor mirrors

Electronic AM/FM stereo radio with 4 speakers and digital clock

Reclining individual bucket seats with luxury cloth and leather; power lumbar support and rear seat fold-down armrest

Child restraint tether anchor

EXTERIOR

Colour-keyed soft fascia bumpers

Daytime running lights

Bright grille with bright surround and cat head

Low-profile aero halogen headlamps

Dual body-colour power remote-control mirrors

Colour-keyed bodyside mouldings with bright insert

Full-width wraparound taillamps

Luxury wheel covers

MAJOR STANDARD FEATURES CONT.

FUNCTIONAL

Driver and right front passenger air bags

CFC-free air conditioning

Power front disc/rear drum brakes

Electronic engine controls (EEC-IV)

3.8 L SEFI V-6 engine

Tinted glass (complete)

4-speed heater/defroster system

High-mounted rear brake light

Single key for door locks and ignition with theft resistant decklid lock

Lower bodyside protection

Nitrogen gas-pressurized shock absorbers

Power rack-and-pinion steering

Long spindle short- and long-arm front suspension with variable-rate coil springs and stabilizer bar

Independent rear suspension with variable-rate coil springs and stabilizer bar

P205/70R15 BSW all-season tires

Electronic automatic overdrive transmission

Power side windows

Interval electric windshield wipers

Rear window defroster

Tilt wheel

Indicator lamp module

Engine block heater

Heavy duty battery

PREFERRED EQUIPMENT PACKAGES AND OPTIONS

APPEARANCE/COMFORT/CONVENIENCE	XR7 381A	XR7 385A
Front carpet floor mats	S	S
Light group ⁽¹⁾	X ✓	X
Fingertip speed control	X ✓	X
Tilt steering wheel	S	S
Electronic automatic temperature control air conditioner	O	X
Illuminated entry system (includes keyless entry)	X ✓	X
Power lock group ⁽²⁾	O	X
6-way power driver's seat	O	X
Anti-lock brakes (includes Traction-Lok axle or Traction Assist)	O	O
Engine block immersion heater	S	S
Indicator lamp module ⁽³⁾	S	S
Auto lamp (automatic headlamp on/off delay)	O	X
Keyless entry system (includes illuminated entry) 2 remote transmitters included with keyless entry	O	O
Power moonroof	O	O
Individual seats with cloth and leather seating surfaces	S	S
Individual seats with leather seating surfaces	O	O
6-way dual power seats	O	O
Hands-free cellular phone	O	O
Traction assist	O	O
Dual illuminated visor vanity mirrors	X ✓	X
Leather wrapped steering wheel	X ✓	X
PERFORMANCE/TIRES		
3.8 L SEFI V-6	S	S
4.6 L SOHC SEFI V-8 engine	O ✓	O
P205/70R15 BSW tires	S	S
P215/70R15 BSW tires	X ✓	X
Cast aluminum wheels	X ✓	X
Conventional axle	S	S
Traction-Lok axle	O ✓	O
STEREO SYSTEMS		
Electronic AM/FM stereo cassette radio	S	S
High-Level AM/FM stereo cassette radio	O	X
Power radio antenna	O	X
Trunk-mounted 10 disc CD changer	O	O
Ford JBL audio system ⁽⁴⁾	O	O

COLOURS AND TRIMS

EXTERIOR PAINT COLOURS	INTERIOR TRIM COLOURS				
	OPAL GREY	*EVER- GREEN	MOCHA	BLUE	*PORTOFINO RUBY
Champagne Clearcoat Metallic*	X	X	X	-	-
Electric Red Clearcoat Metallic	X	-	X	-	X
Light Evergreen Frost Clearcoat Metallic*	X	X	X	-	-
Indigo Clearcoat Metallic*	X	-	-	X	-
Moonlight Blue Clearcoat Metallic*	X	-	X	X	-
Deep Jewel Green Clearcoat Metallic*	X	X	X	-	-
Teal Clearcoat Metallic	X	-	X	-	-
Black Clearcoat	X	X	X	X	X
Vibrant White*	X	X	X	X	X
Opal Frost Clearcoat Metallic*	X	X	X	X	X

*New for 1994

(1) Includes engine compartment light, instrument panel courtesy lights, and dual illuminated visor mirrors. (2) Includes power door locks, power decklid release, and remote fuel filler door. (3) Includes Traction assist switch (on vehicles so equipped), low coolant light, low washer fluid light, low fuel light, and door ajar light. (4) Only available with CD changer option.

Note: Package content subject to change
X = Included in package S = Standard O = Optional

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.

DIMENSIONS mm (inches)		Wheelbase	Overall length	Overall height	Overall width	Track front/rear	Headroom, front/rear	Legroom, front/rear	Shoulder room, front/rear	Hiproom, front/rear	CAPACITIES		Cargo volume	Fuel	Oil	Engine coolant	Curb weight*	BRAKES		Front	Rear	Brake swept area	Type	STEERING
		2,870 (113.0)	5,077 (199.9)	1,333 (52.5)	1,846 (72.7)	1,564/1,529 (61.6/60.2)	967/955 (38.1/37.6)	1,079/927 (42.5/36.5)	1,497/1,494 (59.0/58.9)	1,411/1,436 (55.6/56.6)		427 L (15.1 cu. ft.)	68 L (15 gallons)	4.7 L (5.0 qt.) (V6) 4.2 L (4.5 qt.) (V8)	11.6 L (12.3 qt.) (V6) 13.2 L (14.0 qt.) (V8)	1,617 kgs (3,564 lbs.) 1,690 kgs (3,726 lbs.) (w/V8)		10.8-inch disc	9.8-inch drum	330.1 sq. inches	Dual hydraulic (diagonally linked front to rear) with power assist	Power assist rack-and-pinion		
ENGINES		Type	Displacement	Horsepower (SAE net)	Torque (SAE net)	Fuel delivery	Compression ratio	Engine control	TRANSMISSION		SUSPENSION													
Standard	V-6	3.8 litres	140 @ 3800 rpm	215 lb-ft @ 2400 rpm	Sequential multi-port electronic fuel injection	9.0:1	EEC-IV, electronic engine control	Four-speed automatic overdrive, fourth-gear overdrive reduces engine speed by one-third to improve highway fuel economy		FRONT—Short/long arm design with double isolation, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, front sub-frame														
Optional	V-8	4.6 litres	205 @ 4500 rpm	265 lb-ft @ 3200 rpm	Sequential multi-port electronic fuel injection	9.0:1	EEC-IV, electronic engine control			REAR—Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers														



Cougar XR7 offers a range of sound systems, beginning with a standard AM/FM stereo with cassette (1). You can also specify an optional 80-watt High-Level audio system (2) with AM stereo/FM stereo, cassette and premium speakers. The High-Level system may also be ordered with an optional compact disc radio (3). Or choose the optional Ford JBL audio system with 145 watts of pure listening pleasure and a 10-disc trunk-mounted CD changer.



THE FORD OF CANADA COMMITMENT.

ASSURANCE THAT TRAVELS WITH YOU.

Every new Ford of Canada car and light truck now includes the assurance of an emergency Roadside Assistance Program during the 36 month/60,000 km bumper-to-bumper warranty period. Help is a toll-free phone call away 24 hours a day - anywhere in Canada or the continental United States - should you ever need any towing assistance, fuel delivery, tire change, a jump start or even help when you're locked out of your vehicle. Ask your Ford of Canada Dealer for complete details on this outstanding Program.

36 MONTH/60,000 KM WARRANTY.

A 36 month/60,000 km bumper-to-bumper warranty comes standard on every new Ford of Canada vehicle. No deductible. See your Dealer for a copy of this limited warranty.

FORD QUALITY CORROSION PROTECTION AND WARRANTY.

Each vehicle is protected with the corrosion protection DuraGuard system. This system is built in at the factory to provide the following corrosion protection:

Precoated steel on doors, quarter panels, hoods and other selected areas.
Galvanized steel on rocker panels, selected cowl tops and underbody parts.
Vinyl sealer on underside of rear wheel-houses. Super cleaning process followed by phosphate coating on entire vehicle body. Aluminized wax sprayed in hard to reach places and door surfaces.
Protective vinyl or urethane coating

behind wheel openings and along lower bodyside area.

Ford corrosion warranty covers against corrosion perforation on body sheet metal panels for 6 years or 160,000 km (100,000 miles) whichever comes first. See Dealer for details.

FORD SAFETY DESIGN FEATURES.

Each vehicle is designed with the following safety features for vehicle operation and occupant protection: Daytime running lights. High mount stop lamp. Two speed or variable speed windshield wipers. Safety hood latch system. Glare reduced instrument panel, windshield wiper arms and windshield pillars. Corrosion resistant brake lines. Visual and audible safety belt fastening reminders for the driver's seat. Inside yieldaway rearview mirror. Impact absorbing laminated safety-glass windshield. Flame resistant interior materials. Safety designed coat hooks. Shoulder and/or lap belts for all seating positions. Inertia shut-off switch for electric fuel pumps.

OUR CARDS PUT YOU IN THE DRIVER'S SEAT ...FASTER.

CIBC FORD VISA Cards are an ideal way to save for your next vehicle.

- Choose from the CIBC FORD VISA Card or CIBC Ford Gold VISA Card - both earn 5% rebates on your everyday CIBC FORD VISA purchases.
- Rebates can be directly applied to the purchase or lease of any new Ford of Canada vehicle.
- Program details and applications are available from your Dealer or by calling toll-free 1-800-465-CIBC.

EXTENDED SERVICE PLANS

Optional Ford extended service plans cover major components on new vehicles for longer than the basic vehicle warranty. See Dealer for details.

MOTORCRAFT QUALITY REPLACEMENT PARTS

These parts meet the same high standards as those installed in production.

FORD LEASING AND RED CARPET LEASE

The leasing alternative is available through your Dealer. A participating Dealer can arrange a lease term and payments tailored to your personal needs.

FORD CREDIT

Is available to every qualified buyer. Offices located throughout Canada.

TOGETHER WE CAN SAVE LIVES.

Ford of Canada encourages the use of safety belts and child/infant restraints. If a top tether is needed for a child restraint, an anchor is provided at each rear outboard seating position.

ASK YOUR DEALER

Following the publication of this catalogue, certain changes in standard equipment, options, prices or product delays may have occurred which would not be included in these pages. Ford Motor Company of Canada, Limited, reserves the right to make these changes without incurring obligations of any kind. Your Dealer is your best source for up-to-date information.



Ford has chosen to print this catalogue on recycled paper containing 10% de-inked post-consumer materials and uses vegetable inks.



Quality is Job 1. It's working.