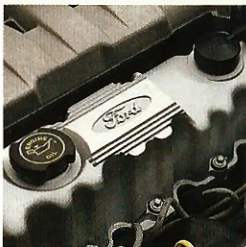


MERCUURY

COUGAR SABLE TOPAZ GRAND MARQUIS TRACER CAPRI



1991



MERCURY COUGAR XR7 AND LS. THESE CATS PERFORM.

True to their name, these are cars that move, 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 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 nicely with words like "luxury" and "style."

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 and computer-controlled four-wheel independent suspension, Cougar XR7 is true to its mission of keeping you in control.

And Cougar LS presents a strong case for demonstrating that performance and



elegance do work together quite nicely indeed. It's distinctively good looking. Comfort-focused. A joy to drive. And quite capable of showing the competition a thing or two about handling the open road.

Cougar LS shown left in Medium Titanium Clearcoat Metallic. Cougar XR7 shown right in Electric Red Clearcoat Metallic. Some features shown may be optional. See your dealer for details.

SABLE. PERHAPS THE MOST COPIED CAR IN THE WORLD.

One glance at any Sable quickly discloses the most obvious of its virtues: styling so advanced that it's been widely imitated, but not equalled. Indeed, *Car and Driver* magazine recently called it: "One of the ten best inspired designs of all time."

Yet, beneath that handsome exterior, and equally appealing interior, are the advanced engineering accomplishments that make Sable a rewarding car in which to be either a passenger or driver.

As clear evidence of that, Sable comes equipped with a sequential fuel-injected V-6 engine, 4-wheel independent suspension and precise rack-and-pinion steering.

Sable also seats six adults comfortably, in very attractive surroundings.

Sable is available in LS and GS sedans and wagons. All models feature a driver-side air bag Supplemental Restraint System as standard equipment and offer the option of 4-wheel disc anti-lock brakes.

Sable LS shown left in Electric Red Clearcoat Metallic. Sable GS shown upper left in Oxford White. Sable LS Wagon shown upper right in Black Clearcoat. Some features shown may be optional. See your dealer for details.

TOPAZ. A CAR THAT COMBINES STYLE WITH A SENSE OF SECURITY.

Clearly, this is a car that not only makes you feel good about its looks,

but also makes you feel comfortably secure when you're inside.

There are many reasons for this feeling of confidence, ranging from Topaz's surefooted front-wheel drive and four-wheel independent suspension to protective steel side beams in the doors, child-proof rear door locks and bumpers that exceed government impact requirements by 100%.

Topaz is a unique car that appeals

to both logic and emotion. It is a car that impresses you with its durability and sturdiness, yet is elegantly styled and thoroughly equipped.

Topaz is available in four models: the top-of-the-line LTS, the luxurious LS, the economical GS and the sporty XR5. If you live where weather becomes severe, you may want the added traction of Topaz's optional four-wheel drive. It's avail-

able on LTS, LS and four-door GS models, which also offer an optional driver-side air bag Supplemental Restraint System. (Not available with four-wheel drive.)



Topaz LTS shown below left in Oxford White and Medium Titanium Clearcoat Metallic. Topaz LS shown below in Medium Titanium Clearcoat Metallic. Topaz GS shown at bottom in Crystal Blue Clearcoat Metallic. Some features shown may be optional. See your dealer for details.



SPECIAL PREVIEW FOR 1992: THE GRANDEST GRAND MARQUIS EVER.

Full-sized luxury takes on a dramatic new shape this spring with the introduction of the all-new 1992 Grand Marquis.

This new Grand Marquis offers all the room, ride and comfort in the Grand Marquis tradition, coupled with advanced design and new technology.

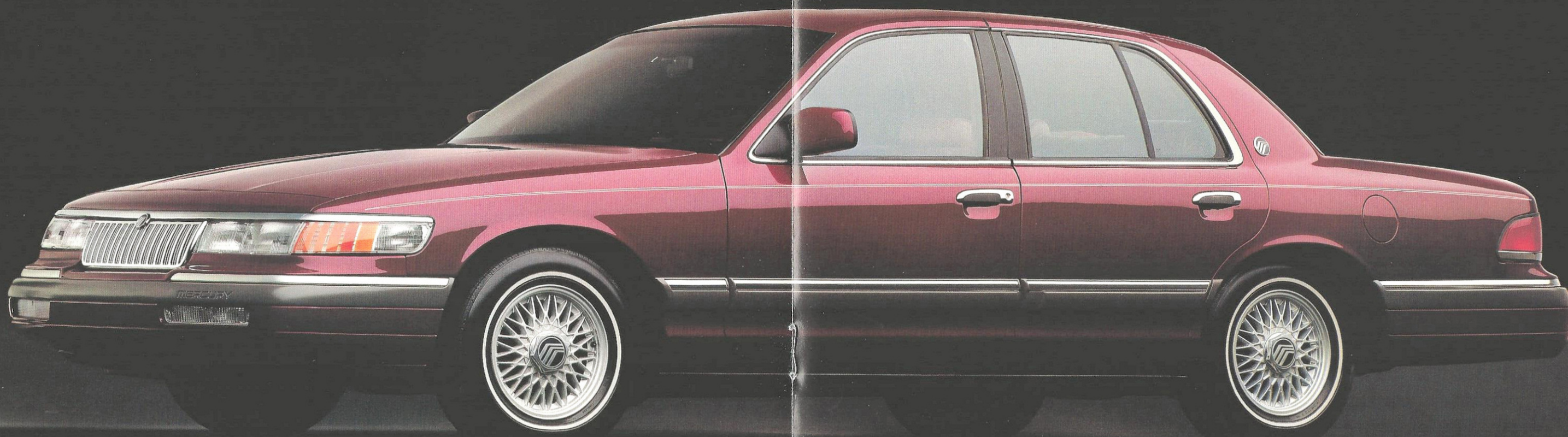
Outside, its new aerodynamic lines move through the air more efficiently

to help silence the wind and increase fuel efficiency. Inside, this uncompromising full-sized sedan offers generous room for six adults and enormous luggage capacity.

You'll find even more to feel comfortable about in the new 1992 Grand Marquis. It features an all-new V-8 engine that's not only more powerful, but also more efficient. And it includes the peace of mind pro-

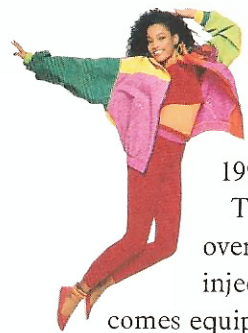
vided by such safety advances as a standard driver-side air bag Supplemental Restraint System, optional passenger-side air bag, standard four-wheel disc brakes, and an optional Anti-lock Brake System (ABS) which includes Traction Assist.

You'll have to wait until spring to see this all-new Grand Marquis firsthand. And now the good news: It's worth the wait.



Grand Marquis LS shown in Medium Cranberry Clearcoat Metallic. Some features shown may be optional. See your dealer for details.

THE NEW MERCURY CAPRI. LET'S HEAR IT FOR PHYSICAL ATTRACTION.



Introducing the perfect place to spend summer.

The all-new 1991 Mercury Capri.

This 16-valve, dual-overhead-cam, fuel-injected convertible comes equipped with front-wheel drive, a 5-speed transmission, power-assisted rack-and-pinion steering, a driver-side air bag Supplemental Restraint System, four-wheel independent suspension and other fun features. You can even get an optional removable hardtop.

You'll find Capri has what you need to let the good times roll. Its 2+2 seating arrangement lets you bring as many as three fellow sun worshippers along for the ride. The trunk offers up to 6.2 cubic feet of storage space. And with the top up you can fold the rear seat down to create extra room for anything from skis to 6-foot party subs to an ample supply of tanning lotion.

Capri even makes it easy to open yourself up to the world. In fact, one person can put Capri's top up or down in about as much time as it takes to find your sunglasses.

If you like your sun in a hurry, choose Capri XR2. It has a turbocharged, 1.6-liter, 16-valve, DOHC fuel-injected engine producing 132 horsepower. And performance-tuned four-wheel independent suspension for when life throws you a few curves.



Capri shown left in Cardinal Red with Gray interior. Capri XR2 shown below in Platinum Clearcoat Metallic. Some features shown may be optional. See your dealer for details.



THE NEW MERCURY TRACER. YOU WON'T BELIEVE THE SIZE OF IT.

Tracer is the all-new small sedan from Mercury that's full of surprises.

Even though Tracer is small enough to squeeze into a tight parking space, it's roomy enough inside to seat five adults with plenty of trunk room to spare. It has more room inside than Civic, Sentra, Corolla or Prizm. Tell that to your neck and shoulders.

Tracer is also fun to drive. It's equipped with a 1.9-liter engine with sequential multi-port electronic fuel injection that's powerful, yet economical. And not to be overlooked, Tracer looks good.

One more thing. Tracer is designed and built by a lot of people who really want you to like it. In fact, they want you to like it as much or more than any car in its class, built anywhere in the world. They spent a lot of time, money and effort to impress you with Tracer's quality.

They even learned to build Tracer with sophisticated techniques a lot of car manufacturers just don't have.

Tracer is available in a four-door notchback sedan, a versatile wagon and a performance-tuned 16-valve LTS sedan with a dual-overhead-cam, 16-valve, electronic multi-port fuel-injected engine that produces an eager-to-please 127 horsepower. Whichever model you choose, Tracer offers so much in a small car that you may not believe the size of it.

Tracer LTS shown left in Black. Tracer shown below in Light Titanium. Tracer Wagon shown bottom in Oxford White. Some features shown may be optional. See your dealer for details.



COUGAR

Front engine/rear-wheel drive		
ENGINES	LS	XR7
Type	V-6	V-8 (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	9.0:1	9.0:1
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

SUSPENSION	
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

DIMENSIONS (in inches)		
Wheelbase	113.0	
Overall length	199.9	

COUGAR COLORS		
<i>LS Exterior Non-Clearcoat Colors</i>		
Oxford White		

<i>LS Exterior Clearcoat Colors</i>		
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		

<i>XR7 Monochromatic Exterior Colors</i>		
Black Clearcoat		
Electric Red Clearcoat Metallic		
Oxford White		

<i>Interior Colors</i>		
Ebony	Mocha†	
Titanium	Currant Red	
	Crystal Blue	
	†Not available on XR7	

SABLE

Front engine/front-wheel drive		
ENGINES	GS/LS	LTS/XR5
Type	3.0L V-6 60 degree OHV	3.8L V-6 90 degree OHV w/balance shaft
Displacement	3.0 liters	3.8 liters
Horsepower (SAE net)	140 @ 4800 rpm	140 @ 3800 rpm
Torque (SAE net)	160 lb-ft @ 3000 rpm	215 lb-ft @ 2200 rpm
Fuel delivery	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection
Compression ratio	9.3:1	9.0:1
Engine control	EEC-IV, electronic engine control	

TRANSMISSION	
Automatic	Electronically controlled four-speed automatic overdrive with torque converter lock-up in third and fourth gears

SUSPENSION	
Front	Independent MacPherson nitrogen gas-pressurized struts with coil springs, tension struts, stabilizer bar and lower control arm (sedan and wagon)
Rear	Sedan—Independent parallel four-bar arm design, nitrogen gas-pressurized struts, stabilizer bar and coil springs Wagon—Independent short and long arm, nitrogen gas-pressurized shocks, stabilizer bar and variable-rate coil springs

STEERING	
Type	Power-assist rack-and-pinion with 15.25:1 overall ratio

DIMENSIONS (in inches)		
Wheelbase	SEDAN 106.0	WAGON 106.0
Overall length	192.2	193.2

SABLE COLORS		
<i>Standard Exterior Colors</i>		
Currant Red	Oxford White	Light Titanium

<i>Optional Clearcoat Colors</i>		
Medium Titanium Clearcoat Metallic		
Electric Red Clearcoat Metallic		
Crystal Blue Frost Clearcoat		
Medium Mocha Clearcoat Metallic		
Garnet Red Clearcoat Metallic		
Twilight Blue Clearcoat Metallic		
Titanium Frost Clearcoat		
Mocha Frost Clearcoat		
Amethyst Frost Clearcoat		
Black Clearcoat		

<i>Standard Interior Colors</i>		
Ebony*	Titanium	
Crystal Blue	Mocha	
Currant Red		

*Not available on Sable wagon models.

TOPAZ

Front engine/front-wheel drive/optional all-wheel drive		
ENGINES	GS/LS	LTS/XR5
Type	2.3L HSC Inline 4-cylinder	2.3L HSO Inline 4-cylinder
Displacement	2.3 liters	2.3 liters
Horsepower (SAE net)	98 @ 4400 rpm	100 @ 4400 rpm
Torque (SAE net)	124 lb-ft @ 2200 rpm	130 lb-ft @ 2600 rpm
Fuel delivery	Multi-port electronic fuel injection	Multi-port electronic fuel injection
Compression ratio	9.0:1	9.0:1
Engine control	EEC-IV, electronic engine control	EEC-IV, electronic engine control

TRANSMISSIONS	
Manual	Five-speed with self-adjusting clutch linkage
Automatic	Three-speed, wide ratio

SUSPENSION	
Front	Independent MacPherson nitrogen gas-pressurized struts with strut-mounted coil springs, stabilizer bar, forged lower control arms and cast steering knuckles
Rear	Independent parallel four-bar with MacPherson nitrogen gas-pressurized struts, coil springs, parallel suspension arms and double tension struts

STEERING	
Type	Power-assist rack-and-pinion with 18.3:1 overall ratio on center

DIMENSIONS (in inches)		
Wheelbase	TWO-DOOR 99.9	FOUR-DOOR 99.9
Overall length	176.7	177.0

TOPAZ COLORS		
<i>Standard Exterior Colors GS and LS</i>		
Black	Alabaster	
Oxford White	Light Titanium	
Medium Red	Bright Red	
Light Blue		

<i>Optional Clearcoat Colors GS and LS</i>		
Medium Titanium Clearcoat Metallic		
Titanium Frost Clearcoat Metallic		
Wild Strawberry Clearcoat Metallic		
Sandalwood Spice Clearcoat Metallic		
Sandalwood Frost Clearcoat Metallic		
Twilight Blue Clearcoat Metallic		
Crystal Blue Clearcoat Metallic		

<i>Standard Interior Colors</i>		
Crystal Blue	Light Sandalwood	
Titanium	Scarlet	

<i>Exterior Colors XR5 and LTS**</i>		
Wild Strawberry Clearcoat Metallic		
Light Titanium Clearcoat Metallic		
Twilight Blue Clearcoat Metallic		
Medium Red		
Oxford White		
Dark Titanium Clearcoat Metallic		
Black		

**All feature complementing lower Tu-Tone with tape stripes.

TRACER

Front engine/front-wheel drive		
ENGINES	TRACER SEDAN/WAGON	TRACER LTS SEDAN
Type	Single overhead cam Inline-4	Double overhead cam 16-valve Inline-4
Displacement	1.9 liters	1.8 liters
Horsepower (SAE net)	88 @ 4400 rpm	127 @ 6500 rpm
Torque (SAE net)	108 lb-ft @ 3800 rpm	114 lb-ft @ 4500 rpm
Fuel delivery	Sequential multi-port electronic fuel injection	Multi-port electronic fuel injection
Compression ratio	9.0:1	9.0:1
Engine control	EEC-IV, electronic engine control	Electronic engine control

TRANSMISSIONS	
Manual	Synchronized five-speed overdrive with self-adjusting hydraulic clutch
Automatic	Electronically controlled 4-speed overdrive with lock-up torque converter for improved highway fuel economy

SUSPENSION	
Front	Independent MacPherson struts with strut-mounted coil springs and stabilizer bar
Rear	Independent MacPherson struts, strut-mounted coil springs and stabilizer bar

STEERING	
Type	Rack-and-pinion with 23.7:1 ratio on Tracer Sedan. Power-assisted rack-and-pinion with 17.0:1 ratio on Tracer Wagon and LTS (optional on Tracer Sedan). Curb-to-curb turning diameter, 31.5 ft.

DIMENSIONS (in inches)		
Wheelbase	SEDAN AND LTS 98.4	TRACER WAGON 98.4
Overall length	170.9	171.3

TRACER COLORS SEDAN AND WAGON		
<i>Exterior Paint Colors</i>		
Alabaster		
Bright Red		
Black		
Oxford White		
Sandalwood Spice Clearcoat Metallic		
Wild Strawberry Clearcoat Metallic		
Crystal Blue Clearcoat Metallic		
Twilight Blue Clearcoat Metallic		
Light Titanium Clearcoat Metallic		
Medium Titanium Clearcoat Metallic		

<i>Interior Trim Color</i>		
Titanium		
Crystal Blue		
Scarlet		
Light Sandalwood		

LTS		
<i>Exterior Paint Colors</i>		
Black		
Oxford White		
Wild Strawberry Clearcoat Metallic		
Twilight Blue Clearcoat Metallic		
Light Titanium Clearcoat Metallic		
Medium Titanium Clearcoat Metallic		

<i>Interior Trim Color</i>		
Titanium		

1992 GRAND MARQUIS

Front engine/rear-wheel drive	
ENGINE	
Type	V-8 SOHC 4.6 liters
Displacement	4.6 liters
Horsepower (SAE net)	190 @ 4200 rpm 210 @ 4600 rpm (with Trailer Tow III)
Torque (SAE net)	260 lb-ft @ 3200 rpm 270 lb-ft @ 3400 rpm (with Trailer Tow III)
Fuel delivery	Sequential multi-port electronic fuel injection
Compression ratio	9.0:1
Engine control	EEC-IV, electronic engine control

TRANSMISSION	
Type	Four-speed automatic overdrive with 100 percent lockup in fourth gear. No scheduled maintenance

SUSPENSION	
Front	Independent lower arm with ball joints, anti-dive control geometry, coil springs, nitrogen gas-pressurized shocks and stabilizer bar
Rear	Four-bar link, rubber-cushioned pivots, rubber-insulated coil springs, nitrogen gas-pressurized shocks and stabilizer bar

STEERING	
Type	Speed-sensitive, variable-assist

DIMENSIONS (in inches)	
Wheelbase	SEDAN 114.4
Overall length	212.5

GRAND MARQUIS COLORS		
<i>Standard Exterior Colors</i>		
Black Clearcoat		
White Clearcoat		
Titanium Frost Clearcoat		
Medium Titanium Clearcoat Metallic		
Dark Cranberry Clearcoat Metallic		
Medium Cranberry Clearcoat Metallic		
Medium Regatta Blue Clearcoat Metallic		
Crystal Blue Frost Clearcoat		
Amethyst Frost Clearcoat		
Twilight Blue Clearcoat Metallic		
Mocha Frost Clearcoat		
Medium Mocha Clearcoat Metallic		

<i>Standard Interior Colors</i>		
Ebony		
Light Titanium		
Shadow Blue		
Cranberry		
Mocha		

<i>Convertible Roof Colors</i>		
Black		
White		

CAPRI

Front engine/front-wheel drive		
ENGINES	CAPRI	CAPRI XR2
Type	Inline-4	Inter-cooled, turbocharged, Inline-4
Displacement	1.6 liters	1.6 liters
Horsepower (SAE net)	100 @ 5750 rpm	132 @ 6000 rpm
Torque (SAE net)	95 lb-ft @ 5500 rpm	136 lb-ft @ 3000 rpm
Fuel delivery	Multi-port electronic fuel injection	
Compression ratio	9.4:1	7.9:1

TRANSMISSIONS	
Manual	Synchronized five-speed overdrive with self-adjusting hydraulic clutch on Capri, cable on XR2
Automatic	Electronically controlled four-speed overdrive with lock-up torque converter for improved highway fuel economy (N/A Capri XR2)

SUSPENSION	
Front	Independent nitrogen gas-pressurized MacPherson struts with strut-mounted coil springs and stabilizer bar. Anti-dive geometry and negative offset design
Rear	Independent twin trapezoidal link with nitrogen gas-pressurized MacPherson struts, strut-mounted coil springs and stabilizer bar. Self-stabilizing geometry design

STEERING	
Type	Power-assisted rack-and-pinion with 17.6:1 ratio

DIMENSIONS (in inches)		
Wheelbase	CAPRI 94.7	CAPRI XR2 94.7
Overall length	166.1	166.1

CAPRI COLORS		
<i>Exterior Paint Colors</i>		
Polar White		
Platinum Clearcoat Metallic		
Cardinal Red		
Indigo Blue Clearcoat Metallic		
Dark Charcoal Clearcoat Metallic		

<i>Interior Colors</i>		
Gray		
Red		

<i>Convertible Roof Colors</i>		
Black		
White		

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 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 Mercurys, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information.


Buckle up—together we can save lives.

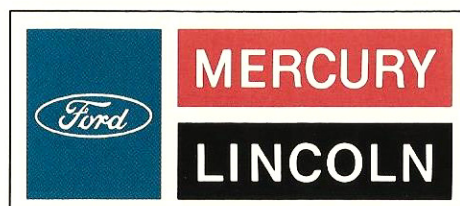
Buy or lease your Mercury from your Lincoln-Mercury dealer.

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.

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Quality is Job 1.