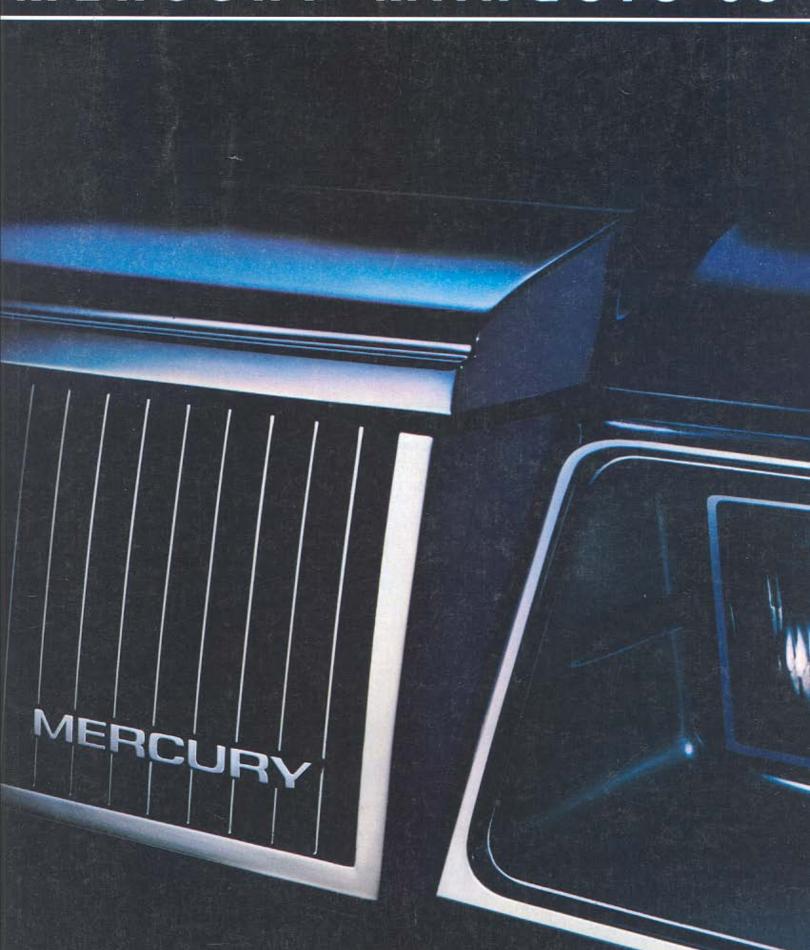
MERCURY MARQUIS '83





MID-SIZE MAGIC

Mercury Marquis for '83. This is Marquis as you've never known it before. Trim, yet smooth riding. Elegant, yet aerodynamic. Space-efficient, yet a full five-passenger automobile.

In short, this is a Marquis for the '80s. Born of high technology. As dedicated to quality and substance as any Marquis before it. Carefully built to comfort you in the Marquis manner. Thoughtfully engineered to meet the concerns of contemporary drivers, while still maintaining many of the traditional values long associated with the Marquis nameplate. The look is classic Marquis reshaped by hours of wind tunnel testing to reach new levels of aerodynamic efficiency. From the fast sloping front end to the distinctive decklid, this Marquis is as clean and fresh looking a mid-size Mercury as has ever touched pavement.

If that pavement happens to be less than smooth, relax. The ride engineers have exercised their expertise in compensating for road surface irregularities.

Sophisticated gas-pressurized struts and shocks work in conjunction with a refined coil spring suspension system to reduce harshness, while a front stabilizer bar helps keep Marquis on track through twisting roads and tight turns.

There's also quiet to go with the smoothness, thanks to a luxury sound package. It's just one of many standard features that make the 1983 Marquis a brilliantly conceived and executed automobile worthy of both the Marquis name and heritage.

Lincoln-Mercury wouldn't have it any other way. And neither would you.

Some of the equipment shown may be available only at extra cost and only on specific models. Please see pages 10 through 13 for specific information regarding standard and optional equipment.



IMPORTANT APPOINMENTS

There are many ways of looking at the interior of the new mid-size Marquis. Traditional luxury car owners will see the obvious richness and comfort of the standard Marquis Brougham seating shown above.

There's plenty of room for five in every '83 Marquis. The Brougham covers that room in luxury cloth on the seats and door panels. But every Marquis offers more than enough luxury to suit the most discriminating drivers and passengers.

The carpeting is thick. The headliner, sun visors and headrests are all cloth-covered. The front seats are individually reclining and feature lumbar-type contours for added support. Flocked map pocket bins grace the door panels. And there's a locking, lighted glove box.

People with driving ambitions will admire the "Euro-style" seat design, the luxury four-spoke steering wheel, steering column-mounted controls and the optional high-tech electronic "Tripminder" computer.

Those of a more practical nature will see the many standard features and the long list of options which allows them to tailor Marquis to their specific needs. To the standard items already mentioned, they can add Automatic Temperature Control air conditioning, power assists... even leather seating surfaces.

People seriously considering a new mid-size car or a luxury sedan should consider that they're really getting both in the '83 Marquis. Who could ask for more?





DEPTH OF CHARACTE

It shouldn't surprise anyone that a great deal of substance lies beneath the surface of the new Marquis. This is a car offering more than just comfort, a commitment to quality and refined aerodynamic styling.

Lincoln-Mercury has always believed that the creation of a fine automobile begins with the basics of design and engineering. For the '83 Marquis that means starting with an up-to-date, midsize chassis. A 105.6" wheelbase that's long enough to offer good ride characteristics and room for five. Yet is trim enough to be agile in traffic and exceedingly space-efficient.

The quality design concept continues with a modified MacPherson-type strut front suspension (including stabilizer bar) and a four-bar link rear suspension.

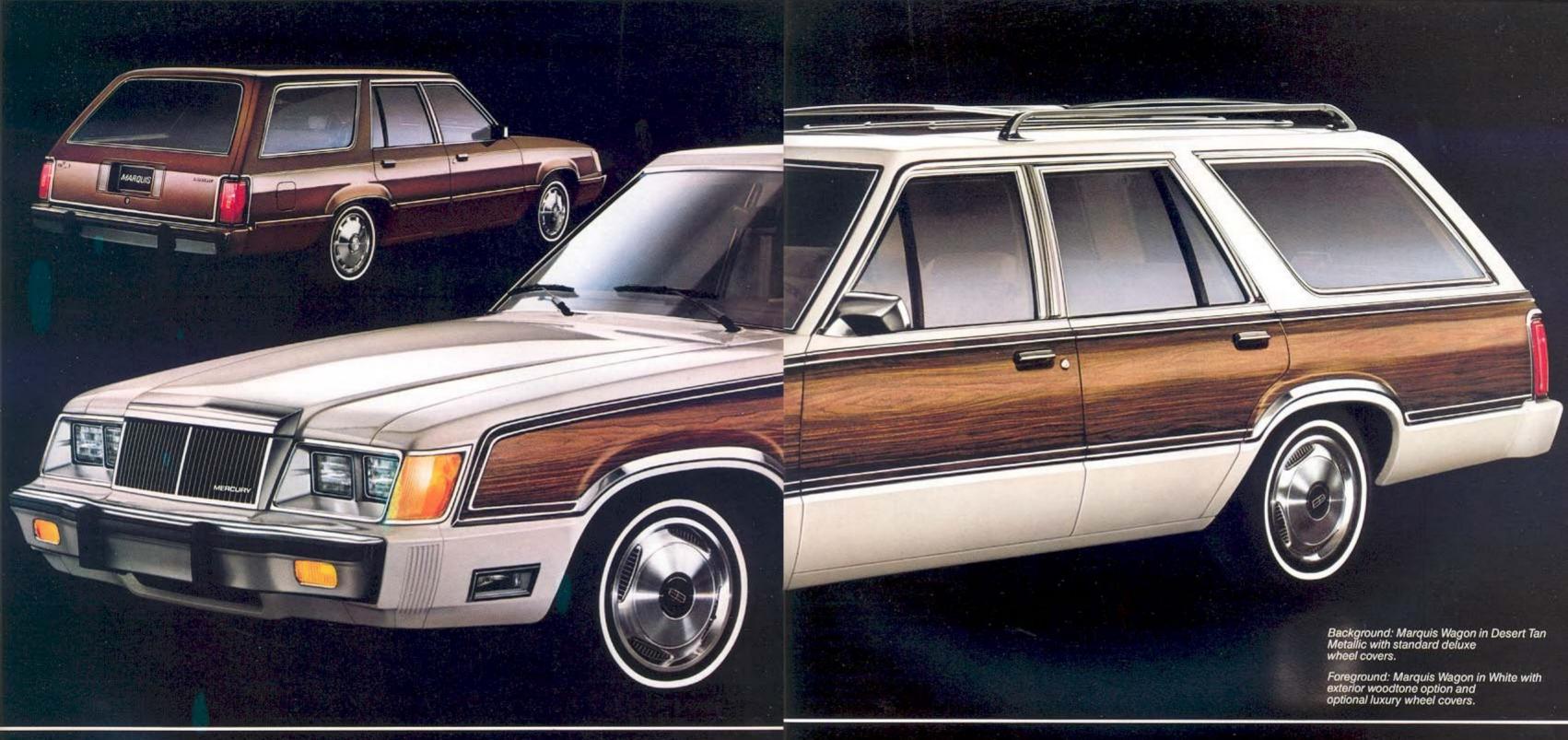
Precise rack-and-pinion steering, lowfriction ball joints, gas-pressurized shocks and struts, and P185/75R14 black sidewall all-season radial tires complete the package. The results? Responsive handling and riding comfort.

Still, a truly contemporary automotive design must offer more than ride and handling. A wide range of advanced engine and transmission designs is a must. The '83 Marquis offers a choice of five power train combinations: the standard 2.3 liter four-cylinder engine with a four-speed manual transmission, the same engine with an optional automatic transmission, an optional propane gas fueled 2.3 liter four-cylinder engine with automatic transmission, an optional 3.3 liter six-cylinder engine with a standard automatic, and the 3.8 liter V-6 with standard automatic overdrive. Another important facet of Marquis'

overall design philosophy is body shape. You'll notice that Marquis' styling reflects this concern for aerodynamic efficiency, but not at the expense of elegant lines or a maximum utilization of interior dimensions.

Beyond that sleek sheet metal is a big 16-gallon fuel tank. A roomy, welltrimmed trunk. And a spacious interior for five outfitted with some of the finest materials and most thoughtful comfort and convenience features to be found in the Lincoln-Mercury approach to luxury. Including individual reclining clothcovered seats, padded door trim panels with cloth inserts and flocked map pocket bins...plus rich,thick 16-ounce floor carpeting.

1983 Marquis. Isn't it good to know that there are some cars you can still take seriously?



FUNCTIONAL FASHION

If you want a sneak preview of the direction luxury wagons will be taking in the years ahead, you needn't look any farther than this year's Marquis.

Here's a wagon of decidedly deceptive dimensions. Trim and purposeful from all outward appearances, yet a veritable storehouse for large quantities of luggage and the like.

Access to the carpeted cargo area can be achieved through the optional flip-up rear window when there are small parcels to pack. Or open the entire liftgate for major items.

You'll find plenty of room inside for many big things or even more little

things...41.6* cubic feet with the rear seat up, 75.4* cubic feet with it down. And a locking storage compartment for smaller valuables.

So load up. Marquis' gas-pressurized shocks and struts will keep things smooth and easy for both packages and passengers. A standard 3.3 liter six-

cylinder engine and automatic transmission help with the hauling, while a standard "Liftgate Open" warning light and handy cargo area light add to the convenience.

Up front, you'd never know this was a hardworking wagon. The driver and as many as four others are surrounded by

traditional Marquis luxury. Soft seating, thick carpeting, map pockets and more.

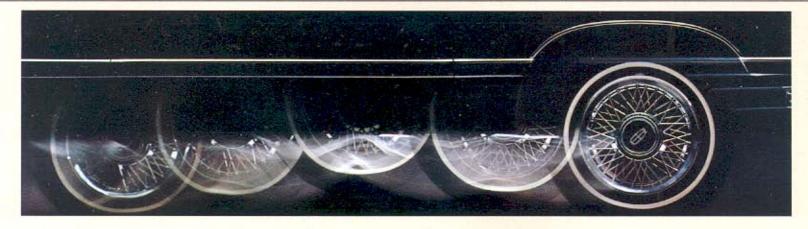
This is one wagon you'll love to drive, even when it's filled to capacity. Slice through heavy traffic, slide into tight parking spaces. Rack-and-pinion steering, power brakes and steel-belted radial tires make the driving easy. Large

expanses of glass all around make even backing up a breeze. Standard halogen headlamps are your guiding lights at night.

83 Marquis Wagon. As functional as it is fashionable.

*Based on MVMA specifications

RIDE ENGINEERING



The first time you drive or ride in a 1983 Mercury Marquis, you'll discover what our chassis and suspension engineers have known all along: that a mid-size car can achieve surprisingly high levels of riding comfort.

They began with a proven modified

MacPherson-type strut front suspension and four-bar link coil spring rear suspension. To the front were added new springs, spring insulators and dampers ... along with a new stabilizer bar. To the rear, a spring damper and improved upper spring insulators.

The final-and most important-

ingredients in the quest for "premium" riding characteristics are low-pressure, gas-filled front struts and rear shock absorbers. These hydraulic components allow a smoother, quieter ride than can be achieved by a conventional non-pressurized design on the same car.

SEATING CHOICES



Individual reclining seats in cloth are standard on Marquis Sedan when ordered with the standard 2.3 liter engine and floor-mounted four-speed manual transmission. Optional with console (not shown) on sedans and wagons with automatic transmission. Colors are: Charcoal (sedan only), Dark Red, Academy Blue, Teal, Walnut and French Vanilla.



Reclining Twin Comfort Lounge seats in luxury cloth with folding center armrests are standard with automatic transmission on Marquis Brougham Sedan and with Brougham Decor Option on Marquis Wagon. Leather seating surfaces shown are optional. Colors for both luxury cloth and leather are: Charcoal (sedan only), Dark Red, Academy Blue, Walnut, and French Vanilla, Teal available in cloth only.



Individual reclining seats in cloth are standard on Marquis Brougham Sedan when ordered with 2.3 liter engine and floor-mounted four-speed manual transmission and with Brougham Decor Option on Marquis Wagon in luxury cloth. Colors are: Charcoal (sedan only), Dark Red, Academy Blue, Teal, Walnut and French Vanilla.



Reclining Twin Comfort Lounge seats with folding center armrests are available in optional vinyl on Marquis Sedan and Wagon with automatic transmission. Colors are: Charcoal (sedan only). Dark Red, Academy Blue. Teal, Walnut and French Vanilla.

STANDARD FEATURES



MARQUIS SEDAN

STANDARD FUNCTIONAL FEATURES

- 2.3 liter engine
- Four-speed manual transmission
- Rack-and-pinion steering
- · Power front disc/rear drum brakes
- · Gas-pressurized struts and shock absorbers
- Hybrid MacPherson strut front suspension
- · Four-bar link rear suspension
- Front stabilizer bar
- Low friction ball joints
- P185/75R14 black sidewall low rolling resistance steel-belted all-season radial tires
- Luxury sound package
- · Flash-to-pass headlamp feature
- · Fluidic windshield washer
- Maintenance-free 36-amp-hour battery (45amp-hour battery std. with auto. trans. and in high altitude areas)
- Electronic voltage regulator
- Dual-note horn
- Inside hood release
- Gas cap tether
- 16-gallon fuel tank capacity
- Coolant recovery system
- Dual quartz halogen headlamps
- Aerodynamic front end and decklid styling
- Audible disc brake wear indicators

STANDARD EXTERIOR FEATURES

- Bright vertical bar grille and grille hood molding
- Bright steel bumpers with integral colorkeyed wraparound sight shield
- Front bumper guards
- Wraparound side markers
- Bright headlamp surround moldings
- Bright sail-mounted left-hand remote-control mirror
- Dual hood and bodyside accent stripes
- · Center pillar applique
- · Bright door frame moldings
- Bright windshield and backlight moldings
- · Bright drip rail molding
- Color-keyed vinyl insert wide bodyside molding with bright partial wheel-lip moldings
- Deluxe full wheel covers
- Wraparound taillamps

STANDARD INTERIOR FEATURES

- Reclining Twin Comfort Lounge seats in cloth (individual reclining seats with manual transmission)
- Cloth headlining and sun visors

- Padded door trim panels with cloth inserts, flocked map pocket bins, and carpeted lower portion
- 16-ounce floor carpeting
- Luxury 4-spoke steering wheel with woodtone highlights
- Locking glove box with flocked interior
- Glove box light
- Steering column-mounted controls for turn signals, horn, windshield wiper/washer, headlamp dimmer and flash-to-pass
- · Right-hand visor vanity mirror
- Ashtray light
- Cigarette lighter
- · Carpeted package tray
- · Rear-seat ashtrays
- · Rear door courtesy light switches
- · Luggage compartment light
- Molded burloom luggage compartment trim with rear lining board
- · Color-keyed seat belts
- AM radio with dual instrument panel speakers (radio may be deleted for credit)
- Flocked front-seat coin trays with woodtone surrounds (with automatic transmission only)



MARQUIS BROUGHAM SEDAN

Includes all standard Marquis Sedan features plus these additions and/or differences:

- Twin Comfort Lounge seats with luxury trim (individual reclining seats with manual transmission)
- Luxury door frim panel with cloth insert and pull straps
- Luxury luggage compartment trim including carpeted spare tire cover, side and rear lining boards
- Right-hand illuminated visor vanity mirror
- Light Group, including engine compartment light, dual beam dome light, instrument panel-mounted front footwell courtesy lights (2)
- Electronic digital clock
- · Electronic warning chimes
- Automatic parking brake release (not available with manual transmission or console)
- Brougham nameplate on fender



MARQUIS STATION WAGON

Includes all standard Marquis Sedan features plus these additions and/or differences:

- 3.3 liter six-cylinder engine
- Automatic transmission
- · "Liftgate open" warning light
- Tinted liftgate glass
- Cargo area light
- · Fold-down rear seat with carpeted seatback
- Carpeted cargo area (including inner liftgate trim panel)
- · Lockable stowage compartment
- Bright liftgate glass, liftgate lower edge and taillamp moldings



MARQUIS STATION WAGON WITH EXTERIOR WOODTONE OPTION

Includes all standard Marquis Wagon features plus these additions and/or deletions:

- Medium rosewood woodtone on bodyside and liftgate
- Bright surround rails with medium rosewood woodtone inserts
- · Delete color-keyed bodyside molding
- Delete bodyside accent stripes

SPECIFICATIONS

	Marquis Sedan	Marquis Wagon
Wheelbase	105.6"	105.6"
Turning Diameter	39.1	39.1
Overall Length	196.5"	196.5"
Overall Height	53.6"	54.3"
Overall Width	71.0"	71.0°
Tread-Front	56.6"	56.6"
-Rear	57.0"	57.0"
Headroom-Front	38.7"	39.1"
-Rear	37.6"	38.4"
Legroom		
-Front (Max.)	41.9"	41.9"
-Rear (Min.)	35.9"	36.0"
Shoulder Room		
-Front	56.2"	56.2"
-Rear	56.2"	56.2"
Hiproom-Front	52.4"	52.4"
-Rear	53.7"	50.2"
Luggage/Cargo		
Capacity (Cu. Ft.)	15.1	75.4*
Fuel Tank	1000	
Capacity (Gals.)	16	16
Curb Weight (Lbs.)	2988	3099
MARKET		

*With rear seat folded down.

41.6 cubic feet with rear seat up.

	Marquis Sedan	Marquis Brougham Sedan	Marquis Wagon
Air Conditioning, Manual Air Conditioning, Automatic Axle—Traction-Lok* Battery—Heavy-Duty* Brougham Decor Option Bumper Guards—Rear Bumper Rub Strips—Front	OPT OPT OPT OPT OPT OPT	OPT OPT OPT OPT STD OPT	OPT OPT OPT OPT OPT OPT
and Rear Clock—Electronic Digital,	OPT	OPT	OPT
Day-Date Comering Lamps—Front Defroster—Electric Rear	OPT OPT	OPT OPT	OPT OPT
Window Diagnostic Warning Lights Exterior Woodtone Option Fuel Tank—Extended	OPT OPT NA	OPT OPT NA	OPT OPT OPT
20-gallon Capacity* Glass, Tinted Complete* Illuminated Entry System	OPT OPT OPT	OPT OPT OPT	NA OPT OPT
Instrument Cluster— Electronic Liftgate—Two-Way	OPT NA	OPT NA	OPT OPT
Luggage Rack—Roof- Mounted	NA	NA	OPT
Mirrors, Dual Illuminated Visor Vanity	OPT	OPT	OPT
Mirror—Right-Hand Remote-Control Convex Paint, Glamour (see below)* Paint, Tu-Tone (see below)* Protection, Lower Bodyside	OPT OPT OPT OPT	OPT OPT OPT OPT	OPT OPT OPT
OWER		0.07	0.07
Power Lock Group* Power Seats Power Side Windows* Power Steering	OPT OPT OPT	OPT OPT OPT	OPT OPT OPT
ADIOS	0.07	ODT	ODT
AM/FM Monaural AM/FM Stereo AM/FM with Cassette Tape AM/FM with 8-Track Tape AM/FM Electronic Search AM/FM Electronic Search	OPT OPT OPT OPT OPT	OPT OPT OPT OPT	OPT OPT OPT OPT OPT
with Cassette Tape Premium Sound System	OPT OPT	OPT OPT	OPT OPT
Roof, Flip-Up Open Air* Roof, Full-Vinyl Speed Control — Fingertip	OPT OPT OPT	OPT OPT OPT	NA NA OPT
Steering Wheel—Leather-	ODT	ODT	ODT

	Marquis Sedan	Marquis Brougham Sedan	Marquis Wagon
☐ Steering Wheel—Tilt* ☐ Trim—Cloth* ☐ Trim—Leather* ☐ Trim—Vinyl ☐ Tripminder® Computer* ☐ Upshift Indicator Light ☐ Windows—Pivoting Front	OPT STD NA OPT OPT OPT	OPT STD OPT OPT OPT OPT	OPT STD OPT OPT OPT NA
Vent	OPT OPT NA	OPT OPT NA	OPT OPT OPT
ENGINES/TRANSMISSIONS			
☐ 2.3 Liter Propane Gas Fueled/Auto trans. only* ☐ 3.3 Liter 6-Cyl./Auto ☐ 3.8 Liter V-6/Automatic	OPT OPT	OPT OPT	NA STD
Overdrive*	OPT	OPT	OPT
RADIAL TIRES/WHEELS			
☐ P185/75R14 WSW Radial ☐ P195/75R14 WSW Radial ☐ P195/75R14 W/WSW Radial	OPT OPT	OPT OPT	OPT OPT
(puncture-sealant)	OPT	OPT	OPT
☐ Luxury Wheel Covers* ☐ Wire Wheel Covers* (locking or non-locking)	OPT	OPT	OPT
☐ Cast Aluminum Wheels WSW—White Sidewall W/WSW—Wide White Sidewall STD—Standard OPT—Option Available	OPT	OPT A—Not	OPT
OPTIONAL PACKAGES			
APPEARANCE PROTECTION door-edge guards, license pla carpeted front floor mats. COLD WEATHER GROUP— battery, heavy-duty alternator, immersion heater. LIGHT GROUP—Includes en light, dual beam dome/map lig instrument panel courtesy ligh HEAVY-DUTY SUSPENSION duty shock absorbers, heavy- 14x5.5-inch wheels (std. on with	te fram include and en gine co ht, and its (std. —Inclu duty sp	s heavy- gine empartm under on Brou ides hea rings an	ent igham).

^{*}This equipment is subject to additional ordering requirements or limitations. Please consult your dealer for details.

OPT

OPT

STANDARD COLORS

- White Silver Metallic

Wrapped*

- Medium Charcoal Metallic
- Medium Red
- Dark Academy Blue Metallic Midnight Academy Blue Metallic
- French Vanilla
- Pastel French Vanilla
- Walnut Metallic
- Dark Teal Metallic

OPTIONAL GLAMOUR COLORS

- ☐ Light Academy Blue Metallic
- ☐ Light Teal Metallic
- Desert Tan

OPTIONAL TU-TONES

- Silver Metallic/Medium Charcoal Metallic
- Pastel French Vanilla/French Vanilla
- ☐ Light Academy Blue Metallic/Dark
- Academy Blue Metallic Light Teal Metallic Dark Teal Metallic*
- ☐ Desert Tan Metallic/Walnut Metallic



TRIPMINDER® COMPUTER. High-technology option offers you, at the push of a button, information such as the time, day, and date; trip odometer, trip average speed; instantaneous fuel economy data, trip average fuel economy, and fuel used.

FINGERTIP SPEED CONTROL is also available to lessen driving fatigue on long trips. Includes luxury steering wheel and "resume" feature. LUXURY STEERING WHEEL

WITH "TILT" FEATURE. Adjusts to five different angles to give you the best possible driving position. Also makes for easy entry to and exit from the driver's seat.

POWER DOOR LOCKS POWER DECKLID RELEASE POWER SEATS POWER STEERING POWER WINDOWS

^{&#}x27;Not available on wagons.

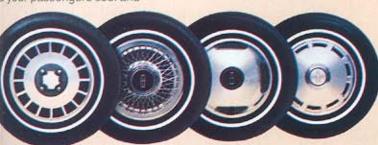


ECTRONIC AM/FM STEREO ARCH RADIO with 8-track tape one of six Marquis radio options, d the optional Premium Sound stem to any of the stereo radios greatly improved sound quality. This system includes upgraded rear speakers (electronically-tuned radios only), upgraded front speakers (conventional radios), and power amplifier.



CONDITIONING is available theither manual or Automatic inperature Control to keep you diyour passengers cool and

comfortable inside your new Marquis on even the hottest of days.



HEELS AND WHEEL COVERS.

ass up your Marquis with a
bice of (from left to right) cast
minum wheels, wire wheel

covers, luxury wheel covers, and deluxe wheel covers (standard on all models).



OPTIONAL TWO-WAY LIFTGATE offers added versatility when loading. Liftgate window opens separately for loading small packages, or you can raise the whole liftgate assembly for larger parcels.



FLIP-UP OPEN AIR ROOF. Easy-to-handle feature lets the moonlight in—sunshine and fresh air, too.



Motorcraft

QUALITY REPLACEMENT PARTS FROM FORD

Your new Mercury Marquis comes equipped with factory-engineered and approved parts including a dependable Motorcraft battery, shock absorbers, spark plugs, long life oil filters, and motor oil. For continued top performance, be sure to specify genuine Motorcraft parts whenever replacement is necessary.

MAINTENANCE SCHEDULE

The Ford Motor Company wants to reduce both the frequency and cost of scheduled maintenance on its cars to an absolute minimum. And compared to just a few years ago, we're making strides in that direction. For example, in 1973, an engine oil change was called for each 4,000 miles. For 1983, Marquis oil changes are recommended at 7,500-mile intervals. Other recommended intervals are now 30,000 miles between spark plug changes; 30,000 miles between air filter replacements; 52,500 miles or three years between engine coolant replacements. We're proud of these improvements, and we're working constantly to make them even better.



Ford Motor Company's optional Extended Service Plan covers certain selected components on new Lincoln-Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Ask your 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.

FORD-PAID REPAIR PROGRAMS AFTER THE WARRANTY PERIOD

Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Ask Ford Motor Company or your Lincoln-Mercury Dealer about such programs relating to

your Ford or Lincoln-Mercury vehicle.

To get copies of any adjustment program for your vehicle or the vehicle of interest to you:

Call Ford toll-free at 1-800-241-3673.

In Alaska or Hawaii, call 1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at Ford Customer Information

System
Post Office Box 95427

Post Office Box 95427 Atlanta, GA 30347

We'll need your name and address; year, make, model, and vehicle ID no., as well as engine size, and whether you have a manual or automatic transmission.

TECHNICAL SERVICE BULLETINS

All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford Motor Company or your Lincoln-Mercury Dealer for any such TSBs and explanations relating to your Ford or Lincoln-Mercury vehicle

To get copies of these Technical Service Bulletins and explanations for your vehicle or the vehicle of interest to you:

Call Ford toll-free at 1-800-241-3673.

In Alaska or Hawaii, call 1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at

Ford Customer Information System

Post Office Box 95427 Atlanta, GA 30347

We'll need your name and address, year, make, model, and vehicle ID no., as well as engine size; and whether you have a manual or automatic transmission. 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.

Get it together-Buckle up.

Buy or lease your Marquis from your Lincoln-Mercury Dealer.

MERCURY. THE SUBSTANCE SHOWS.

