SABLE 1988



The Shape You Want To Be In.

MERCURY



MERCURY. THE SHAPE YOU WANT TO BE IN.

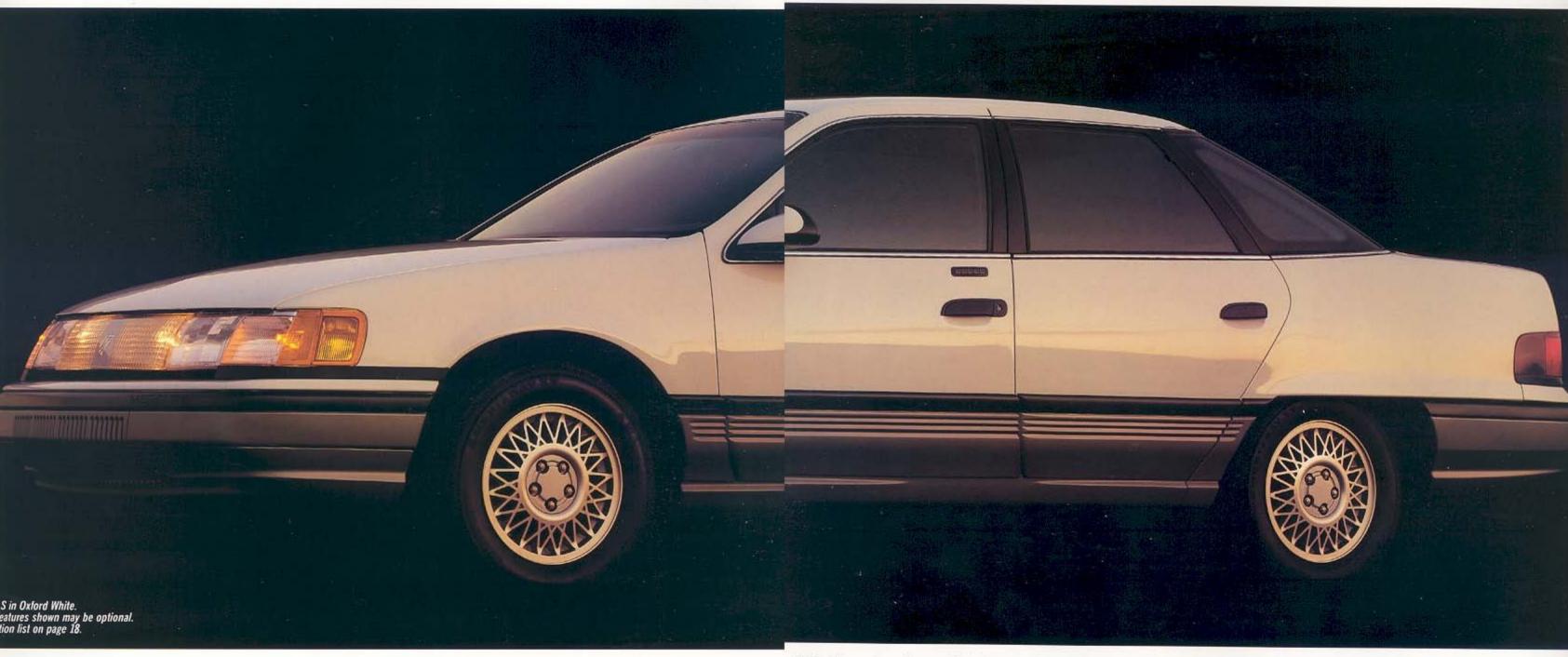
Design leadership. Nobody hands it to you. You've got to go out and earn it. It was a commitment to do precisely that which led to the dynamic shape that is Mercury today. Early in this decade, the automotive industry was struggling through a recession. The general climate was one which favored pulling back rather than taking chances. But adversity turned into opportunity for us. Searching for a way to turn things around, our top management looked to the design staff. They told us to pull out all the stops. "Design the kinds of cars you want to build." It was the creative license every designer dreams about.



But it also carried a weighty risk. The future of the company was virtually riding on it. Happily, that risk turned into a great success. It's the story of a dynamic new aerodynamic shape that has literally set the standard in automotive design. It is a shape with integrity. Not just attractive, but functional and efficient to such a degree that others simply can't afford not to follow its lead. Most pleasing of all for us on the design staff is that the American public has embraced this bold new direction with all the enthusiasm that drove us to create it.

A FORCE OF NATURE HAS DONE SOMETHING REMARKABLE TO THIS SHAPE.

You can't overcome the forces of nature. But you can make those forces work with you, instead of against you. And that's the basic idea behind the innovative, aerodynamic shape of Sable. The air rushing over, under and around Sable is put to work—controlled and directed to provide benefits ranging from improved handling to better engine cooling. Sable's simple appearance is actually an intricate, technically involved design that was achieved only after many hours of testing in the wind tunnel. You'll notice that the traditional front grille is gone. It has been replaced by a smooth, sloping nose and Sable's



THE WIND HAS SET IT FREE.

distinctive polycarbonate light bar which is flanked by aerodynamically styled halogen headlamps. Air for cooling the engine is drawn into the engine compartment from below the light bar and through vertical slots in the lower portion of the front bumper. And of course, this attractive front bumper is engineered to meet federal bumper damageability standard requirements at 5 mph instead of just 2½ mph as required by the standard.

DESIGNERS AND ENGINEERS FINALLY AGREE ON SOMETHING:

The engineer strives for functional excellence. The designer wants a dynamic physical presence. In the development of an automobile it is rare for these opposing goals to fall together in a harmonious manner. But rarity is a common occurrence with Sable. The goals of design and engineering were brought to a single focus in this instance by one compelling factor: aerodynamics. The pursuit of aerodynamic efficiency lends itself to the implementation of smooth, fluid lines which allow designers a refreshing, creative approach. These same aesthetically pleasing lines can be carefully "tuned" by the engineer



to create a shape that enhances fuel economy," improves handling and reduces wind noise at highway speeds. As you follow the lines of Sable back from the front you can see how it has been carefully shaped to encourage the flow of air over the body. From the sloping nose to the high rounded tail, Sable provides the air with a smooth path to follow. The result is a

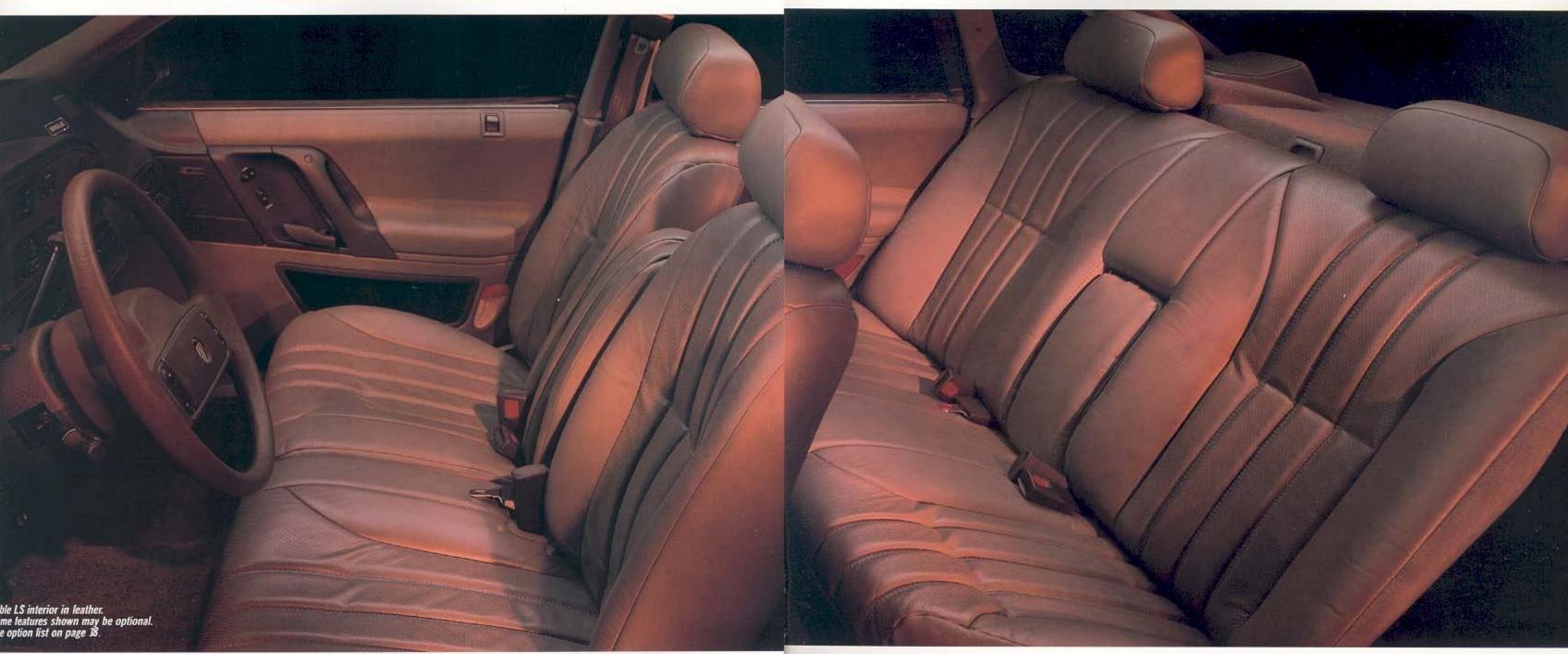
shape for which design and engineering can each claim victory, while the driver is the ultimate winner,

IT'S BEAUTIFUL.
BUT FOR ENTIRELY DIFFERENT
REASONS, OF COURSE.

See EPA statement on page 21.

PEOPLE USUALLY THINK ABOUT THE EXTERIOR WHEN THEY SPEAK OF "TURNING HEADS."

The sophistication of design exhibited by Sable's exterior is carried through to the inside. Where aerodynamics was the guiding force outside, ergonomics directed the design inside. Ergonomics is the study of the interaction between man and machine. It has among its goals the comfort and operating ease of driver and passengers. More than three years and 100,000 miles of actual riding and driving experience were invested in the development of the front seats alone. The seatbacks have a special six-spring support system that provides back support above and beyond the normal cushioning. This is



WE'VE OBVIOUSLY THOUGHT ABOUT EVERYTHING.

especially important over long drives when lower back fatigue can become a concern. The LS model features power frontseat lumbar supports. Twin comfort seats in cloth upholstery are standard on Sable GS and LS models. Individual bucket seats with a full center console are optional on both models. Supple leather seating surfaces are available on LS models.

WHILE MOST ENGINEERING APPLIES TO PERFORMANCE ON THE ROAD,

engine coolant temperature gauge. The panel is backlit at night to reduce glare, and the panel lens is angled to eliminate PRNODT

THIS APPLIES TO THE PERFORMANCE OF YOUR MIND.

annoying reflections. An optional electronic digital instrument cluster is also available on both GS and LS. The shape and placement of all controls is equally important. The intent is to shape them and position them so the driver can "read" them by feel alone. This minimizes the time a driver must take his or her eyes away from the road. The convenient steering wheel-mounted optional speed control is an excellent example of ergonomics at work.

The influence of ergonomics is especially important in the design of the instrument panel. Here the designers spent a great

deal of time and effort researching the precise manner in which a driver views and absorbs information. These results

helped determine the specific sizes, colors and locations of the individual gauges and displays. Sable comes with precise

analog instrumentation as standard equipment. It includes tachometer, speedometer, trip odometer, fuel level gauge and

THIS IS WHAT ADVANCED AERODYNAMICS LOOKS LIKE,

WHEN IT WORKS.

Some feel the added utility a wagon affords is reason enough to accept less in the area of styling. The designers responsible for Sable obviously didn't share that way of thinking. The dictates of aerodynamics have made Sable wagon a standout among all automobiles, not just wagons. It is an aerodynamically efficient shape that translates into better handling, a quiet interior and improved fuel efficiency. On the inside it delivers the level of space and versatility that you buy a wagon for in the first place. It features a 60/40 split rear seat that allows you to fold all or just part of it down. And with the entire



seatback folded flat, this wagon delivers a cargo area that's more than six feet long and over three feet wide. Specific wagon options include rear-facing third seat, a built-in picnic tray that's ideal for tailgate parties and a rear window wiper/washer. The LS wagon is also available with optional leather seating surfaces. Sable wagon. Advanced aerodynamics that works.

SOPHISTICATION ISN'T JUST A MATTER OF TECHNICAL ACHIEVEMENT.

lengthy list of standard features which includes power steering, power brakes, air conditioning, electronic AM/FM stered Wagon's 60/40 split rear seat in leather Some features shown may be optional. See option list on page 18. age bin built into rear window ledge on sedans. Wagon's optional picnic tray.

IT'S A MATTER OF DETAILS.

radio with four speakers, map pockets on front doors, sleek, ergonomically designed door handles and electrically adjustable outside mirrors. Sable's options include features such as Electronic Automatic Climate Control system, leather seating surfaces, high-level electronic AM/FM stereo cassette audio system and power moonroof. For all the energy that went into making the outside of Sable a great technical achievement, the satisfaction of those inside was never overlooked.

There is a great deal of satisfaction in knowing your automobile is on the leading edge of technology. But in the day-to-day

use of an automobile, you need more than impressive technical claims to keep you happy. You need an automobile that

delivers in the all-important areas of comfort and convenience. In this respect, the advanced thinking that went into Sable's

shape is carried throughout the entire vehicle. It is evident in the fit, finish and quality of material used. You see it in the

WHEN YOU SET OUT TO CREATE AN AUTOMOBILE AS ADVANCED AS SABLE,

computers in the world. Efficiency is further enhanced by Sable's 4-speed automatic overdrive transmission-standard or A new 90-degree 3.8-liter V-6 is available as an option on all Sable models. It features balance shaft design, ors and fine-tunes the engine to maximize responsive-driving smoothness and fuel economy." It even adjusts The sedan's independent rear suspension is a parallel four-bar arm design with MacPherson nitrogen gas-pressurized struts, coil springs and stabilizer bar. minum cylinder head and tuned manifold, multi-port electronic See EPA statement on page 21. ILLUSTRATIVE SAFETY FEATUREST Steel guard rails inside doors. Tether anchors for child safety seats. Front pillars and roof designed to meet a static force test equal to 1½ times Sable's weight. Energy-absorbing interior materials Flame-resistant Safety belts for all vehicle occupants. Child-proof rear door locks. The wagon's independent rear suspension features †This is not intended to be an exhaustive list of safety leatures.

YOU DON'T STOP AT SHAPE.

all models. Its electronically controlled torque converter lockup in third and fourth gears reduces noise, vibration and harshness levels and improves overall performance and economy. Power-assisted rack-and-pinion steering and a fully independent suspension combine to deliver the confident over-the-road performance that separates the great performers from the great pretenders.

Naturally, you expect something more from an automobile with the dynamic styling Sable possesses. And that is precisely

what Sable has been designed and engineered to deliver. First off, it has front-wheel drive to provide excellent traction in a

wide variety of weather and road conditions. And there's power. A 3.0-liter V-6 is standard and a new 3.8-liter V-6 is optional

Both benefit from the efficiency" of multi-port electronic fuel injection and EEC-IV—one of the most advanced automotive

SELECTED OPTIONAL AND STANDARD FEATURES.







INE		
	3.0L V-6 60 degree OHV	3.8L V-6 90 degree OHV
lacement	3.0 liters	3.8 liters
epower net)	140 @ 4800 rpm	140 @ 3800 rpm
ue (SAE net)	160 lb-ft ® 3000 rpm	215 lb-ft @ 2200 rpm
delivery	Multi-port electroi	nic fuel injection
pression ratio	9.3:1	9.0:1
ne control	EEC-IV, electronic	engine control
NSMISSION		
matic	4-speed automation electronically cont bypass clutch and lock-up in 3rd and	rolled converter torque converter
PENSION		
t	Independent Mac gas-pressurized si springs, tension si bar and lower con and wagon)	truts with coil truts, stabilizer
	coil springs Wagon—Independ	itrogen gas- s, stabilizer bar and dent short and n gas-pressurized
ERING		
	Power-assist rack- 15.25.1 overall ra	
KES		
	Dual hydraulic (i front to rear) wit	diagonally linked th power assist
nt .	10.1-inch disc (s	edan and wagon)
P	8.9-inch drum (s	sedan)

DIMENSIONS (in inches)	SEDAN	И	AGON		
Overall length	190.9	1	91.9		
Overall width	70.8	7	0.8		
Overall height	54.3	5	5.1		
Track, front/rear	61,6/60.5	6	1.6/59.9)	
Headroom, front/rear	38.3/37.6	3	8.6/38.4	ţ	
Legroom, front/rear	41.7/37.1	4	1.7/36.6	5	
Shoulder room, front/rear	57.5/57.4	5	7.5/57.4		
Hiproom, front/rear	54.9/55.6 54.9/56.4				
CAPACITIES					
Cargo volume (cu. ft.)	18.5 45.6/81.0 (seatback down				
Fuel	16.0 gal., 18.6 gal. with optional extended range tank				
Oil	5 qt.	TALIGNA - VINT			
Coolant	10 qt. on 3.0L V-6 12.1 qt. on 3.8L V-6				
Curb weight (lbs.)	3097 3208				
FUNCTIONAL FEATURES	SEDAN	S WAGON	SEDAN	.s WAGON	
Heated Insta-Clear" windshield	0	0	0	0	
Tinted glass	S	S	S	S	
Electric rear window defroster	0	0	0	0	
Side window demisters	s	S	s	5	
Rear wiper/washer	-	0	3.55	0	
Interval windshield wipers	S	5	S	S	
Warning lights for washer fluid, headlan or taillamp outage, low fuel, low oil, door ajar	пр			S	
CLOCK DIDE			S	1.00	

	SEDAN	S WAGON	SEDAN W
Extended range fuel tank (18.6 gal.)	0	0	0
Stainless steel extended life exhaust system	s	S	S
Load floor tie-down hooks		s	
Cargo net	S	S	S
Extra-quiet sound insulation	s	S	s
Rear child-proof locks		S	S
Heavy-duty battery	0	0	0
Audible brake wear sensors	5	5	5
Heavy-duty suspensio	n O	0	0
EXTERIOR FEATURES			
5-mph impact bumpers front/rear	S	S	s
Lower door and rocke panel protective urethane protection	r S	S	S
Lower bodyside cladding			S
Dual power mirrors	S	S	S
Aero halogen headlamps	S	s	S
Aerodynamically styled roof-rack	-	S	
Bodyside accent stripe	s O	0	0
INTERIOR COMFORT AND	CONVENIEN	CE FEATUR	RES
Air conditioning	S	5	5
Air conditioning with electronic automatic temperature control	0	0	0
Power moonroof	0	-	0
Light group: Includes dome light (except wi engine compartment instrument panel cou headlamps-on chime liftgate-activated carg light (wagon)	th moon light, irtesy ligh and	roof),	S



9.8-inch drum (wagon)

WAGON

106.0

282.8 sq. in. (sedan) 309.1 sq. in. (wagon)

SEDAN

106.0

ed on official 1988 MVMA specifications.

ke swept area

ENSIONS

eelbase











earcoat Metallic	Smoke Clearcoat Metallio

	SEDAN	S WAGON	SEDAN	.s WAGON
Automatic parking		WING TO SERVICE		11.1001
brake release	0	0	S	S
Keyless entry system	0	0	0	0
Rear cargo area cover	-	0		0
Leather-wrapped steering wheel	0	0	0	0
Twin comfort seats with dual recliners	s	S	s	S
Individual bucket seats	0	0	0	
Front-seat power umbar supports	-	_	s	S
5-way power driver's leat	0	0	0	0
way power driver and passenger seats	0	0	0	0
linyl seating urfaces	0	0	-	_
eather seating urfaces	_		0	0
0/40 split fold-down par seat		S	_	S
ear-facing third seat	-	0		0
tap pockets on ont door	S	S	s	S
sor vanity mirrors	S	S		_
ual illuminated visor unity mirrors	0	0	s	S
ear seat center fold- own armrest	S	72	S	
ully trimmed luggage ompartment with light	s	S	s	S
ionic tray	_	0		0
ront and rear oor mats	0	0	0	0
uto headlamp on/off elay system	0	0	0	0
Nigital clock	5	S	S	S
peed control	0	0	0	0
ilt steering wheel	0	0	0	0

	SEDAN	is WAGON	SEDAN	S WAGON
Power windows	0	0	S	S
Power lock group: Includes door locks, decklid (sedan only) and fuel-filler door	0	0	0	0
SOUND SYSTEMS				
Electronic AM/FM stereo with four speakers (may deleto for credit)	S	s	s	5
Electronic AM/FM stereo with cassette and four speakers	0	0	0	0
Premium Sound— power amplifier and two additional door- mounted speakers (total six)	0	0	0	0
High-level electronic AM/FM stereo cassette audio system (includes Premium Sound)		0	0	0
Power antenna	0	0	0	0
INSTRUMENTATION				
Analog instrumentation with speedometer, tachometer, engine coolant temperature gauge, fuel gauge and trip odometer		S	S	S
Electronic instrument cluster with speed- ometer, tachometer, engine coolant temper- ature gauge, fuel gauge, trip odometer, Tripminder* computer and Diagnostic Sys- tems Scanner	0	0	0	0

		S WAGON	SEDAN
WHEELS AND TIRES			04070
P205/70R14 black sidewall with deluxe wheel covers	S	S	5
P205/70R14 white sidewall	0	0	0
P205/65R15 black sidewall	0	0	0
P205/65R15 white sidewall	0	0	0
14-inch polycast wheels	0	0	0
15-inch cast- aluminum wheels	0	0	0
15-inch locking radial design wheel covers	0	0	0
15-inch deluxe wheel covers	0	0	0
Conventional size spare tire	0	0	0

Over the years, Mercury buyers have tended a certain combinations of optional equipment, grouped them together in the Preferred Equ. Packages listed below. And priced them to co less than if they were purchased separately.

GS SERIES	Preferred Sedan 450A	Equipment Wagon 455A
Tilt steering wheel	•	•
Fingertip speed control		
Electric rear window defroster		
Power windows		
Power lock group		
Automatic parking brake release		
Front and rear floor mats		
Leather-wrapped steering wheel		
		24 20 24 20 24 2

(continued n





S-Standard feature O-Optional feature



Medium Regatta Blue Clearcoat Metallic



Twiight Blue Clearcoat Metallic

GS SERIES (continued)		Prefern Sedai 450A	7 Wa		Package Wagon 456A
AM/FM electronic s radio with cassette player					
6-way power driver	s seat				•
Illuminated visor va mirrors	nity				
Light group					•
LS SERIES		ferred E Sedan 461A			Wagon
Tilt steering wheel	•	•	•	•	•
Tilt steering wheel Leather-wrapped steering wheel		•	•	•	•
Leather-wrapped					
Leather-wrapped steering wheel Fingertip speed			•		
Leather-wrapped steering wheel Fingertip speed control Electric rear					

LS SERIES (continued)	Pre Sedan 460A	ferred E Sedan 461A	quipme Wagon 465A	nt Pack Wagon 466A	age Wagoi 467A
Electronic AM/FM stereo with cassette					
Premium Sound System					
P205/65R15 BSW tires					
15-inch aluminum wheels					
6-way power driver's seat	•				
3.8 EFI V-6 engine		•			•
Keyless entry		•			•
Autolamp on/off delay system					
Dual power seats					
Automatic air conditioner					
Electronic instrument cluster					
Power radio antenna					
Rear-facing third seat				•	

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

SABLE COLORS

Standard Exterior Colors

Black Oxford White Light Sandalwood Medium Cabernet

Optional Clearcoat Colors

Silver Clearcoat Metallic
Smoke Clearcoat Metallic
Bright Red Clearcoat Metallic
Medium Regatta Blue Clearcoat Metallic
Medium Sandalwood Clearcoat Metallic
Cinnabar Clearcoat Metallic
Twilight Blue Clearcoat Metallic
Rose Quartz Clearcoat Metallic
Light Sandalwood Clearcoat Metallic

Interior Colors

Smoke Regatta Blue Scarlet Light Sandalwood Cinnabar*

Not available on Sable wagon models.

Left to right: 15-inch cast-aluminum wheel, 14-inch polycast wheel, 15-inch locking radial design wheel cover, 15-inch deluxe wheel cover (14-inch deluxe wheel cover is identical in appearance).



Customer satisfaction with Mercury cars may be attributed to the personalized attention given by the sales and service staffs at Lincoln-Mercury dealerships and to the Lincoln-Mercury Quality Commitment program. Its goal is to achieve outright industry leadership in customer satisfaction. We want Lincoln-Mercury customers to be the most pleased in the entire automotive industry. An integral part of the Lincoln-Mercury Quality Commitment is the 6-year/60,000-mile powertrain and 6-year/100,000-mile corrosion warranty. The warranty is limited, and certain restrictions and deductibles apply. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it. and Motorcraft original equipment replacement parts are engineered and manufactured to Ford's high QUALITY PARTS specifications.

installed in production.

EXTENDED longer than the vehicle's

The optional Ford Extended Service Plan covers selected components on new Mercury cars for 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 Lincoln-Mercury dealer for complete details of the plan, which is available on cars sold and normally operated in the

They're your best assurance of quality and long-term satisfaction because these replacement parts meet the same high standards as those

50 United States and Canada. which guarantees their work



Participating Lincoln-Mercury dealers are now offering the Lifetime Service Guarantee, on your Mercury Sable for as long as you own it. This means that you pay for a covered

repair once and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Ask your Lincoln-Mercury dealer for a copy of this limited warranty and take time to read it. 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. 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 about Ford-paid repair programs and TSBs relating to your Mercury Sable. To get copies of materials for your Sable or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959, or write Ford at: Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size. EPA statement 1988 EPA mileage estimates were unavailable when this publication was printed. The 1988 Mercury Sable, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. Buckle up-together we can save lives. Buy or lease your Sable from your Lincoln-Mercury dealer.

Specifications and descriptions used were in effect when this publication was approved for printing Lincoln-Mercury Division reserves the right to discontinue options at any time or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options Availability of some features may be subject to a slight delay

LINCOLN-MERCURY DIVISION (Fond



SABLE SABLE



The Shape You Want To Be In.

MERCURY

