

# MERCURY COUGAR: A COMPARISON REPORT





# CONSIDER THIS FORM BEFORE YOU SHAPE YOUR OPINION

## Why should your next car be like the car you are driving now?

Until recently, if you liked to drive a mid-sized car, you did not have much choice. Then, in 1983, one car changed all that—the dramatically new Mercury Cougar.





That's why, of all the 1984 model cars pictured here, only one stands out.

Mercury Cougar.

What is not so readily apparent, however, are the standard features, interior appointments, engine components, suspension design, and more.

As a quick glance at the chart on the right will show you, in addition to a unique body style, Cougar is also a car designed to appeal to your intellect.

And if you are the kind of person who believes a car should be actively driven, you will find Cougar offers many touches designed to heighten and expand your driving experience.

	1984 COUGAR*	1984 BUICK REGAL*	1984 PONTIAC GRAND PRIX*	1984 OLDSMOBILE CUTLASS SUPREME*
				
BODY STYLE:	Introduced in 1983	Introduced in 1978	Introduced in 1978	Introduced in 1978
Aerodynamic Drag Coefficient (the lower the number the less wind resistance and turbulence)	.40	.44	N/A	N/A
Body Construction	Unitized	Frame Type	Frame Type	Separate Channel Side Rail
Door Type	Aircraft Type (recessed water channels to eliminate wind noise, increased aerodynamic efficiency)	Conventional (w/exposed water channel drip molding)	Conventional (w/exposed water channel drip molding)	Conventional (w/exposed water channel drip molding)
EXTERIOR:				
Halogen Headlamps	Standard	Optional	Optional	Optional
Bodyside Accent Stripes	Standard	Optional	Optional	Optional
Bodyside Molding	Standard	Standard	Optional	Optional
Remote Control Left-Hand Mirror	Standard	Standard	Optional	Standard
INTERIOR:				
Reclining Contour Sport Seats	Standard	Optional	Optional	Optional
Full-Length Console	Standard	Optional	Optional	Optional
Trip Odometer	Standard	Optional	Optional	Optional
Clock	Standard	Optional	Standard	Optional
FUNCTIONAL:				
Power Steering	Standard	Standard	Standard	Standard
Power Brakes	Standard	Standard	Standard	Standard
AM Radio w/ Dual Speakers	Standard**	Optional	Optional	Optional
Engine Type	3.8 liter V-6	3.8 liter V-6	3.8 liter V-6	3.8 liter V-6
Fuel Induction System	Electronic Fuel Injection	2-Barrel Carburetor	2-Barrel Carburetor	2-Barrel Carburetor
Transmission	SelectShift 3-Speed Locking Torque Converter	Automatic 3-Speed	Automatic 3-Speed	Automatic 3-Speed
Suspension	McPherson Struts; Nitrogen Gas-Pressurized Shocks	Coil Springs; Conventional Hydraulic Shocks	Coil Springs; Conventional Hydraulic Shocks	Coil Springs; Conventional Hydraulic Shocks
Steering Type	Rack-and-Pinion	Conventional Re-Circulating Ball	Conventional Re-Circulating Ball	Conventional Re-Circulating Ball
Fuel Tank Capacity	20.6 gallon	18.1 gallon	18.1 gallon	18.1 gallon

\*Cars shown may include optional equipment not covered in comparison.

\*\*May be deleted for credit



# THE 1984 MERCURY COUGAR.

Only on rare occasions do you come across a car that combines such leading-edge styling with superior engineering. The 1984 Mercury Cougar is such a car.

Even standing still, this Cougar's dramatic appearance will awaken the driver in you.

Because, for all its beauty, the Cougar is essentially the epitome of functional design.

The slope of its hood, the angle of its windshield, even the aircraft-inspired doors are virtually textbook examples of aerodynamic efficiency. Compare the Cougar's silhouette to that of your present car. Cougar is designed to cooperate with the wind rather than fight it. At highway speeds the Cougar actually gains road adhesion and traction. Its

aerodynamic design helps improve handling and aids in interior noise reduction by minimizing turbulence.

As a point of comparison, the Cougar has a drag coefficient of .40. (The lower the drag coefficient number the better.) The Buick Regal, for example, has a drag coefficient of .44.

The Cougar's engineering accomplishments go beyond aerodynamics. Inside, it is designed to fully integrate man and machine. The instrument panel is clean, simple, and easy to read. The controls are designed for the convenience of the driver.

This is called ergonomic design. And the Cougar's instrument panel is a fine example. Including possible options, 27 driving comfort

and entertainment controls are within 14 inches of the steering wheel.

In fact, lights, windshield wipers, and optional speed control are all located on the steering wheel or column. The instrumentation is such that the driver can read all dials with a minimal diversion of attention from the highway.

The Cougar's suspension is designed to help keep the tires on the road, even over rough surfaces. It includes a rear stabilizer bar, special springs, Nitracushion (nitrogen gas-pressurized) front struts, and rear shock absorbers for a taut, consistent ride with ample feedback for the driver—without sacrificing comfort. In addition, variable ratio rack-and-

pinion steering insures quick responsiveness when needed.

The 1984 Mercury Cougar's standard engine is a model of engineering efficiency. It is a 3.8 liter V-6 engine designed to provide more than enough power to get you onto the expressway—and cruise at maximum highway speeds without strain.

In addition, this engine has electronic fuel injection that precisely meters fuel for smooth operation in cold weather and efficient performance whether on the road or in stop-and-go traffic. The other cars in this comparison, on the other hand, all have two-barrel carburetors as standard equipment. The Cougar also has the exclusive EEC-IV on-board computer system.

The EEC-IV regulates seven engine functions and constantly adjusts them for maximum performance at extremes of temperature or altitude. Its capability is such that it can process over 250,000 pieces of information a second.

As a result, the Cougar's engine is constantly achieving its performance potential under virtually all known driving conditions—extremes of temperature, high altitude, freeway driving, heavy traffic, etc.

But more than anything else, the 1984 Mercury Cougar is something you may have forgotten about. A car that is purely and simply fun to drive.







# THE 1984 MERCURY COUGAR XR-7 TURBO.

## ONE CAR THAT ASKS TO BE JUDGED ON MORE THAN MERELY ITS ABILITY TO ACCELERATE.

Unlike some "specialty models" offered by other car manufacturers, the Cougar XR-7's claim to high performance does not begin and end with a special paint treatment, some other minor cosmetic changes, and add-on performance accessories.

It begins under the hood with a turbocharged, electronic fuel-injected, 2.3 liter

the driver a true feel of the road at times that require it.

The XR-7 is the kind of car that helps you become the kind of driver you always wanted to be.

In fact, the Cougar XR-7 is so much of a driver's car, words cannot even begin to do it justice.

You have to get behind the wheel.

Turn on the ignition.  
And drive.  
And feel.  
And enjoy.

### MERCURY COUGAR XR-7

Includes all standard Cougar features, plus the following selected additions and/or differences:

- 2.3 liter EFI turbocharged engine
- Automatic three-speed

Select-Shift transmission (or five-speed manual transmission)

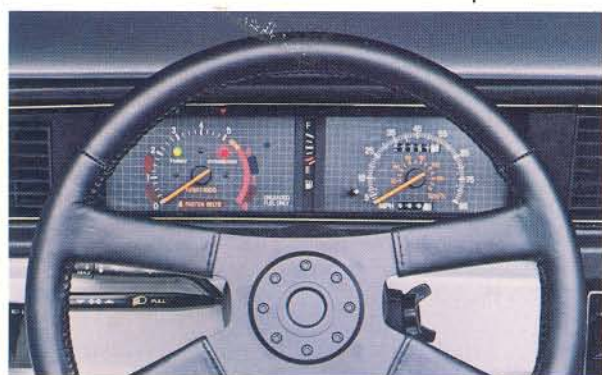
- Handling suspension
- Polycast road wheels with P205/70HR14 black sidewall tires
- Power rack-and-pinion steering with quick 15:1 ratio
- Tachometer with boost and over-boost lights in instrument panel
- Black leather-wrapped, four-spoke

- sport steering wheel
- Functional sport seats in Oxford Gray cloth with special sew style
- Door trim panels with Oxford Gray cloth inserts
- Charcoal floor console with Oxford Gray armrest pad cover
- Luxury 16-ounce Charcoal carpeting
- Rear compartment courtesy lights
- Tinted glass
- Power windows
- Dual electric remote-control mirrors
- Luxury luggage compartment trim
- Oxford Gray tri-band lower tape stripe
- 18-gallon fuel tank capacity

### SPECIFICATIONS

Wheelbase	104.0"
Turning diameter	39.4'
Overall length	197.6"
Overall height	53.4"
Overall width	71.1"
Tread - front	58.1"
- rear	58.5"
Headroom - front	37.8"
- rear	37.4"
Legroom - front (max.)	42.0"
- rear (min.)	34.3"

\*Based on SAE standard J1349.



engine unique to XR-7. A power plant that develops 145 horsepower\* out of a mere 4 cylinders. And your choice of automatic or five-speed manual transmission. The XR-7's beauty continues with a Nitro-cushion handling suspension that gives

LINCOLN-MERCURY DIVISION







Robert L. Rewey  
Vice President-General Manager  
Lincoln-Mercury Division  
Ford Motor Company

Post Office Box 1007  
Lincoln Park, Michigan 48146

Mr.  
Hartwell St.  
Teaneck, NJ

Dear Mr. P :

So much excitement has been created by the aerodynamically styled 1984 Mercury Cougar that I felt you should have the enclosed report that shows how well it compares to other cars in its class: the 1984 Buick Regal, Pontiac Grand Prix, and Oldsmobile Cutlass Supreme.

There are many differences between Cougar and the competition. One difference, for example, is the "Added Value Package" available on both Cougar and Cougar XR-7. Added Value because at the time of production we equip these cars with an impressive group of widely chosen optional features. The result: a more completely equipped car for \$695 to \$1,000 less than if the same features were ordered individually. (These savings are based, of course, on the Manufacturer's Suggested Retail Price for the package, as compared to traditional suggested pricing for the options purchased separately.) Please inquire at your local dealership for details on the Added Value Package.

Meanwhile, please use the enclosed questionnaire to tell us if you would like more information on the Cougar and Cougar XR-7. Also, if you would like to receive information that will assist you in evaluating other Mercury products, simply check the appropriate box.

I hope you find the comparison report to be enlightening. After studying it, why not let the 1984 Mercury Cougar or Cougar XR-7 prove its advantages to you in a test drive at your Lincoln-Mercury dealership today.

Sincerely,

A handwritten signature in cursive script that reads "R. L. Rewey".

R. L. Rewey, Jr.

# MERCURY INFORMATION SERVICE

To assist you in ordering free information on Cougar and other Mercury models, we have prepared a competitive comparison chart for your reference:

<u>Mercury Model</u>	<u>Oldsmobile</u>	<u>Pontiac</u>	<u>Buick</u>
Grand Marquis	98/88	Parisienne	Electra/LaSabre
Marquis	Cutlass (4 dr.)	Bonneville (4 dr.)	Regal (4 dr.)
Cougar	Cutlass Supreme	Grand Prix	Regal
Topaz	Firenza	2000 Sunbird	Skyhawk
Lynx	—	1000	—
Capri	—	Firebird	—

Please check the appropriate box(es) below and we will send you information on the Mercury Model(s) of your choice.

DETACH HERE

Mr. Harlan J. Perlis  
791 Hartwell St.  
Teaneck, NJ

07666

- ☐ Yes, I would like to receive your 18-page 1984 Mercury Cougar catalog.
- ☐ I am particularly interested in the Mercury Cougar XR-7 Turbo.
- ☐ I am interested in personally viewing and driving the Mercury Cougar.

- ☐ No, I am not interested in an automobile in the size classification of the Cougar. Please send me information on the Mercury product(s) I have checked:

- ☐ Topaz  
☐ Lynx  
☐ Capri

- ☐ Marquis  
☐ Grand Marquis

I plan to purchase my new car in the next: ☐ 0-3 Months ☐ 4-6 Months ☐ 7-9 Months ☐ 10-12 Months ☐ 12-24 Months

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