

1988  
**TRACER**

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The Shape You Want To Be In.

**MERCURY**





# MERCURY. THE SHAPE YOU WANT TO BE IN.



*Tracer 2-door hatchback in Silver.  
Some features shown may be optional.  
See option list on page 14.*

*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.*

*Jack Telnaak*

**Jack Telnaak**  
Chief Design Engineer  
Ford North American Automotive Operations



THE WIND  
FINDS THIS SMALL SHAPE  
HARD TO RESIST.



*Tracer 4-door hatchback in Lt. Canyon Red.  
Some features shown may be optional.  
See option list on page 14.*

YOU'LL FIND ALL ITS BIG-CAR FEATURES  
EVEN HARDER TO RESIST.

Tracer comes with just about everything you can get standard. No confusing list of options to wade through. Instead, an impressive list of standard items that includes more than 68 features. In terms of options, there are only seven. **T**racer. One high level of standard trim available in three distinctive body styles—two- and four-door hatchbacks and a four-door wagon. Each one shaped to work with the wind, not against it. And all with front-wheel drive, fully independent suspension, rack-and-pinion steering, a strong overhead cam fuel-injected engine and a 5-speed manual transmission. **A**nd every Tracer

model is protected by a 6-year/60,000-mile limited powertrain warranty and a 6-year/100,000-mile corrosion warranty. These warranties are limited, and certain restrictions and deductibles apply. Ask your Lincoln-Mercury dealer for a copy of these warranties and take the time to read them. **S**o while other carmakers ponder when in the future they'll match Tracer's high level of standard equipment, Tracer is here today. So why wait?



THIS IS A SMALL, VERSATILE VEHICLE  
WITH A SHAPE  
THAT DOESN'T WASTE SPACE.



*Tracer 4-door wagon in Oxford White.  
Some features shown may be optional.  
See option list on page 14.*

IT CARRIES ITS SHARE  
OF THE LOAD.

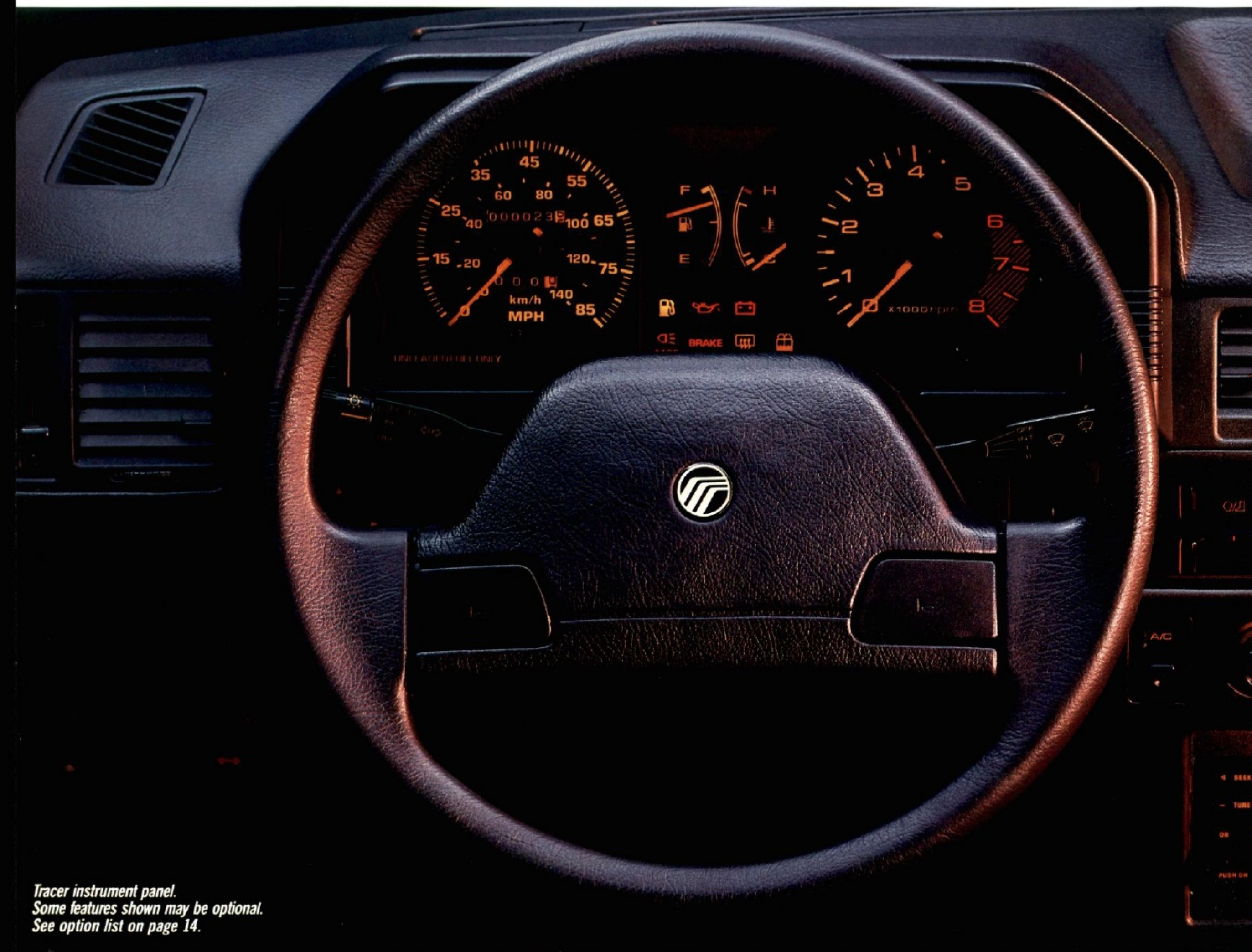
Not so long ago, simply designing a car to be small was enough. And small made for a lot of good things. But nowadays, the small car that depends on size alone is merely, well, small. **N**ow there is Tracer wagon. Intelligent management of available space separates it from much of the competition. Its exterior dimensions may be small, but inside Tracer utilizes every bit of space to provide the greatest degree of versatility possible. **W**ith the wagon's rear 50/50 split seat folded flat, a hefty 57.6 cubic feet of cleverly contoured cargo space is available. And for times when you only need part of that extra space, you only



need to fold half of the seatback down. It gives you added carrying capacity without eliminating all of its passenger capacity in the rear seat. And to hold things in place, Tracer wagon comes with tiedown straps in the cargo area. But the design doesn't end with just providing surprising volume inside a compact, aerodynamic shape. **T**racer's design makes provisions for storing small items, too. A deftly designed, sliding bin under the front passenger seat provides concealed storage, and there are map pockets on the backs of both front seats and on the lower panels of both front doors as well.



TRACER IS SO PLEASANT TO DRIVE  
BECAUSE WE THOUGHT OF  
ALL THE LITTLE THINGS.



Tracer instrument panel.  
Some features shown may be optional.  
See option list on page 14.

THEN PLACED THEM WHERE  
YOU CAN USE THEM BEST.

Tracer, it was decided from the outset, should be simple and fun to drive. So particular attention was devoted to the instrumentation and operation of controls. Its analog instrumentation includes large dials for the tachometer and speedometer with the smaller fuel and engine coolant temperature gauges positioned neatly between them. And at night, the instrumentation is backlit to reduce glare. There's a diagnostic warning display to alert you of brake lamp failure, low oil, fuel and wiper solvent levels. There's even a signal that sounds when the headlights have been left on. The control for the



three-speed wipers with pause setting and washer feature is conveniently positioned on a stalk to the right side of the steering column. The headlights, high beam/low beam and directional controls are equally well-positioned on a stalk to the left side of the steering column. You'll be pleasantly surprised by the high level of standard convenience features, too, which includes electric outside rearview mirrors, digital clock, an electronic AM/FM stereo radio and remote releases for both hatchback and the fuel-filler door.



# TRACER. A FUNCTIONAL LITTLE CAR,



Tracer interior.  
Some features shown may be optional.  
See option list on page 14.

## THAT PLACES COMFORT AMONG ITS PRIORITIES.

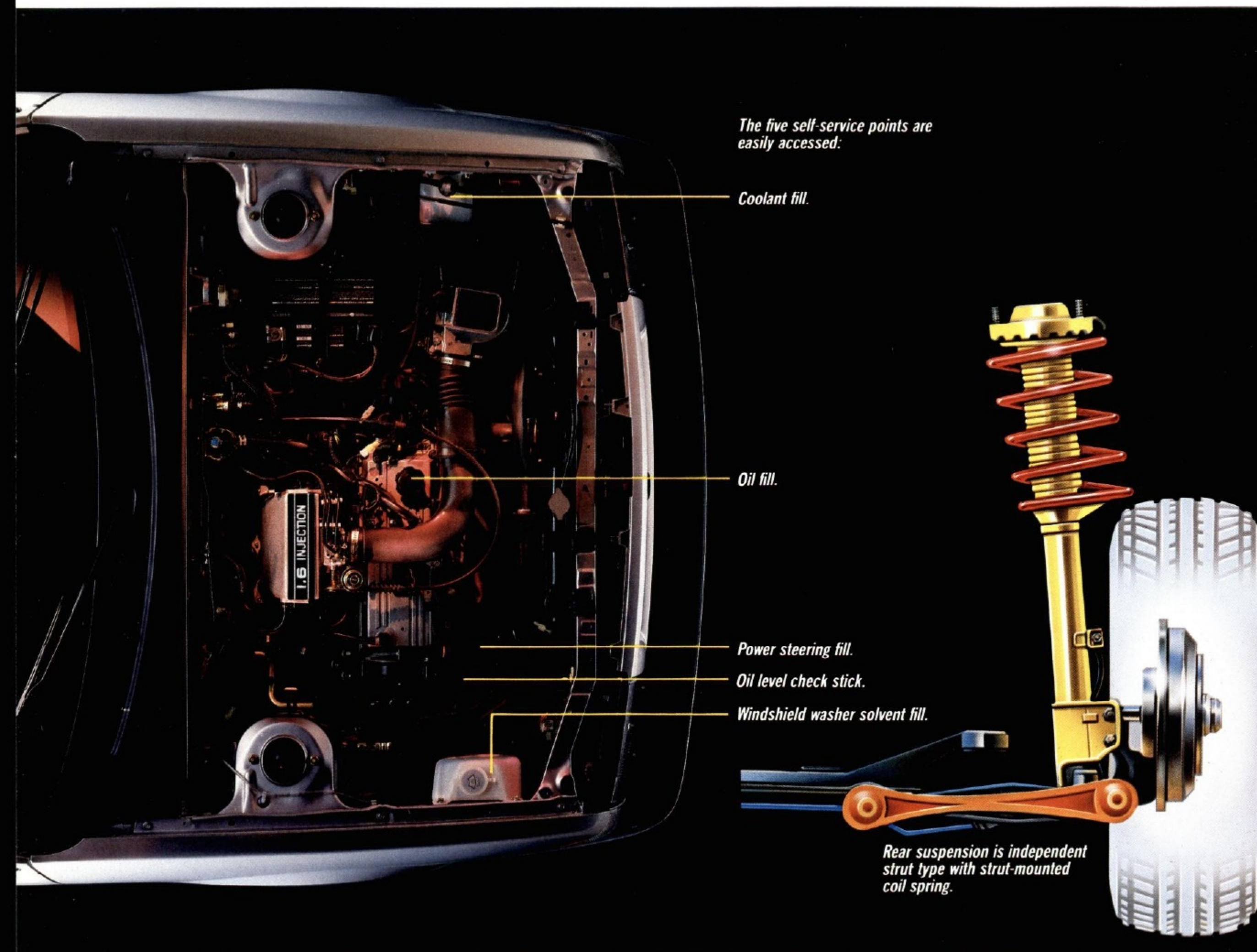
The shape of function is never more obvious than when it comes into contact with your shape. With Tracer, we arrived at a comfortable seating arrangement. Then we devised a variety of ways that the shapes supporting you could be more individually contoured to yours. The front bucket seats fully recline and the driver's seat is six-way adjustable, including height and lumbar settings. The passenger seat tilts and slides forward on two-door models for easier access to rear seating. The rear seats on the hatchbacks have headrests as standard equipment, and the rear seatbacks are three-way adjustable (seven



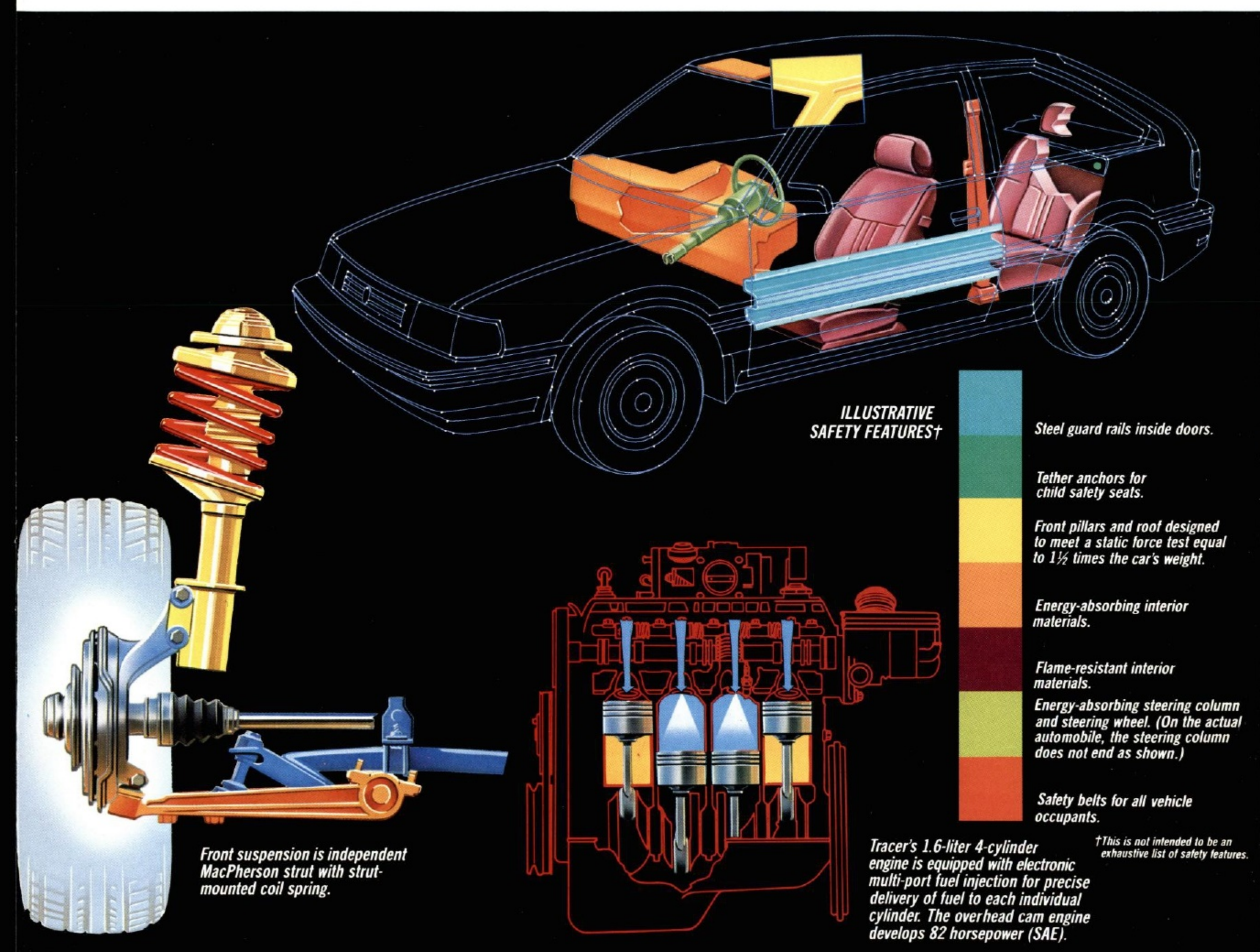
ways on the wagon). The seatbacks on all two-door, four-door and wagon models are split 50/50. You can fold either half or all of the seatback down to increase cargo area. In addition, a console, map pockets and rear seat heat ducts are also standard. The Tracer interior has a nicely finished appearance to it. The seats are done in a cloth upholstery which is repeated along the centers of the door panels and armrests. The floor (including cargo area) and the lower portion of the doors are covered with matching cut pile carpeting. The headliner is also cloth to finish off this well-appointed car.



# WHEN MEASURED IN TERMS OF TECHNICAL SOPHISTICATION...



Tracer's powertrain includes a multi-port electronic fuel-injected, overhead cam engine, and a 5-speed manual transmission. Its fully independent suspension features MacPherson struts with strut-mounted coil springs in front and an independent strut type with strut-mounted coil springs in the rear. **With Tracer, however, those items of standard equipment are kept in perspective because Tracer was engineered to be a complete and widely useful car. Making Tracer economical\*** was every bit as important as making it a fun-to-drive little car. For all that, this is a quick and nimble example of modern



# TRACER IS ONE OF THE LARGER CARS ON THE ROAD.

car making. **Rack-and-pinion steering** positions Tracer nicely on the road. Power-assist front disc/rear drum brakes provide the stopping power, and the fully independent suspension is engineered to handle both curves and rough roads. Tracer is also equipped with a maintenance-free 48 amp-hr. battery and self-adjusting clutch linkage on the 5-speed manual transmission.

\*See EPA statement on page 17.



SELECTED OPTIONAL AND STANDARD FEATURES.



Black

Silver Clearcoat Metallic

Oxford White

ENGINE		
Type	1.6L OHC inline 4-cylinder	
Displacement	1.6 liters	
Horsepower (SAE net)	82 @ 5000 rpm	
Torque (SAE net)	92 @ 2500 rpm	
Fuel Delivery	Multi-port electronic fuel injection	
Compression Ratio	9.3:1	
Engine Control	Electronic engine controls	
TRANSMISSIONS		
Manual	5-speed with 4th- and 5th-gear overdrive and clutch starter interlock	
Automatic	3-speed with lockup torque converter	
SUSPENSION		
Front	Independent MacPherson strut with strut-mounted coil spring	
Rear	Independent strut type with strut-mounted coil spring	
STEERING		
Type	Manual rack-and-pinion with 20.0:1 overall ratio Power-assisted rack-and-pinion with 17.6:1 overall ratio	
BRAKES		
Type	Dual hydraulic with power assist	
Front	9.4-inch disc	
Rear	7.9-inch drum	
Brake Swept Area	208.8 sq. in.	
DIMENSIONS (in inches)		
	2- and 4-DOOR	WAGON
Wheelbase	94.7	94.7
Overall Length	162.0	169.7
Overall Height	53.1	53.7
Overall Width	65.2	65.2
Track, Front/Rear	54.9/56.0	54.9/56.0
Headroom, Front/Rear	38.3/37.0	38.2/38.1
Legroom, Front/Rear	41.5/34.7	41.5/34.7
Shoulder Room, Front/Rear	51.9/51.9	51.9/51.9
Hiproom, Front/Rear	52.8/43.6 (2-door) 52.8/42.7 (4-door)	52.8/42.7

Based on official 1988 MVMA specifications

CAPACITIES	2- and 4-DOOR	WAGON	
Cargo Volume, Seatback Up/ Seatback Down (cu. ft.)	14.5/28.9	25.4/57.6	
Fuel (gal.)	11.9	11.9	
Oil (qt.)	3.6	3.6	
Engine Coolant (qt.)	5.3 (manual trans.) 6.3 (auto trans.)	5.3 (manual trans.) 6.3 (auto trans.)	
Curb Weight (lb.)	2158 (2-door) 2185 (4-door)	2233	
MERCURY TRACER	2-DOOR	4-DOOR	WAGON
FUNCTIONAL FEATURES			
1.6-liter overhead camshaft engine	S	S	S
Multi-port electronic fuel injection	S	S	S
Electronic engine controls	S	S	S
Independent MacPherson strut front suspension	S	S	S
Independent strut type rear suspension	S	S	S
5-speed manual transmission	S	S	S
Rack-and-pinion steering			
— Manual	S	—	—
— Power	O	S	S
Power-assisted front disc brakes	S	S	S
Front-wheel drive	S	S	S
48-amp/hr maintenance-free battery	S	S	S
Clutch/starter interlock	S	S	S
Rear window defroster	S	S	S
Side window demisters	S	S	S
3-speed wipers with pause feature	S	S	S
Rear door child-proof locks	—	S	S
Tachometer	S	S	S
Engine coolant temperature gauge	S	S	S
Trip odometer	S	S	S
Backlit instrument cluster	S	S	S
Flash-to-pass headlamp feature	S	S	S



Light Beige

Ondo Blue Clearcoat Metallic

Marine Blue Clearcoat Metallic



Antique Gold Clearcoat Metallic

Mimosa Yellow

	2-DOOR	4-DOOR	WAGON
Lower bodyside corrosion protection	S	S	S
Temporary spare tire	S	S	S
Cast-aluminum wheels	—	—	S
Satin finish wheel covers	S	S	—
P175/70R13 radial tires	S	S	S
EXTERIOR FEATURES			
Aero-halogen headlamps	S	S	S
Dual power outside mirrors	S	S	S
5-mph impact bumpers front and rear	S	S	S
Bodyside moldings	S	S	S
Tinted glass	S	S	S
Front and rear stone/mud guards	S	S	S
INTERIOR COMFORT AND CONVENIENCE			
Electronic AM/FM stereo (may delete for credit)	S	S	S
Front bucket seats	S	S	S
Front seat head restraints	S	S	S
Front seat recliners	S	S	S
Driver's seat lumbar adjustment	S	S	S
Driver's seat height adjustment	S	S	S
Tilt/slide front passenger seat	S	—	—
50/50 split fold-down rear seat	S	S	S
Adjustable rear seatback	S	S	S

	2-DOOR	4-DOOR	WAGON
Rear seat head restraints	S	S	—
Rear seat heat ducts	S	S	S
16-ounce cut pile carpeting	S	S	S
Luxury cloth interior trim	S	S	S
Cloth headliner	S	S	S
Passenger side underseat storage bin	S	S	S
Digital clock	S	S	S
Map pockets on back of front seats	S	S	S
Full console with front concealed storage and rear seat ashtray	S	S	S
Map pockets on driver and front passenger doors	S	S	S
Courtesy lamps on front door armrests	S	S	S
Red safety reflectors on front door armrests	S	S	S
Center-mounted light cluster with dome light and individual map lights	S	S	S
Cargo area lamp	S	S	S
Passenger side vanity mirror on visor	S	S	S
Document strap on driver's visor	S	S	S
Day/night rearview mirror	S	S	S
Grab handles (one front, two rear)	S	S	S



Light Canyon Red

Medium Cabernet



	2-DOOR	4-DOOR	WAGON
Rear seat coat hook	S	S	S
Cargo area cover	S	S	—
Cargo tiedown straps	—	—	S
Remote fuel-filler door release	S	S	S
Remote hatchback release	S	S	—
Inside hood release	S	S	S
Brake light-out warning lamp	S	S	S
Low fuel warning lamp	S	S	S
Low washer fluid warning lamp	S	S	S
Low oil warning lamp	S	S	S
Headlamps-on reminder	S	S	S
Illuminated ashtray	S	S	S
Illuminated lighter	S	S	S
Illuminated entry system (lighted key slot in driver's door and lighted ignition)	S	S	S
Locking glovebox	S	S	S
OPTIONS	2-DOOR	4-DOOR	WAGON
Electronic AM/FM stereo radio with cassette	O	O	O
Air conditioner	O	O	O
Speed control	O	O	O
3-speed automatic transmission	O	O	O
Power steering	O	S	S
Cast-aluminum wheels	O	O	S
Radio delete for credit	O	O	O

Over the years, Mercury buyers have shown a preference for certain combinations of optional equipment. So we've grouped them together in the Preferred Equipment Packages listed below.\*

MERCURY TRACER	Preferred Equipment Package 512B	Preferred Equipment Package 513B
Power steering	•	•
Speed control	•	•
Electronic AM/FM stereo cassette radio	•	•
Air conditioner		•
Cast-aluminum wheels		•

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

MERCURY TRACER COLORS

Exterior Colors	Cloth Interior Colors
Black	Blue
Silver Clearcoat Metallic	Gray
Light Canyon Red	Beige
Medium Cabernet	
Ondo Blue Clearcoat Metallic	
Light Beige	
Antique Gold Clearcoat Metallic	
Mimosa Yellow	
Marine Blue Clearcoat Metallic	
Oxford White	

Cargo area and 50/50 split fold-down rear seat



Rear window defroster



Passenger seat storage compartment



Two-door tilt/slide passenger seat



Satin finish wheel cover,  
cast-aluminum wheel



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. **Motorcraft** Genuine Ford **QUALITY PARTS** 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 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 are now offering the Lifetime Service Guarantee, which guarantees their work on your Mercury Tracer 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 Tracer. To get copies of materials for your Tracer 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 Tracer, 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 Tracer from your Lincoln-Mercury dealer.

LINCOLN-MERCURY DIVISION 



1988

# TRACER

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The Shape You Want To Be In.

**MERCURY**

