



1994 MERCURY COUGAR XR7

THE COUGAR XR7 IS FOR PEOPLE WHO REALLY ENJOY DRIVING.

City streets. Country roads. Interstate highways. The 1994 Mercury Cougar XR7 can help you enjoy the ride on any kind of road, especially if you are the type of individual who believes getting there is half the fun.

The Cougar XR7 has been carefully designed to accommodate the driver's needs...your needs. It offers a wide array of luxuries that will make any drive a much more enjoyable ride, whether it's a daily commute or a sightseeing excursion. And when it comes to sights, styling clearly separates the Cougar XR7 from everything else on the road.



ALL-NEW INTERIOR

The all-new Cougar XR7 wraparound interior angles the instrumentation toward the driver. All major controls are positioned at the precise location and angle where the driver can reach them easily. Gauges are designed and placed to be read at a glance. But even with all this attention given to the driver, you'll find that there is generous room for five. Few cars in its class can accommodate all their passengers as comfortably as Cougar XR7.



POWER CHOICES

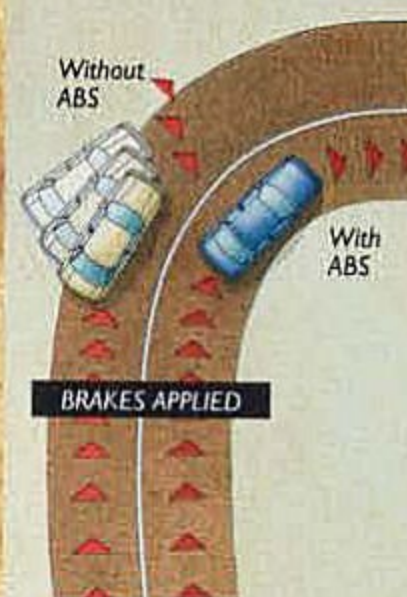
Further attention to the driver's needs is evident in the engines available for 1994. The standard Cougar XR7 engine is a smooth and responsive 3.8-liter V-6 with 140 horsepower. Or, if you long for a more powerful engine, you can choose the optional 4.6-liter V-8 with overhead camshafts, sequential electronic fuel injection and an impressive 205 horsepower. Both are matched with an electronically controlled 4-speed automatic over-drive transmission for seamless shifting.



DUAL AIR BAGS

The standard driver- and right front passenger-side air bag Supplemental Restraint System on the Cougar XR7 offers added protection when used in combination with safety belts. Always wear your safety belt.

ANTI-LOCK BRAKES



Cougar XR7's available Anti-lock Braking System (ABS) helps drivers maintain steering control during hard braking even in less-than-ideal situations. And it may be ordered with electronic Traction Assist, which helps the driving wheels grip slippery surfaces rather than spin during acceleration.



POWER RACK-AND-PINION STEERING

Power-assisted rack-and-pinion steering is standard on Cougar XR7. It delivers excellent road feel with the right amount of assist for all driving maneuvers, including parking.

COMPREHENSIVE WARRANTY AND MORE



Every 1994 Mercury Cougar XR7 is covered by a comprehensive, 36-month/36,000-mile bumper-to-bumper warranty. Also during the warranty period, every 1994 Cougar XR7 is covered by a complimentary 24-hour roadside assistance program. Roadside assistance covers such items as changing a flat tire, jump-starting your vehicle, towing, getting you into a locked vehicle, bringing you gas should you run out, and more. Complete details and a copy of the limited warranty are available at your dealer.



STANDARD FEATURES

Here are some of Cougar XR7's other standard features.

- Rear-wheel drive
- Analog instrumentation
- Reclining front bucket seats
- Power lumbar supports
- Luxury cloth and leather seat trim
- Tilt steering wheel
- CFC-free air conditioner and tinted glass
- Center console with floor shift
- Leather-wrapped shift knob
- Electronic AM/FM stereo radio with cassette and four speakers
- Power windows with illuminated switches
- Side window demisters
- Lap/shoulder belts for rear outboard passengers; lap belt for center rear passenger
- Rear seat courtesy lights, center armrest and heat ducts



OPTIONS AND SPECIFICATIONS

If you're interested in customizing Cougar XR7 to your personal taste and exact driving needs, there is a lengthy list of options and special packages from which to choose. Here are just a few of Cougar XR7's available options:

- Leather-wrapped steering wheel
- Leather seating surfaces
- "Hands-free" cellular phone
- Keyless entry system
- Fingertip speed control
- Power slide/tilt moonroof with sunshade
- Power 4-wheel disc brakes with Anti-lock Braking System (ABS)
- Electronic Traction Assist (requires ABS)
- Premium electronic AM/FM cassette radio
- Ford JBL audio system—includes Premium radio and trunk-mounted 10-CD changer
- CFC-free electronic automatic climate control
- 15-inch luxury cast aluminum wheels with locking lug nuts

PREFERRED EQUIPMENT PACKAGES

To make ordering easy, certain popular options are grouped together and priced to offer sticker price savings over what it would cost if you ordered these items individually. Here is just one of these specially priced Preferred Equipment Packages:

PREFERRED EQUIPMENT PACKAGE 260A

- Illuminated entry
- Fingertip speed control
- Electric rear window defroster
- Power lock group (includes power door locks, remote decklid and fuel-filler door releases)
- Luxury cast aluminum wheels with P215/70R15 BSW all-season radial tires
- Front carpeted floor mats
- Leather-wrapped steering wheel
- 6-way power driver's seat
- Light group (includes engine compartment light, instrument panel courtesy lights and dual illuminated visor mirrors)

DIMENSIONS (IN INCHES)

Wheelbase:	113.0
Overall length:	199.9
Overall height:	52.5
Overall width:	72.7

CAPACITIES

Cargo volume:	15.1 cu. ft.
Curb weight:	3,564 lbs. (3,726 lbs. with V-8)

STANDARD ENGINE

Type:	V-6
Displacement:	3.8L
Horsepower (SAE net):	140 @ 3,800 rpm
Torque (SAE net):	215 lb.-ft. @ 2,400 rpm
Fuel system:	Sequential multi-port electronic fuel injection

Fuel capacity:	18.0 gal.
Fuel economy:	18-19 mpg

OPTIONAL ENGINE

Type:	V-8
Displacement:	4.6L
Horsepower (SAE net):	205 @ 4,500 rpm
Torque (SAE net):	265 lb.-ft. @ 3,200 rpm
Fuel system:	Sequential multi-port electronic fuel injection

Fuel capacity:	18.0 gal.
Fuel economy:	18-19 mpg

TRANSMISSION

Four-speed electronic automatic overdrive

STEERING:

Variable power-assist, speed-sensitive

SUSPENSION

Front: Short/long arm design with double isolation, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, front sub-frame

Rear: Independent lower H-arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, rear sub-frame

Product Changes Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations. **YOUR LINCOLN-MERCURY DEALER IS YOUR BEST SOURCE FOR UP-TO-DATE AND ADDITIONAL INFORMATION.**