



1994 MERCURY COUGAR XR7

*"Styling that separates it from
everything else on the road today."*



**"Cougar XR7 is
created for
individuals who
believe getting
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the fun."**

Statistics indicate that over 3.8 million miles of roads interlink this vast country. However, what statistics fail to tell us is exactly how to get the most enjoyment out of all these city streets, country roads, highways and byways. That is a task best left to our imagination. And the new 1994 Mercury Cougar XR7.

Cougar XR7 is created for individuals who believe getting there is half the fun. It provides a host of luxuries that are best appreciated from a driver's perspective, as well as styling that separates it from everything else on the road today.

And for 1994, Cougar XR7 includes some refreshing new twists within its familiar sleek

profile, as well as an all-new wraparound interior that brings added meaning to the term "driver's car." Also new for 1994 is the peace of mind afforded by a dual air bag Supplemental Restraint System

(SRS), as well as the added driver control of an optional Anti-lock Brake System (ABS) with electronic Traction Assist. You may even opt for the added power of a newly available advanced overhead-cam 205-horsepower V-8 engine.

If all this is beginning to stir the wanderlust in you, here's something to consider: There's a road nearby leading someplace you've never been before, and a car that can take you there like no other. The new 1994 Mercury Cougar XR7.



Cougar XR7 standard features include:

Air bag Supplemental Restraint System for the driver and front passenger
3.8-liter fuel-injected V-6
Electronically controlled 4-speed automatic overdrive transmission
Power-assist rack-and-pinion steering
4-wheel independent suspension
Front and rear stabilizer bars
Power-assist front disc/rear drum brakes
P205/70R15 all-season steel-belted radial tires
Luxury wheel covers
Dual power remote-controlled mirrors
5-spoke impact bumpers
Lower body-side chip-resistant coating
Tinted glass



As you can see here and above, the new Cougar XR7 is equally eye-catching whether it's coming or going. It's pictured in Electric Red Clearcoat Metallic with optional cast aluminum wheels. Other features shown may be optional.



For evidence that Cougar XR7 is indeed a driver's car, look no further than the interior you see below.

"Cougar XR7's all-new wraparound instrumentation and controls are designed to enhance driver control."

Cougar XR7's all-new wraparound instrumentation and controls are designed to enhance driver control.

Major controls are carefully positioned at the precise location and angle where they're most easily reached, while gauges are designed and placed for excellent visibility. Tactile power

controls for windows, door locks and outside rearview mirrors are grouped to your immediate left. Directly ahead, concise

analog gauges display a wealth of easily readable information. To the right lies a full console with a leather-wrapped floor shift. Beneath the console's sculpted armrest is a convenient storage area with dual cup holders and remote releases for the trunk and fuel-filler door.

XR7's standard air conditioner uses a non-ozone depleting refrigerant that is free of CFCs. Or you may choose an optional CFC-free electronic automatic temperature control system that comfortably maintains a temperature you select.



COUGAR XR7 STANDARD INTERIOR FEATURES INCLUDE:

Analog instrumentation	Power windows
Console with leather-wrapped floor shift, armrest storage and cup holders	Illuminated door switches
CFC-free air conditioner	Tilt steering column
Cloth and leather trim	Center blow horn
Reclining individual front bucket seats	Dual beam map/dome lamp
Front seat power lumbar support	Interval wipers
Electronic AM/FM stereo cassette radio with four speakers	Rear center fold-down armrest
	Front door map pockets
	Digital clock

Cougar XR7's standard interior, pictured here in Mocha, features a luxurious combination of cloth and rich leather trim. Some equipment shown may be optional.





"Standard dual air bags are just part of Cougar XR7's thorough approach to safety."

As you'd expect to find in a car this carefully engineered, Cougar XR7 attends to the safety of both driver and passengers with characteristic thoroughness.

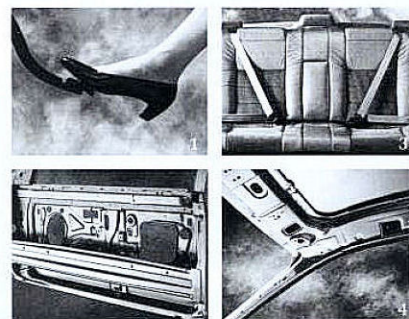
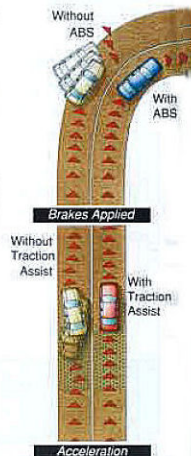
The most obvious example of this commitment is the inclusion of a standard air bag Supplemental Restraint System (SRS) for both the driver and front passenger. In the unfortunate event of certain moderate to severe frontal impacts, this system will activate and fully inflate in less time than it takes to blink an eye. Please remember that safety belts must be properly worn for air bags to be effective.

Standard dual air bags are just part of Cougar XR7's thorough approach to safety. Additional passive safety features include front and rear

crumple zones, reinforced roof and front pillars and heavy-gauge steel side door beams. Even the components in Cougar XR7's interior are designed with safety in mind, such as energy-absorbing door trim panels, steering column, instrument panel, knee bolsters and sun visors.

Also key to passenger protection is the element of control that can help a driver avoid potential accidents. Control is provided in abundance by Cougar XR7's power rack-and-pinion steering, four-wheel independent suspension and ventilated front disc brakes. For even greater control on many slippery road surfaces, specify the optional Anti-lock Brake System (ABS) with optional electronic Traction Assist.

Cougar XR7's optional anti-lock brakes and electronic Traction Assist help maintain control whether you're starting or stopping on slippery surfaces. While accelerating at speeds up to 34 mph, Traction Assist detects any sign of slippage by the driving wheels and immediately pulses the brakes to help the potentially slipping wheel retain its traction—even on ice. ABS "pumps" the brakes far faster than humanly possible to help the driver maintain steering control during hard braking, even on slick road surfaces.



1. Cougar XR7 includes a brake/shift interlock that prevents the transmission from shifting out of park unless the driver's foot is on the brake pedal.

2. Heavy-gauge steel beams are welded into doors for protection in a side impact.

4. Reinforced front pillars are part of an integrated roof design built to meet a static test equal to 5,000 pounds, a force greater than Cougar XR7's weight.



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COUGAR XR7 STANDARD SAFETY FEATURES INCLUDE:

- Driver and front passenger air bag Supplemental Restraint System (SRS)
- 3-point lap/shoulder safety belts for front and rear outboard occupants
- Manual lap safety belt for rear center occupant
- Self-service hydraulic brake system with warning light
- Brake/shift interlock
- Front and rear crumple zones
- Safety-designed A-pillars and roof
- Steel guard rails in side doors
- Safety-designed door hinges and safety door latches
- Child seat tether anchorages
- Energy-absorbing steering column and steering wheel
- Adjustable front head restraints
- Rear head restraints for outboard seating positions
- Impact-absorbing laminated safety glass windshield
- Tempered safety glass for side and rear windows



Drive what you really want to drive.

More and more people are choosing a Red Carpet Lease from Ford Credit as an alternative to buying a new Mercury. That's because a Red Carpet Lease allows a qualified

customer to drive a brand-new Mercury more often for a lot less than you'd think. Which means you can afford to drive what you really want to drive. When you fulfill your lease, you can return the car and lease another brand-new vehicle all over again. Ask for all the benefits of a Red Carpet Lease at your Lincoln-Mercury dealer.

Assurance that travels with you.

Every new Mercury includes the assurance of an emergency Roadside Assistance Program provided by Ford Auto Club, Inc. during the 3-year/36,000-mile bumper-to-bumper warranty period. Help is a toll-free phone call away 24 hours a day, anywhere in the continental United States should you need any towing assistance, fuel delivery, tire change, a jump start or even help when you've locked yourself out of your car. Ask your Lincoln-Mercury dealer for complete details on the Ford Roadside Assistance Program and a copy of the limited warranty.

Option Availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

FUNCTIONAL FEATURES		XR7
Driver-side air bag Supplemental Restraint System	S	
Front passenger-side air bag Supplemental Restraint System	S	
3.8-liter V-6 sequential multiport fuel injection	S	
4.6-liter SOHC V-8 sequential multiport fuel injection	0	
4-speed electronic automatic overdrive transmission	S	
Tinted glass	S	
Power-assist brakes with audible wear sensors on front	S	
58 amp/hr maintenance-free battery	S	
130 amp alternator	S	
Power 4-wheel disc brakes with Anti-lock Brake System (ABS)	0	
Traction Lok rear axle	0*	
Electronic Traction Assist (requires ABS)	0	
Electronic speed-sensitive power rack and pinion steering	0**	
Engine block heater	0***	
72 amp/hr heavy-duty battery	0***	
Electronic rear window defroster	0***	
EXTERIOR FEATURES		
5 mph impact bumpers front/rear	S	
Dual color keyed power mirrors	S	
Low profile aero halogen headlamps	S	
Push glass	S	
Keyless entry system	0†	
Multi-sport roof rack (ski, bicycle, water sports)	A	
Luggage rack	A	
Front end cover	A	



Cougar XR7 offers a range of sound systems, beginning with a standard AM/FM stereo with cassette (1). You can also specify an optional 80-watt High-Level audio system (2) with AM stereo/FM stereo, cassette and premium speakers. The High-Level system may also be ordered with an optional compact disc radio (3). Or choose the optional Ford JBL audio system with 145 watts of pure listening pleasure and a 10-disc trunk-mounted CD changer.

INTERIOR COMFORT AND CONVENIENCE FEATURES		XR7
Rear seat 3-point manual shoulder safety belts (outboard) and lap safety belt for center position	S	
CFC-free air conditioner	S	
Reclining front bucket seats	S	
Center console with floor shift	S	
Rear center fold-down armrest	S	
Courtesy lights	S	
Map pockets on doors	S	
Power windows with illuminated switches	S	
Side window demisters	S	
Interval wipers	S	
Push-on/push-off parking brake system	S	
Luggage compartment light	S	
Rear seat heat ducts	S	
Cargo net	S	
Dual console-mounted cup holders	S	
Tilt steering wheel	S	
Luxury cloth and leather seat trim	S	
Leather-wrapped shift knob	S	
Power lumbar supports	S	
Leather seating surfaces	0	
Hands-free cellular phone †	0	
6-way power driver's seat	0	
Dual 6-way power seats	0	
Leather-wrapped steering wheel	0	
CFC-free electronic automatic climate control ‡	0	
Power side/tilt moonroof with sunshade	0	
Fingertip speed control	0	
Illuminated entry system	0	
Carpeted front floor mats	0	
SOUND SYSTEMS		
Electronic AM/FM stereo radio with cassette and four speakers	S	
High-Level audio system with AM stereo/FM stereo radio and cassette, four premium speakers in four locations, 80 total watts RMS premium sound amplifier and power antenna	0	
Premium electronic AM/FM compact disc radio	A	
Ford JBL audio system—includes four satellite speaker enclosures with two speakers in each, a seven-inch subwoofer in a 10-liter enclosure and two amplifiers with 145 total watts RMS (includes Premium radio and trunk-mounted 10-CD changer)	0	

INSTRUMENTATION		XR7
Indicator lamp module with door ajar, low fuel, low coolant, low washer fluid warning lights. Also includes Traction Assist light on models so equipped.	S	
Backlighting analog performance cluster with tachometer, fuel gauge, coolant temperature gauge, 120 mph speedometer, oil pressure gauge and voltmeter	S	
WHEELS AND TIRES		
P205/70R15 BSW, all-season steel belted radial tires	S	
P215/70R15 BSW all-season radial tires (requires 15-inch cast aluminum wheels)	0	
15-inch bolt-on luxury wheel covers	S	
15-inch luxury cast aluminum wheels with locking lug nuts and P215/70R15 BSW, all-season tires	0	
Mini spare T125/90R15 BSW	S	
OPTIONAL PACKAGES		
POWER LOCK GROUP		
Includes power door locks, remote decklid and fuel-filler door releases		
AUTOLAMP ON/OFF DELAY SYSTEM		
Automatically turns headlights on/off with delay/dimming system		
KEYLESS ENTRY SYSTEM WITH REMOTE		
Allows doors and decklid to be unlocked/locked by depressing a five-digit number on a keypad above driver-side door handle in proper sequence or with one of two remote hand-held transmitters (includes illuminated entry and autolock)		
POWER MOONROOF		
Features pop-up air deflector, sliding sunshade, rear tilt-up and dual reading lamps (requires light group)		
LIGHT GROUP		
Includes engine compartment light, instrument panel courtesy lights and dual illuminated visor mirrors		
* Not available with Traction Assist.		
** Electronic speed-sensitive, variable-assist power rack and pinion steering. Included and only available w/ optional 4.6L V-8.		
*** Included in Cold Weather Group.		
† Requires Power Lock Group.		
‡ Requires High-Level audio system.		
§ Requires Autolamp on/off delay system.		
¶ Late availability.		
Based on official AAAA specifications.		
For more information on available accessories please visit your local Lincoln-Mercury dealer.		

PREFERRED EQUIPMENT PACKAGE		2694
To make ordering easy we've grouped certain options together into the Preferred Equipment Package listed below and priced it to offer stoker price savings over ordering these items individually.		
Illuminated entry		•
Fingertip speed control		•
Electric rear window defroster		•
Power lock group		•
Luxury cast aluminum wheels w/P215/70R15 BSW tires		•
Front carpet floor mats		•
Leather-wrapped steering wheel		•
6-way power driver's seat		•
Light group (engine compartment light, instrument panel courtesy lights, dual illuminated visor mirrors)		•
EXTERIOR COLORS		
Vibrant White Clearcoat		
Opal Frost Clearcoat Metallic		
Champagne Clearcoat Metallic		
Light Evergreen Frost Clearcoat Metallic		
White Opalescent Clearcoat ††		
Deep Jewel Green Clearcoat Metallic		
Moonlight Blue Clearcoat Metallic		
Indigo Clearcoat Metallic		
Electric Red Clearcoat Metallic		
Teal Clearcoat Metallic		
Black Clearcoat		
INTERIOR COLORS		
Rutty Red		
Mocha		
Opal Grey		
Pottolito		
Evergreen		
§ Specific content is subject to change throughout model year. Consult your dealer for the most up-to-date information.		
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. Your Lincoln-Mercury dealer is your best source for up-to-date information.		
Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.		



DIMENSIONS (in inches)		Wheelbase	Overall length	Overall height	Overall width	Track front/rear	Hoodroom, front/rear	Legroom, front/rear	Shoulder room, front/rear	Hiproom, front/rear
		113.0	199.9	52.5	72.7	61.6/60.2	38.1/37.6	42.5/36.5	59.0/58.9	55.6/56.6
ENGINES		Type	Displacement	Horsepower (SAE net)	Torque (SAE net)	Fuel delivery		Compression ratio		Engine control
Standard		V-6	3.8 liters	140 @ 3800 rpm	215 lb ft @ 2400 rpm	Sequential multiport electronic fuel injection		9.0:1		EEC-IV, electronic engine control
		V-8	4.6 liters	205 @ 4500 rpm	265 @ 3200 rpm	Sequential multiport electronic fuel injection		9.0:1		EEC-V, electronic engine control

EPA Statement: 1994 EPA mileage estimates were unavailable when this publication was printed. The 1994 Mercury Cougar XR7, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information.

CITIES		Cargo volume	Fuel	Oil	Engine coolant	Curb weight	BRAKES	Front	Rear	Brake swept area	Type	STEERING
		15.1 cu. ft.	18.0 gal.	5.0 qt. (V-6 w/filter) 4.5 qt. (V-8 w/filter)	12.3 qt. (V-6) 14.0 qt. (V-8)	3,564 lbs. / 3,726 lbs. (w/V-8)		10.8-inch disc	9.8-inch drum	330.1 sq. inches	Dual hydraulic (diagonally linked front to rear) with power assist	Power-assist rack-and-pinion**
SUSPENSION												
4-speed electronic automatic overdrive, fourth-gear overdrive to gas engine speed by one-third to improve highway fuel economy		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 with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, rear sub-frame										





WHAT MAKES A MERCURY A MERCURY.

*It is our goal to bring you something better: better interior room and comfort,
better ride and handling, better styling and performance.*

*In short, fully equipped, more complete vehicles,
from the economical Tracer to the spacious Villager.
Cars and minivans that please both drivers and passengers.*

*And today, of course, that goal of being better
encompasses advances in safety and technology.*

*All of which give you a better idea of the meaning of the words:
"All this and the quality of a Mercury."*

Capri



Tracer



Topaz



Cougar XR7



Sable



Grand Marquis



Villager



MERCURY
ALL THIS AND THE QUALITY OF A MERCURY

