



1994 MERCURY GRAND MARQUIS

GRAND MARQUIS GIVES YOU MORE FOR YOUR MONEY.

No other full-size car in its class offers you more value than the 1994 Mercury Grand Marquis. It is big on room, comfort, style, power, safety and quality. And it's easy to see why Grand Marquis is in a class by itself.

The 1994 Grand Marquis is available in two models, the popular GS and the more luxurious LS. Both are loaded with an impressive list of standard features and available options, including value-packed Preferred Equipment Packages. See your dealer for a complete listing.



FULL-SIZE SIX-PASSENGER LUXURY

The 1994 Mercury Grand Marquis provides a comfortable, spacious environment for six adults. Its well-appointed interior—in your choice of two different trim levels—pampers and protects the driver and passengers alike.

LARGE CONVENIENT TRUNK

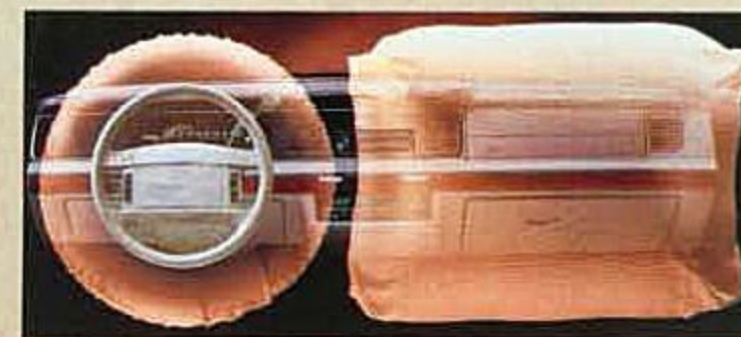
With its huge

20.6 cubic-

foot trunk,

Grand Marquis can easily

carry luggage, golf clubs and more. The low liftover height also makes this big trunk easy to load and unload.



DUAL AIR BAGS

Grand Marquis' standard driver- and right front passenger-side air bag Supplemental Restraint System offers added protection when used in combination with safety belts. Always wear your safety belt.

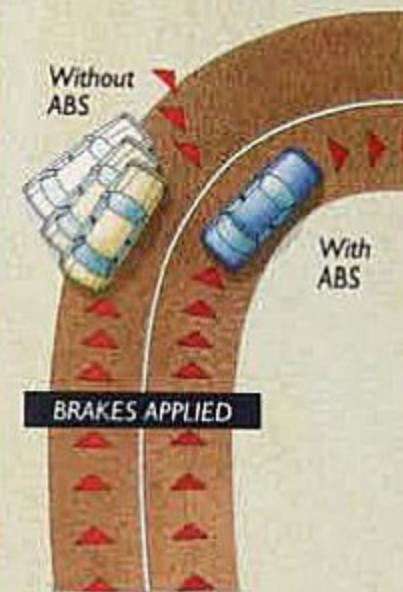


BIG POWERFUL V-8 ENGINE

Grand Marquis is powered by a technically advanced 4.6-liter V-8 engine—with an impressive 190 horsepower. It's no wonder Grand Marquis moves down the road with such ease and assurance.

ANTI-LOCK BRAKES

Grand Marquis' available Anti-lock Braking System (ABS) helps drivers maintain steering control during hard braking even in less-than-ideal situations. And it includes electronic Traction Assist which helps the driving wheels grip slippery surfaces rather than spinning during acceleration.



SPEED-SENSITIVE POWER STEERING

Speed-sensitive power steering is standard on Grand Marquis. It delivers excellent road feel with the right amount of assist for all driving maneuvers, including parking.

COMPREHENSIVE WARRANTY AND MORE



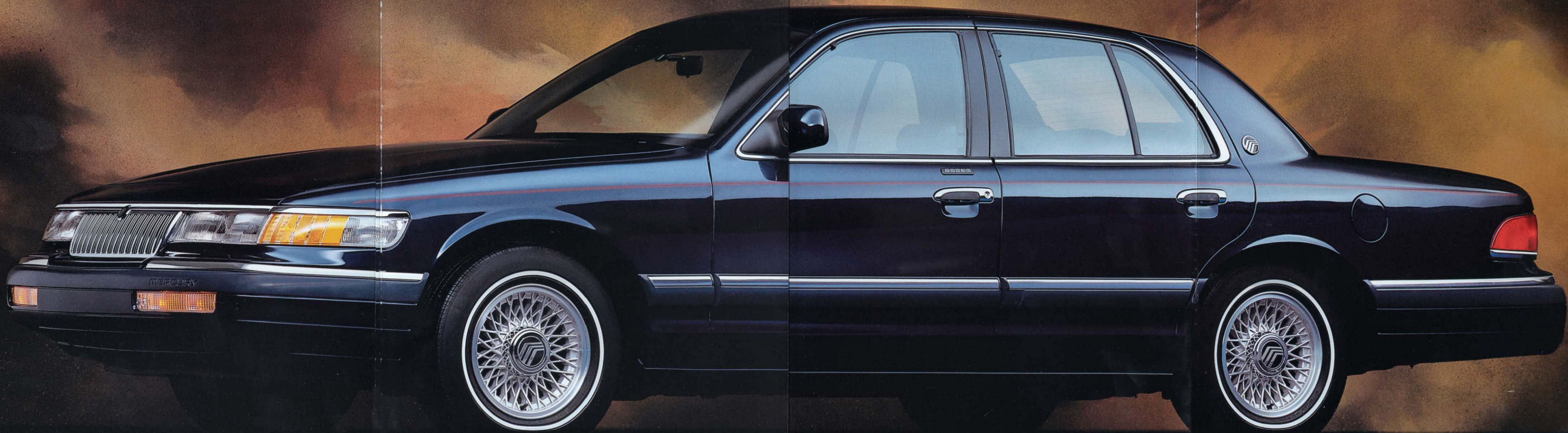
Every 1994 Mercury Grand Marquis is covered by a comprehensive, 36-month/36,000-mile bumper-to-bumper warranty. Also during the warranty period, every 1994 Grand Marquis is covered by a complimentary 24-hour roadside assistance program. Roadside assistance covers such items as changing a flat tire, jump-starting 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 Grand Marquis' other standard features:

- Rear-wheel drive
- Four-speed electronic automatic overdrive transmission
- Power four-wheel disc brakes
- CFC-free air conditioner
- Nitrogen gas-pressurized shock absorbers
- Power windows
- Five-mph impact bumpers
- Long-life stainless steel exhaust system
- Tilt steering column
- Reinforced side door impact beams
- Protective bodyside molding
- Electronic AM stereo/FM stereo cassette radio with four speakers



OPTIONS AND SPECIFICATIONS

If you're interested in customizing Grand Marquis 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 Grand Marquis' available options:

- Anti-lock Braking System with electronic Traction Assist
- Leather seating surfaces
- Fingertip speed control
- Keyless entry
- Power door locks and decklid release
- Electric rear window defroster
- Dual illuminated visor mirrors
- Rear seat reading lamps
- Front and rear carpeted floor mats
- Locking radial spoke wheel covers
- Luxury trim level (LS)
- Rear seat headrests

SPECIAL PACKAGES

TRAILER TOW III PACKAGE

This optional package transforms Grand Marquis into a heavy-duty towing vehicle. Special equipment for this purpose includes dual exhaust, rear air suspension and auxiliary coolers for the transmission and power steering. Towing capacity is 5,000 lbs.

HANDLING PACKAGE

If you prefer a tauter ride and steering, or do a lot of highway driving with a full load, you might consider the Handling Package Option. It includes dual exhaust, Anti-lock Brake System with Traction Assist, up-sized front and rear stabilizer bars, a unique tuned suspension system and more.

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 are two such specially priced Preferred Equipment Packages:

GS SEDAN PREFERRED EQUIPMENT PACKAGE 157A

- Fingertip speed control
- Power lock group
- Electric rear window defroster
- Front and rear floor mats

LS SEDAN PREFERRED EQUIPMENT PACKAGE 172A

- Fingertip speed control
- Power lock group
- Electric rear window defroster
- Illuminated entry system
- Luxury light group
- Front and rear floor mats
- Bodyside paint stripe
- Leather-wrapped steering wheel
- Power antenna
- Front cornering lamps
- Rear license plate frame
- Cast aluminum wheels

DIMENSIONS (IN INCHES)

Wheelbase:	114.4
Overall length:	212.4
Overall height:	56.8
Overall width:	77.8

CAPACITIES

Cargo volume:	20.6 cu. ft.
Fuel:	20.0 gal.
Fuel economy:	18 mpg
Engine coolant:	13.6 qt.
Curb weight:	GS 3,787 lbs. / LS 3,796 lbs.

ENGINE

Type:	SOHC V-8
Displacement:	4.6 liters
Horsepower (SAE net):	190 @ 4,200 rpm
(210 @ 4,600 rpm with Trailer Tow III or Handling Package)	
Torque (SAE net):	260 lb.-ft. @ 3,200 rpm
(270 lb.-ft. @ 3,400 rpm with Trailer Tow III or Handling Package)	

TRANSMISSION

Electronically controlled four-speed automatic overdrive with 100 percent lockup in fourth gear and overdrive lockout. No scheduled maintenance.

SUSPENSION

Front: Independent SLA with ball joints, anti-dive control geometry, coil springs, nitrogen gas-pressurized shocks and stabilizer bar

Rear: Four-bar link, rubber-cushioned pivots, rubber-insulated coil springs, nitrogen gas-pressurized shocks and stabilizer bar

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.**