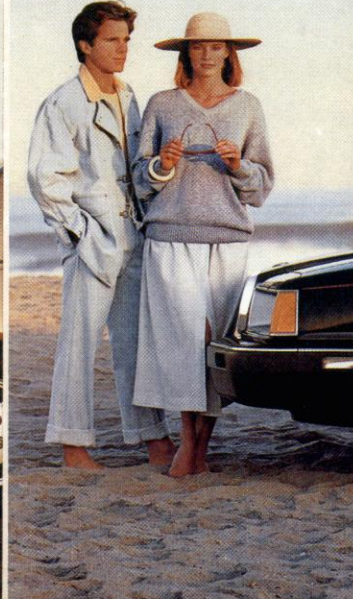
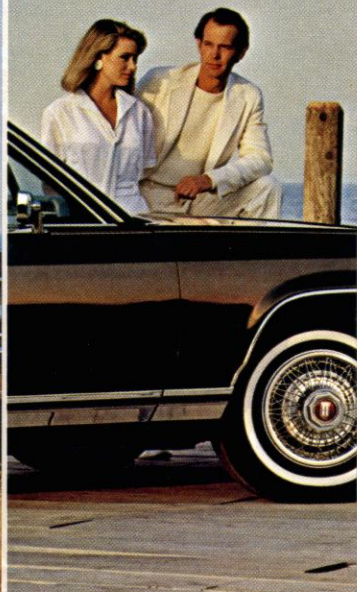
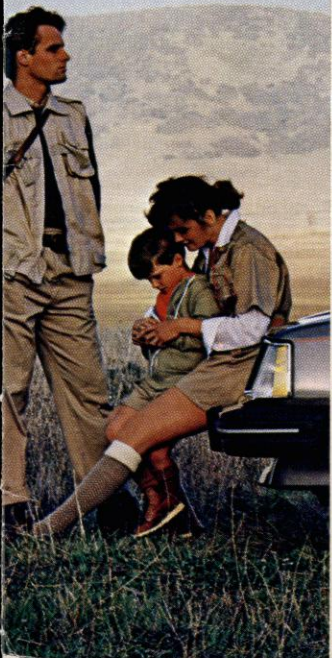


MERCURY '85







Mercury Lynx is the small car of big ideas.

It's a quality-built automobile that results from continuous refinement, the use of modern technology, and attention to details—large and small.

Lynx is offered in three-door and five-door sedans plus spacious wagons. Three-door sedans are offered in standard, L, or GS trim; five-door sedans and wagons are available in L or GS versions.

Every Lynx comes standard with front-wheel drive for good traction in mud and snow, rack-and-pinion steering for precise response, and four-wheel independent suspension for a smooth ride and nimble handling. Lynx, in fact, is one of the few American-built small cars offering the advantages of fully independent suspension.

Lynx is powered by a standard 1.6-liter

Compound Valve Hemispherical (CVH) engine, a powerplant that gives equal priority to power and fuel economy.*

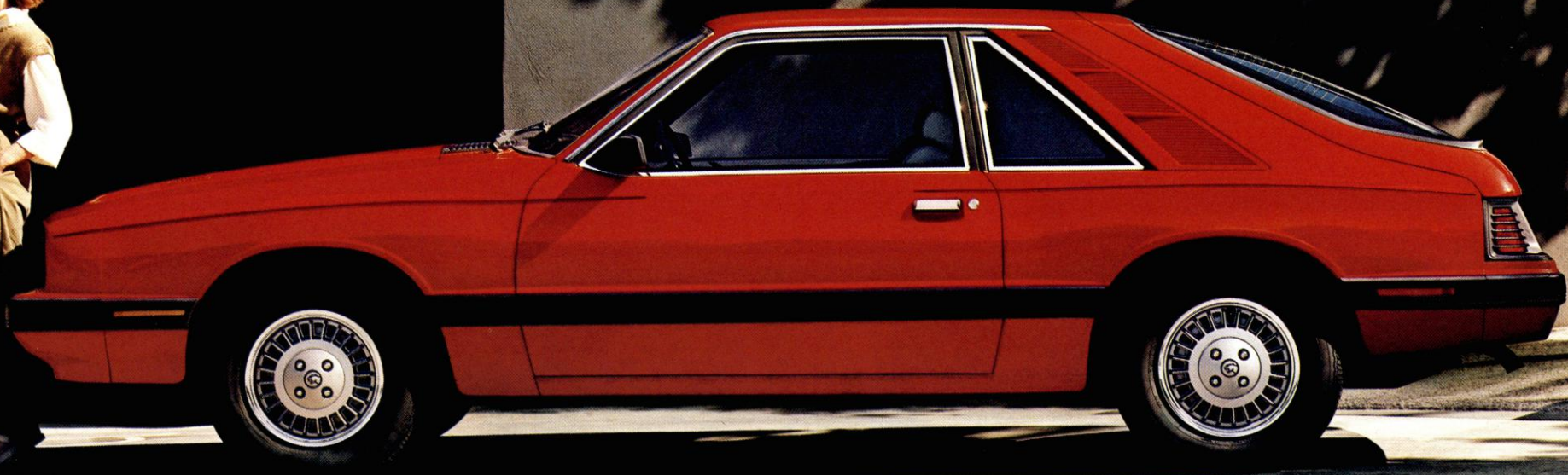
The GS model, shown far left in Medium Charcoal Metallic, has a Higher-Output version of this engine,** while standard Lynx has a miserly Fuel Saver version. A fuel-sipping 2.0-liter diesel engine also is available.

Each Lynx has plenty of passenger and cargo space and a long list of standard equipment. Lynx caters to the comfort of driver and passengers, whether it's standard Lynx, the Lynx L, or the Lynx GS, the interior of which is shown at left in Charcoal.

Lynx is the small car that's really big in a lot of ways. Except maybe one—the price.

* See EPA statement on page 20.

** Lynx models sold in the five Pacific states have different standard equipment. See your Mercury Dealer for details. Some features shown may be optional. See your Mercury Dealer for details.





Mercury Capri is a car that lets you know its purpose with a single glance.

This is a car for people who take their driving seriously.

Capri's sporty appearance, with its bubbleback design and European-style ribbed taillamps, is guaranteed to get you noticed.

For 1985, two Capri models are offered: the Capri GS or the Capri RS.

Capri GS this year is a great value with new standard features that formerly were available only as options.

Shown at far left in Bright Red, the Capri GS is powered by a 2.3-liter four-cylinder engine* that has been improved with low-friction piston rings, a high-compression ratio, and a "fast-burn" head design.

For those who want more horsepower, Capri GS is available with an optional 3.8-liter V-6 engine or a powerful 5.0-liter High-Output

V-8 powerplant, both equipped with electronic fuel injection.

The V-6 is standard equipped with a three-speed SelectShift automatic transmission, while the 5.0-liter V-8 comes with a four-speed Automatic Overdrive transmission.

Capri RS, with a standard 5.0-liter High-Output V-8 engine fed by a four-barrel carburetor and equipped with a five-speed overdrive manual gearbox, is the ultimate Capri for the driving enthusiast.

And inside the Capri, whether it's the GS, shown at left in Charcoal, or the RS, you'll find complete instrumentation sensibly arranged.

Capri for '85. Living proof that a car needn't be expensive to be exciting.

* See EPA statement on page 20.

Some features shown may be optional. See your Mercury Dealer for details.





Mercury Topaz is an intelligently designed sedan that moves five people in style.

It's a comfortable front-wheel-drive car that puts the emphasis on driving enjoyment.

Topaz was designed for those drivers who want to be participants, not spectators. Power-assisted rack-and-pinion steering allows precise maneuvering, while four-wheel independent suspension provides both a comfortable ride and agile handling.

Power comes from a spirited 2.3-liter 2300 High Swirl Combustion four-cylinder engine with new electronic fuel injection for 1985.

Topaz's lively engine is mated to a standard five-speed manual transaxle. A three-speed automatic is available as an option.

Topaz two-door and four-door sedans are available in GS or LS models—and each has

an expanded list of standard equipment for 1985. The LS model, shown at left in a Sand Beige Metallic exterior and Sand Beige interior, includes such standard amenities as power windows and power door locks, illuminated entry system, and a Comfort/Convenience Package.

Although well equipped in standard form, Topaz can be tailored to your needs through a choice selection of options—a 2.0-liter four-cylinder diesel engine, air conditioning, leather seating surfaces in Sand Beige or Charcoal, a TR Performance Package, or a new-for-'85 GS Sport Group option.

Mercury Topaz—a contemporary compact car that puts enjoyment into the driving experience.

* See EPA statement on page 20.

Some features shown may be optional. See your Mercury Dealer for details.





Mercury Cougar is a shape you've been seeing a lot of lately.

And, no doubt, you'll be seeing even more of Cougar in the future because for 1985 Cougar retains all the virtues of its predecessors with some significant refinements.

Whether you select the standard Cougar or the luxurious Cougar LS, shown at left in Black, the shape will move you.

The plain truth is that Cougar is beautiful; the beautiful truth is that Cougar is far from plain.

That's because Cougar's sleek, stylish shape was designed to be functional as well as beautiful. Its aerodynamically inspired form actually uses the wind to help provide better fuel economy,* to help cool the engine more efficiently, and to help improve handling and stability. Cougar's shape also helps eliminate wind noise created by exterior factors.

And inside, whether it's the standard Cougar or the Cougar LS, shown at left in Canyon Red, driver and passenger are treated to a luxurious environment with all-new digital instrument panels—designed to maximize efficiency and convenience—and new seats for 1985.

Cougar and Cougar LS are powered by a standard 3.8-liter V-6 engine with three-speed SelectShift automatic transmission. A 5.0-liter V-8 engine with four-speed Automatic Overdrive transmission is available as an option.

All models are equipped with electronic fuel injection and a remarkable Electronic Engine Control system (EEC-IV) to help you arrive at your destination with efficiency.

Of course, the very fact that you arrive in a Cougar says that you've arrived.

* See EPA statement on page 20.

Some features shown may be optional. See your Mercury Dealer for details.





Mercury Cougar XR-7 is the sports-minded luxury car.

Its performance and handling capabilities make it a world-class touring car.

Credit that to XR-7's turbocharged powerplant and its crisp, agile suspension which are designed to help XR-7 confront the road with confidence.

The Cougar XR-7, shown at far left in Medium Charcoal Metallic and Argent, is powered by a responsive 2.3-liter overhead cam inline four-cylinder turbocharged engine.

With its responsive blow-through design, this turbo powerplant operates at up to 10 psi and functions smoothly from idle to highway cruising speeds.

Along with multi-port fuel injection and EEC-IV for precise fuel metering and efficiency,* XR-7's turbo engine has high-temperature intake and exhaust valves, aluminum

pistons, and a lightweight flywheel.

Inside the Cougar XR-7, shown at left in Oxford Gray with cloth seating surfaces (leather seating surfaces are available as an option), ergonomic efficiency rules.

A new performance instrument cluster includes analog speedometer, tachometer, and turbo boost gauge plus fuel, temperature, oil pressure, and amp gauges.

Articulated front sport seats can be adjusted to your favorite driving position and include adjustable head restraints, lumbar supports, seat bolsters, and seat cushions.

Cougar XR-7. The sporty personal luxury car designed to keep the driver involved, to make driving exhilarating.

* See EPA statement on page 20.

Some features shown may be optional. See your Mercury Dealer for details.





Mercury Marquis is easily confused
with many full-sized cars.

This mid-sized sedan offers the luxury, ride, and comfort many people think can only be found in larger cars.

Take the Marquis' shapely exterior, for instance, shown at left in Midnight Blue Metallic on the Marquis Brougham. To achieve size, strength, and weight objectives, its designers selected unitized body construction. This resulted in the formation of a strong body shell and an excellent basic design for the ride and handling objectives: firm yet comfortable—capable of absorbing road inconsistencies but not to the point of sacrificing road feel to the driver.

Marquis' 105.6-inch wheelbase is long enough to deliver a smooth, comfortable ride, yet it is short enough to be agile in traffic and easy to park.

This comfort and luxury translate to the interior of the Marquis, shown at left in Regatta Blue. Standard front Twin Comfort Lounge seats or optional front flight bench seating for six (shown) are covered in a luxurious cloth material that pampers Marquis' passengers.

Available in standard, Brougham, and wagon versions, the Marquis was designed throughout with elegance, luxury, and comfort in mind. And Marquis' standard 2.3-liter four-cylinder engine with three-speed SelectShift automatic transmission balances performance and efficiency.*

Mercury Marquis, the mid-sized sedan that combines elegant luxury and state-of-the-art technology in a single, beautiful package.

* See EPA statement on page 20.

Some features shown may be optional. See your Mercury Dealer for details.





Mercury Grand Marquis should become an American classic.

That's because few cars can match the Grand Marquis' combination of plush and spacious six-passenger interior, comfortable and quiet ride, and elegant yet understated styling.

Grand Marquis rides on a generous 114-inch wheelbase that supports an interior of cavernous dimensions. Front-seat passengers, according to Motor Vehicle Manufacturers' specifications, have over 43 inches of leg room and more than 61 inches of shoulder room.

All told, Grand Marquis contains 133 cubic feet of passenger and luggage space—more room, in fact, than 99% of today's cars.*

Grand Marquis is offered in two-door and four-door sedans, plus the roomy Colony Park Wagons.

All Grand Marquis models have the

Mercury touch of luxury, typified by a standard equipment list that includes Twin Comfort Lounge seats, power windows, quartz clock, courtesy lighting, and plush carpeting.

The LS model, shown at left in a striking Black exterior and Oxford Gray interior, takes the luxury one step further with additional touches such as tinted glass, rear-seat center armrest, and a more luxurious cloth interior or optional leather seating surfaces.

Each Grand Marquis has, as standard equipment, a powerful and smooth 5.0-liter V-8 engine with electronic fuel injection mated to a four-speed Automatic Overdrive transmission for good power and efficiency.**

The full-sized American car lives on in grand tradition...in the Mercury Grand Marquis.

* Exclusive of other Ford Motor Company products.

** See EPA statement on page 20.

Some features shown may be optional. See your Mercury Dealer for details.



Mercury Grand Marquis Colony Park Wagon is summed up with one word — versatility.

But plush, practical, and spacious are also fitting descriptions for this full-size station wagon.

Colony Park is offered in standard and LS (shown at left in Sand Beige) versions.

Colony Park Wagon can comfortably move six people plus 52.5-cubic-feet* of luggage. Fold down the rear seat and the cargo bay measures an expansive 89.5-cubic feet.*

Available options include heavy-duty suspension and a Class III towing package.

Grand Marquis Colony Park Wagon is a people-mover, cargo-hauler, work wagon, tow vehicle—just about anything you want it to be.

*Based on 1985 MVMA passenger car specifications.

Some features shown may be optional. See your Mercury Dealer for details.



Mercury Marquis Wagon — its size and usefulness will impress you.

Powered by a standard 3.8-liter V-6 engine with a standard three-speed SelectShift automatic transmission, the Marquis Wagon puts a high priority on space. It can move five passengers plus 41.6 cubic feet* of cargo. With the rear seat folded down, cargo space increases to 75.4 cubic feet.*

The Brougham Decor option can elevate Marquis Wagon's interior luxury, while the WoodTone exterior trim option (shown in Sand Beige) can enhance its beauty.

Outstanding cargo-hauling capability, a luxuriously appointed interior, and balanced performance make the Marquis Wagon one of the most versatile performers available.

*Based on 1985 MVMA passenger car specifications. Some features shown may be optional. See your Mercury Dealer for details.



Mercury Lynx is the trim station wagon with a big difference.

The big difference is that it's a Mercury. With Mercury style, performance, and attention to detail.

While slim and maneuverable—with a tight turning diameter of 35.7 feet*—Lynx is still loaded with room and comfort. Lynx can move four adults plus 27.8 cubic feet* of luggage. Folding down the rear seat provides a cavernous 58.8 cubic feet* of cargo space.

Lynx Wagon is available in well-equipped L and top-of-the-line GS (shown in Sand Beige).

All Lynx Wagons have an easy-to-use liftgate with "tailgate-ajar" warning light.

Lynx Wagon...its space, versatility, and style make it a small wonder.

*Based on 1985 MVMA passenger car specifications. Some features shown may be optional. See your Mercury Dealer for details.

Quality, safety, integrity — essential elements in every Mercury.

From concept to your driveway, the making of a Mercury automobile represents an intricate undertaking.

Mercury cars result from the efforts of thousands of individuals dedicated to a design philosophy of continuous improvement and advancement.

Adherence to this design philosophy, plus strict attention to design and engineering details, is what bestows Mercury automobiles with their built-in quality and product integrity.

This product integrity, this "wholeness," is basic to the design of all Mercury automobiles (Lynx, Capri, Topaz, Cougar, Cougar XR-7, Marquis, and Grand Marquis) and has made these cars leaders in delivering functional benefits, as opposed to mere

ornamental status.

Numerous disciplines are employed in building a Mercury automobile. Among these, safety is a chief concern.

All Mercurys are designed to meet or exceed applicable federal safety standards. Stringent testing of Mercury automobiles includes impact barrier tests, plus roof and door strength tests.

Additionally, all Mercury cars have 5-mph bumpers, front and rear—not the 2½-mph bumpers with which many of today's cars are equipped—to help protect lights, cooling system, and exhaust components. These bumpers may result in lower repair costs and lower insurance rates.

Inside, Mercury automobiles use energy-absorbing "soft" materials at crucial locations to help protect driver and passengers.

Mercury automobiles employ operating safety, too. This means Mercury cars have

precise steering, good braking, and sure-footed handling to help drivers avoid accidents in the first place.

An important part of operating safety is use of the seat belts and child restraints. Regular use of these injury-reducing and often life-saving devices is strongly recommended, whether you're driving around the block or across the country.

LYNX

- LYNX THREE-DOOR
- LYNX L THREE-DOOR
- LYNX L FIVE-DOOR
- LYNX L WAGON
- LYNX GS THREE-DOOR
- LYNX GS FIVE-DOOR
- LYNX GS WAGON

TOPAZ

- TOPAZ GS TWO-DOOR
- TOPAZ GS FOUR-DOOR

- TOPAZ LS TWO-DOOR
- TOPAZ LS FOUR-DOOR

CAPRI

- CAPRI GS
- CAPRI RS

COUGAR

- COUGAR
- COUGAR LS
- COUGAR XR-7

MARQUIS

- MARQUIS SEDAN
- MARQUIS BROUGHAM SEDAN
- MARQUIS WAGON

GRAND MARQUIS

- GRAND MARQUIS TWO-DOOR
- GRAND MARQUIS FOUR-DOOR
- GRAND MARQUIS LS TWO-DOOR
- GRAND MARQUIS LS FOUR-DOOR
- GRAND MARQUIS COLONY PARK WAGON
- GRAND MARQUIS COLONY PARK LS WAGON

EXTENDED SERVICE PLAN

Ford Motor Company's optional Extended Service Plan covers certain selected components on new Lincoln-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.

LIFETIME SERVICE GUARANTEE

Participating Lincoln-Mercury Dealers are now offering the Lifetime Service Guarantee which guarantees their work on your Mercury cars for as long as you own them. 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. Even if the car is kept a lifetime. It doesn't matter where the car was purchased or whether it's new or used; the work is still covered by the repairing dealer. This limited warranty covers vehicles in normal use. Items not covered are routine maintenance parts, belts, hoses, sheet

metal, and upholstery. See your participating Lincoln-Mercury Dealer for details.

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.

Ask Ford Motor Company or your Lincoln-Mercury Dealer about such programs relating to your Mercury car. To get copies of any adjustment program for your Mercury car or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673.

In Alaska or Hawaii, call 1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at Ford Customer Information System, P.O. Box 95427, Atlanta, GA 30347. Please include your name and address; year, make, model, and vehicle identification number, as well as engine size, and whether you have a manual or automatic transmission.

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 for any such TSBs and explanations relating to your Mercury car.

To get copies of these Technical Service Bulletins and explanations for your Mercury car or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673.

In Alaska or Hawaii, call 1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at Ford Customer Information System, P.O. Box 95427, Atlanta, GA 30347. Please include your name and address; year, make, model, and vehicle identification number, as well as engine size, and whether you have a manual or automatic transmission.

Get it together — buckle up.

Buy or lease your Mercury from your Lincoln-Mercury Dealer.

* 1985 EPA mileage estimates were unavailable at the time this publication was printed. The 1985 Mercury cars, however, should post excellent mileage ratings in the new EPA mileage guide. See your Lincoln-Mercury Dealer for the latest information.

Specifications and descriptions used were in effect when this publication was approved for printing.

Lincoln-Mercury Division reserves the right to discontinue options at any time or change specifications, equipment, or designs without notice and without incurring obligation.

Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options.

Availability of some features may be subject to a slight delay.

Refer to the Mercury owner's manual for specific service requirements and added operations related to diesel engines and severe service applications.

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LINCOLN-MERCURY DIVISION

