



1995
MERCURY
COUGAR XR7





Exterior shown in Moonlight Blue Clearcoat Metallic. Some features may be optional.

IT'S DESIGNED
TO MOVE YOU.
EVEN WHEN IT'S
STANDING STILL.

In a world full of look-alike cars, there's one automobile that truly sets itself apart from the rest. Mercury Cougar XR7. Its distinctive profile, driver-focused interior and special emphasis on safety all contribute to its ability to turn heads. And if looking at Cougar XR7 isn't moving enough, just wait until you take it out on the open road.



BEAUTY IS IN THE EYE,
ARMS, LEGS AND BACK
OF THE BEHOLDER.

Cougar XR7's interior has been engineered to be not only pleasing to the eye but to the other parts of you as well. Its wraparound design includes controls angled toward the driver to be easily reached and visible. Seats are crafted for comfort on long trips. And perhaps most beautiful of all is that this is also the roomiest interior in its class.



Standard interior shown in Mocha cloth with leather trim. Some features may be optional.



AND NOW FOR OUR FEATURE PRESENTATION.

Step inside a Mercury Cougar XR7 and you'll notice an abundance of features that contribute to your sense of comfort, convenience and sheer driving pleasure.

COMFORT FEATURES.



RECLINING FRONT SEATS. Individual front bucket seats can be easily adjusted for maximum comfort.



LEATHER SEATING SURFACES. For the ultimate in luxury and comfort, all-leather seating surfaces are available.



POWER LUMBAR SUPPORT. With the flick of a switch, your seat's contour can be fine-tuned to give your back proper support.



6-WAY POWER DRIVER'S SEAT. It's easy to adjust your seat to the perfect position with handy, fingertip controls.

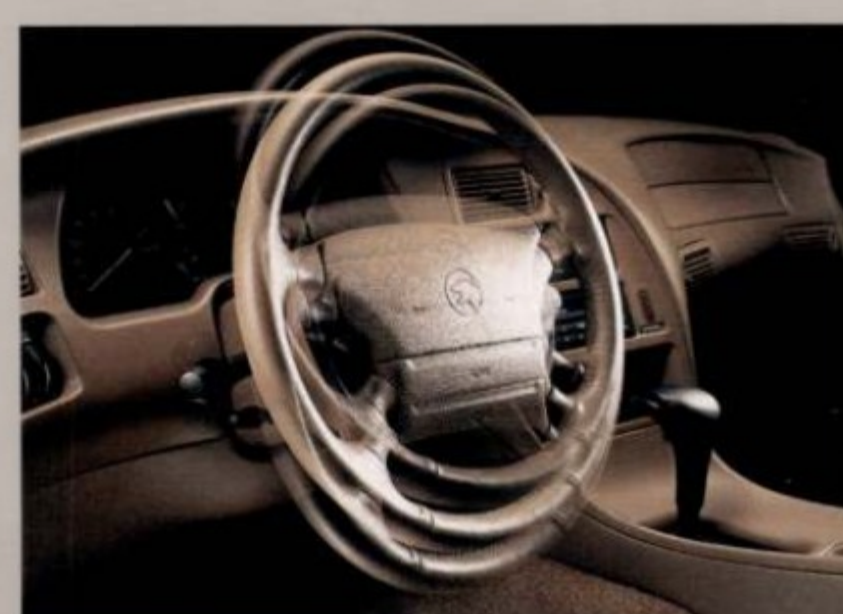
CENTER CONSOLE WITH HIDDEN CUP HOLDERS. Includes leather-wrapped floorshift, armrest storage, and beverage holders that are hidden when not in use.



CFC-FREE AIR CONDITIONER. System operates completely free of CFCs and thus will not further harm the ozone layer.



TILT STEERING COLUMN. Allows you to adjust the steering wheel up or down until the ideal position is achieved.



REAR CENTER ARMREST. Folds down to provide rear passengers an extra measure of comfort.



See specification pages for feature availability.

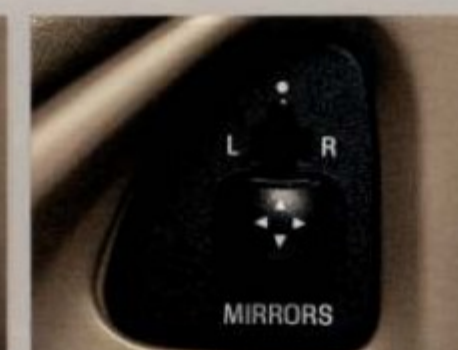
CONVENIENCE FEATURES.



INSTRUMENTATION AND CONTROLS. You'll notice from behind the wheel that Cougar XR7 is clearly designed with the driver in mind. Bright, easy-to-read analog instrumentation includes tachometer, fuel gauge, coolant temperature, analog electronic 120-mph speedometer, oil and voltmeter gauges. And controls are carefully positioned at the precise location and angle where they're most easily reached and used.



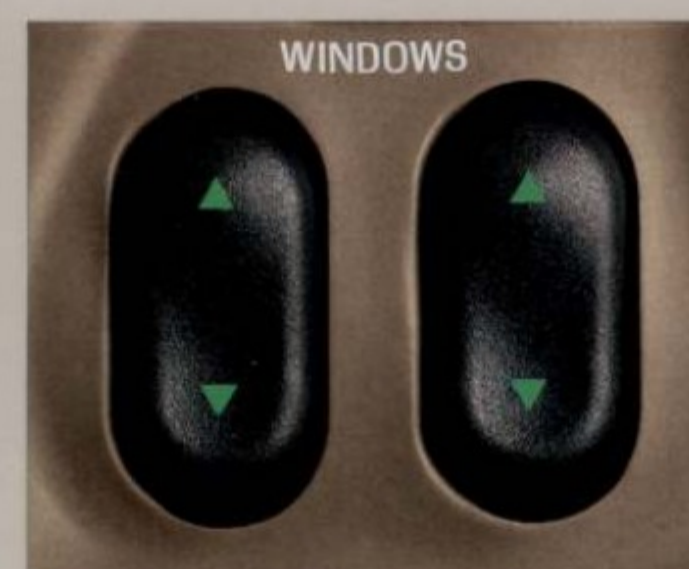
DUAL BEAM MAP/DOME LIGHT. When you need to read a map or light the interior, the proper lights are there when you need them.



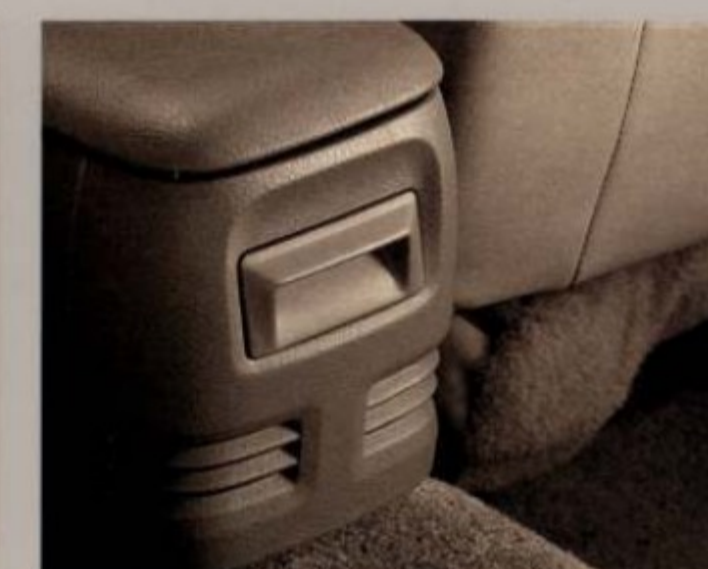
POWER REMOTE MIRRORS. Both exterior mirrors adjust with conveniently located switches.



COIN SLOTS. Keep change for parking meters and tolls conveniently close at hand.



POWER WINDOWS. Soft illumination makes power window switches extra easy to locate and operate.



REAR SEAT HEAT DUCTS. Make sure backseat passengers are just as warm and comfortable as those in front.



AM/FM STEREO RADIO WITH CASSETTE. Listen to your favorite tapes or radio stations with clear stereo sound.



GLOVE BOX WITH DAMPENED DOOR. The glove box door is dampened to open smoothly instead of dropping directly to the front passenger's knees.

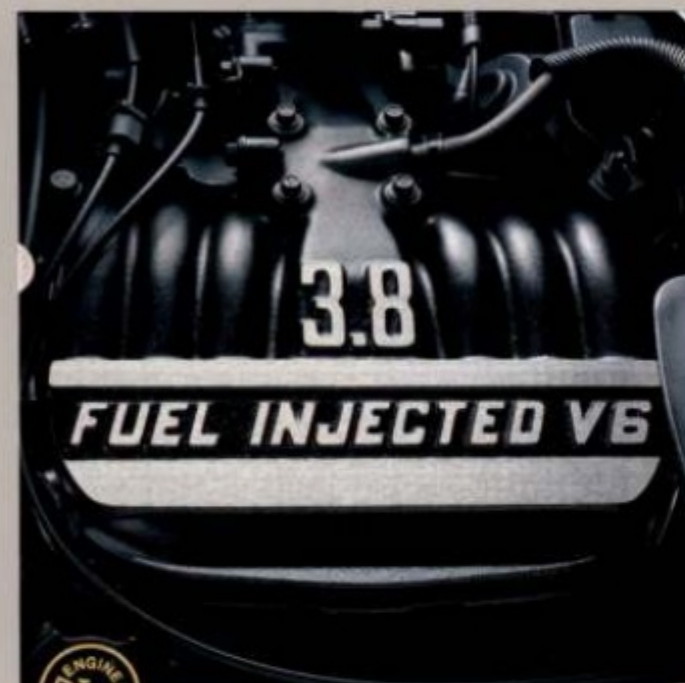
THE LIST OF FEATURES GOES ON AND ON. MUCH LIKE COUGAR XR7 ITSELF.

Cougar XR7's list of standard and available features is seemingly endless. Features not just to provide comfort but to give you a strong sense of safety and security as well. In fact, in recent government crash tests, Cougar XR7 received an impressive five-star rating—the highest rating possible.

PERFORMANCE FEATURES.



V-8 ENGINE. An optional 4.6-liter, single over-head cam V-8 engine with EEC-V electronic engine controls is available on Cougar XR7. This powerful yet smooth performer employs advanced engineering to generate 205 horsepower with exceptional fuel economy.*



V-6 ENGINE. Cougar XR7's standard offering is a 3.8-liter V-6 engine that displays plenty of character with its combination of mid-range passing acceleration and fuel efficiency.*



ELECTRONIC ENGINE CONTROLS AND SEQUENTIAL ELECTRONIC FUEL INJECTION (SEFI). Advanced electronic engine controls can monitor and control up to 300,000 engine and transmission functions every second, while SEFI sequentially adds the precise amount of fuel into each cylinder. Together, they provide an optimal blend of efficiency and performance.*



4-SPEED ELECTRONIC TRANSMISSION. Precisely and smoothly renders gear changes to complement either one of Cougar XR7's engines' performance.

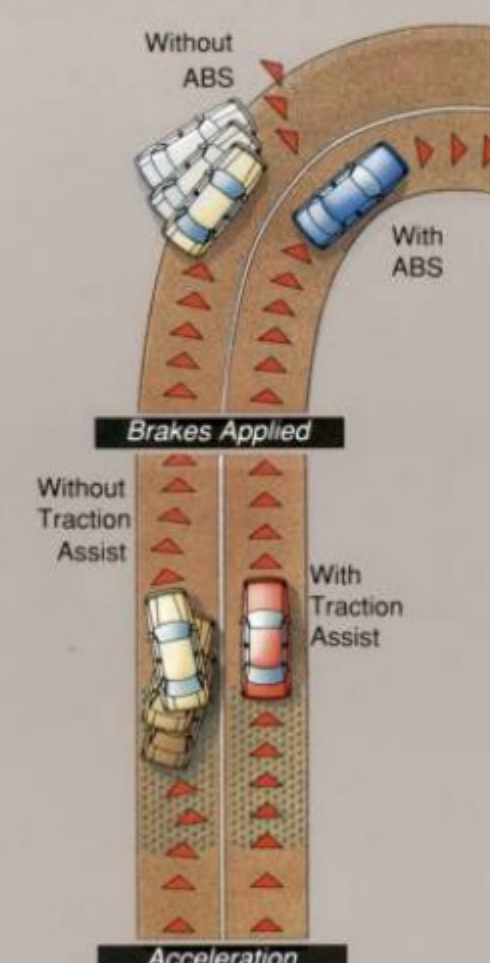


VARIABLE-ASSIST POWER STEERING. Included with the optional V-8, it reduces steering effort at slow speeds while decreasing assist for a better feel of the road as speed increases.

SAFETY FEATURES.



DUAL AIR BAGS. An air bag Supplemental Restraint System (SRS) for both driver and front passenger is standard equipment. Safety belts must be properly worn for air bags to be effective.



3-POINT BELTS. Lap/shoulder safety belts are the primary restraint for front and rear out-board occupants.



DOOR BEAMS. They're engineered into both doors to already meet expected federal safety standards for 1997.



ABS AND TRACTION ASSIST. Cougar XR7's optional Anti-lock Brake System can help shorten stopping distances for most conditions and improve steering control during heavy braking, especially on slippery road surfaces. Electronic Traction Assist helps reduce wheel spin, thus improving traction during low-speed acceleration.

CRUMPLE ZONES. Front and rear crumple zones are designed to deform upon severe impact and absorb much of an impact's force before it reaches the passenger compartment.



SECURITY FEATURES.

REMOTE KEYLESS ENTRY. This optional feature includes two remote transmitters that allow you to unlock or lock all doors and open the trunk from up to 33 feet away. A panic button will sound the horn and flash exterior lights when engaged.

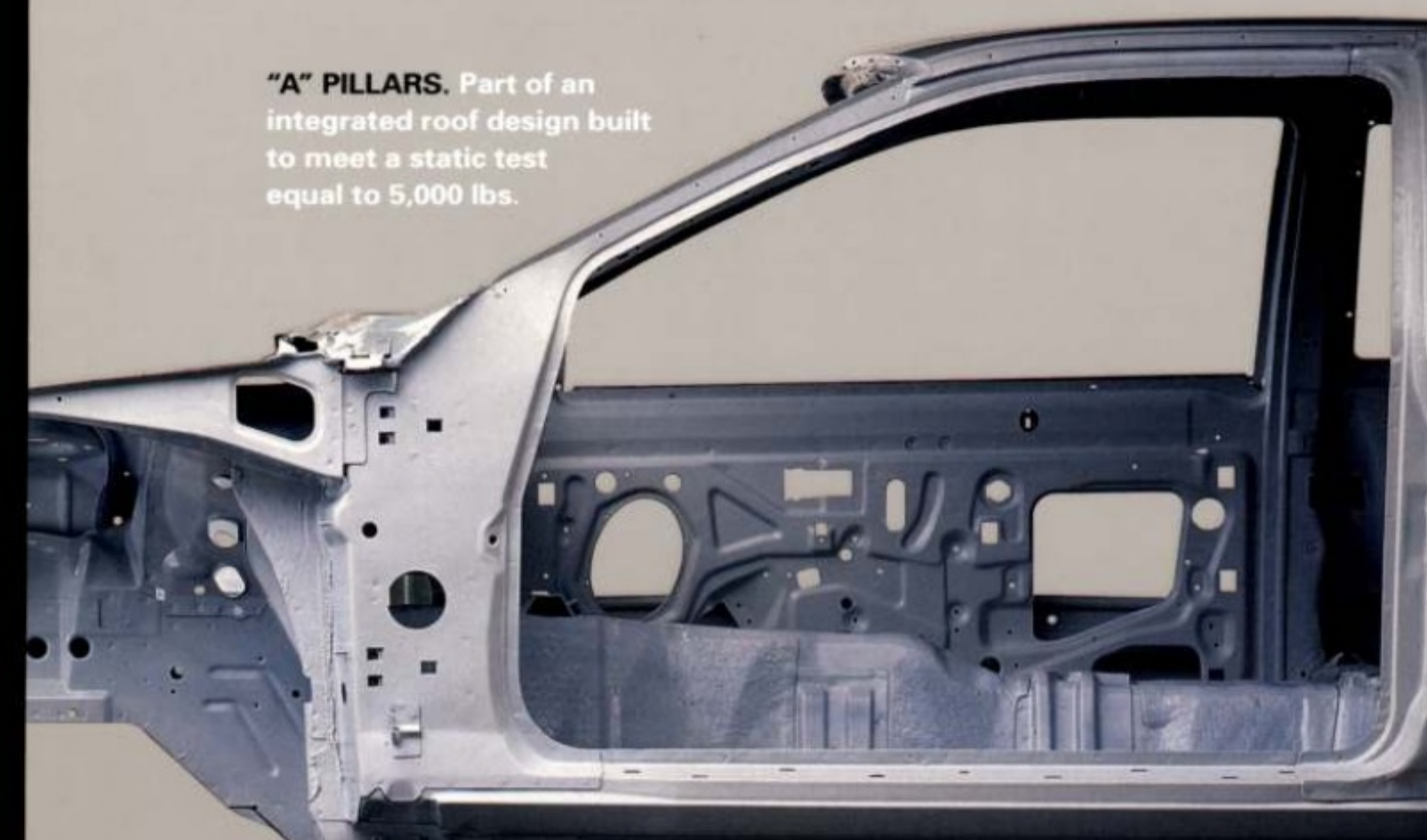


BRAKE/SHIFT INTERLOCK. Prevents shifting the transmission out of park unless the brake pedal is depressed.



INTERVAL WIPERS. Include high, low and variable intermittent speeds so that the driver can adjust for a mist or a downpour.

"A" PILLARS. Part of an integrated roof design built to meet a static test equal to 5,000 lbs.



OPTIONAL FEATURES.



POWER MOONROOF. Let the sunshine in with the touch of a switch.



HIGH-LEVEL AUDIO AND CD RADIO. In addition to the standard AM/FM stereo with cassette, you can choose (1) an 80-watt High-Level audio system with AM stereo/FM stereo cassette and premium speakers or (2) a compact disc radio.



SEMI-AUTOMATIC CLIMATE CONTROL. This CFC-free system automatically maintains the temperature you select.



SPEED CONTROL. You set the speed and it does the rest. Great for long trips.

*See the EPA statement in the back of this brochure.

See specification pages for feature availability.

COUGAR XR7 SPECIFICATIONS.



Standard
15-inch luxury wheel
covers

Optional
15-inch cast aluminum
wheels



DIMENSIONS (IN INCHES)

Wheelbase	113.0
Overall length	199.9
Overall height	52.5
Overall width	72.7
Track front/rear	61.6/60.2
Headroom, front/rear	38.1/37.6
Legroom, front/rear	42.5/36.5
Shoulder room, front/rear	59.1/58.9
Hiproom, front/rear	55.6/56.6

ENGINES	STANDARD	OPTIONAL
Type	V-6	V-8
Displacement	3.8 liters	4.6 liters
Horsepower (SAE net)	140 @ 3800 rpm	205 @ 4500 rpm
Torque (SAE net)	215 lb-ft @ 2400 rpm	265 @ 3200 rpm
Fuel delivery	Sequential multi-port electronic fuel injection	
Compression ratio	9.0:1	9.0:1
Engine control	EEC-IV	EEC-V

CAPACITIES	
Cargo volume	15.1 cu. ft.
Fuel	18.0 gal.
Oil	5.0 qt. (V6 w/filter)/4.5 qt. (V8 w/filter)
Engine coolant	12.3 qt. (V6)/14.0 qt. (V8)
Curb weight	3,533 lbs./3,671 lbs. (w/V8)

TRANSMISSION
Four-speed electronic automatic overdrive, fourth-gear overdrive reduces engine speed by one-third to improve highway fuel economy

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

BRAKES	
Front	10.8-inch disc
Rear	9.8-inch drum
Brake swept area	330.1 sq. inches
Type	Dual hydraulic (diagonally linked front to rear) with power assist

STEERING
Power-assist rack-and-pinion*

FUNCTIONAL FEATURES

Driver-side air bag Supplemental Restraint System	S
Front passenger-side air bag Supplemental Restraint System	S
3.8-liter V-6 sequential multi-port fuel injection	S
4.6-liter SOHC V-8 sequential multi-port fuel injection	O
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)	O
Traction-Lok rear axle	O**
Electronic Traction Assist (requires ABS)	O
Electronic speed-sensitive power rack-and-pinion steering	O*
Engine block heater	O
72-amp/hr heavy-duty battery	O
Electric rear window defroster	O

EXTERIOR FEATURES

5-mph impact bumpers front/rear	S
Dual color keyed power mirrors	S
Low profile aero halogen headlamps	S
Flush glass	S
Remote keyless entry system	O
Luggage rack/geometric spoke wheels	O
Multi-sport roof rack (ski, bicycle, water sports)	A
Front end cover	A

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.

S Standard feature O Optional feature A Dealer-installed accessory

EPA Statement: 1995 EPA mileage estimates were unavailable when this publication was printed. Ask your Mercury dealer for the latest information.

INTERIOR COMFORT AND CONVENIENCE FEATURES

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
Variable intermittent wipers	S
Push-on/push-off parking brake system	S
Luggage compartment light	S
Rear seat heat ducts	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	O
6-way power driver's seat	O
Dual 6-way power seats	O
Leather-wrapped steering wheel	O
CFC-free electronic automatic climate control†	O
Power slide/tilt moonroof with sunshade	O
Fingertip speed control	O
Illuminated entry system	O
Carpeted front floor mats	O

SOUND SYSTEMS

Electronic AM/FM stereo radio with cassette and four speakers	S
High-Level audio system with premium AM stereo/FM stereo radio and cassette, four premium speakers in four locations, 80 total watts RMS	O
Premium electronic AM stereo/FM stereo compact disc radio, 80 total watts RMS (does not include cassette)	O
Power antenna	O

INSTRUMENTATION

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
Backlighted 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)	O
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	O
Mini spare T-125/90R15 BSW	S

OPTIONAL PACKAGES

POWER LOCK GROUP

Includes power door locks, remote decklid release

AUTOLAMP ON/OFF DELAY SYSTEM

Automatically turns headlights on/off with delay/dimming system

REMOTE KEYLESS ENTRY SYSTEM

Allows doors and decklid to be unlocked/locked by depressing a five-digit number in proper sequence on a keypad above driver-side door handle 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)

LUXURY LIGHT GROUP

Includes engine compartment light, instrument panel courtesy lights and dual illuminated visor mirrors

* Electronic speed-sensitive, variable-assist power rack-and-pinion steering included and only available w/optional 4.6L V-8.

** Not available with Traction Assist.

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

‡ Requires Autolamp on/off delay system.

Based on official AAMA specifications.

For more information on available accessories please visit your local Mercury dealer.

PREFERRED EQUIPMENT PACKAGE

To make ordering easy we've grouped certain options together into the Preferred Equipment Package listed below and priced it to offer sticker price savings over ordering these items individually.†

260A

Illuminated entry	•
Fingertip speed control	•
Electric rear window defroster	•
Power lock group	•
Luxury cast aluminum wheels w/P215/70R15 BSW tires	•
Front carpeted floor mats	•
Leather-wrapped steering wheel	•
6-way power driver's seat	•

EXTERIOR COLORS

Vibrant White Clearcoat
Silver Frost Clearcoat Metallic
Champagne Clearcoat Metallic
Light Evergreen Frost Clearcoat Metallic
White Opalescent Clearcoat Metallic
Rose Mist Clearcoat Metallic
Moonlight Blue Clearcoat Metallic
Electric Red Clearcoat Metallic
Deep Jewel Green Clearcoat Metallic
Silver Blue Mist Clearcoat Metallic
Chameleon Blue Clearcoat Metallic
Black Clearcoat

INTERIOR COLORS

Ruby Red
Mocha
Opal Grey
Portofino Blue
Evergreen

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 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.

COMMITMENTS THAT TRAVEL WITH YOU.

ROADSIDE ASSISTANCE.

Every Mercury includes the security of an emergency Roadside Assistance Program during the 3-year/36,000-mile bumper-to-bumper warranty period. Help is a toll-free call away 24 hours a day, anywhere in the fifty 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 Mercury dealer for complete details on the Roadside Assistance Program and a copy of the limited warranty.

THE LEASING ALTERNATIVE.

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 the benefits of a Red Carpet Lease at your Mercury dealer.



Vibrant White Clearcoat



Silver Frost Clearcoat Metallic



Champagne Clearcoat Metallic



Light Evergreen Frost Clearcoat Metallic



White Opalescent Clearcoat Metallic



Rose Mist Clearcoat Metallic



Moonlight Blue Clearcoat Metallic



Electric Red Clearcoat Metallic



Deep Jewel Green Clearcoat Metallic



Silver Blue Mist Clearcoat Metallic



Chameleon Blue Clearcoat Metallic



Black Clearcoat

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 satisfying vehicles,

WHAT MAKES
A MERCURY
A MERCURY.

from the small yet satisfying Tracer to the versatile Villager. Cars and minivans that please both drivers and passengers. And today, of course, that goal of being better encompasses everything from advances in safety and technology,

to complete satisfaction with every aspect of the care you receive from your Mercury dealer. All of which give you a better idea of our goal when we say: "Mercury. Better. Believe it."

Tracer



Mystique



Cougar XR7



Sable



Grand Marquis



Villager



 **MERCURY**



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Buckle up—together we can save lives.

 **LINCOLN
MERCURY**