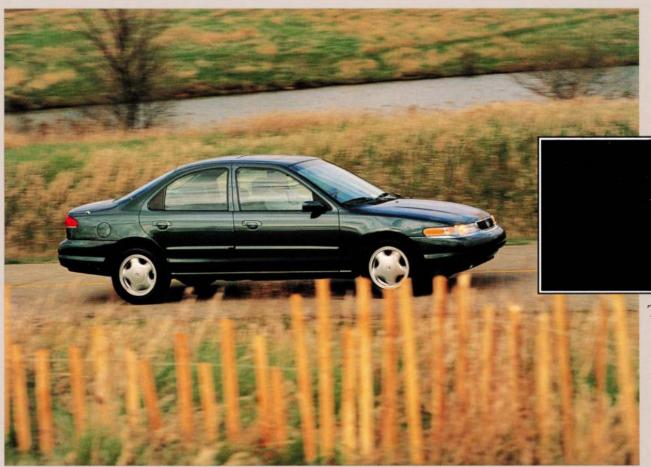


1995 MERCURY MYSTIQUE



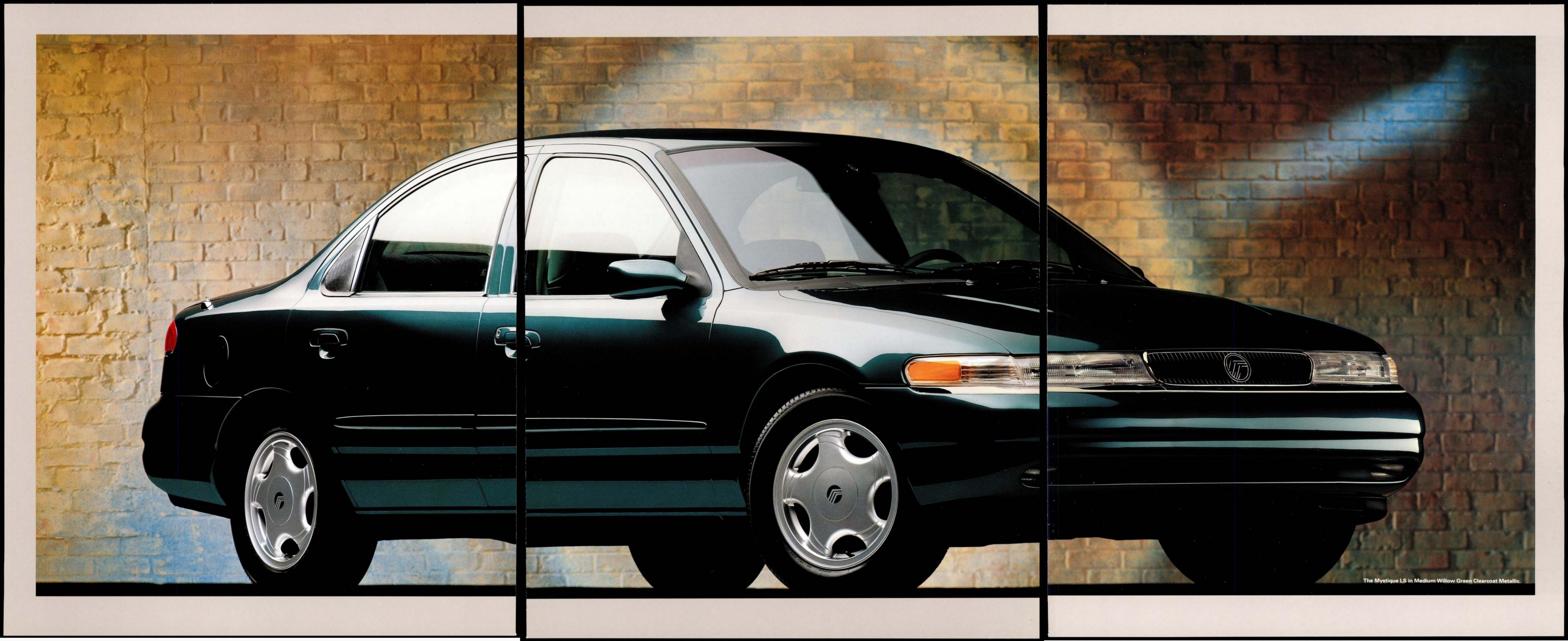


It's Not Just A Whole New Car. It's A Whole New Mercury.

The goal was extremely ambitious.

Design a new car from the ground up capable of satisfying both driving enthusiasts and safety-minded families. Offer it with the available Duratec V-6 System, the world's first V-6 car engine that does not require a scheduled tune-up for the first 100,000 miles. Equip it with a number of features that are not only unique to its class, but also rarely found except in luxury automobiles. Finally, strive to build it with levels of comfort and quality that not only say Mercury, but also say Mercury taken to new levels.

It's called Mystique. And as you'll see, it's not just a whole new car. It's a whole new Mercury.



Even From Behind, Mystique Demonstrates Forward Thinking. Mercury Mystique's engineers would like to point out that beneath all this surface glamour lies a car with a rigidly designed unibody and front sub-frame for handling stability, cab-forward design for greater interior room, and a rounded exterior designed to produce a wind-slicing drag coefficient of only 0.31.







Mystique's interior is more than simply spacious, comfortable and well appointed. It is also home to a number of ingenious new features never before offered by Mystique's major competitors.

You'll find the following features not just inside but throughout this remarkable new automobile.

- ◆2.5L V-6 Duratec System ◆MicronAir®Filtration System
- ♦ All-speed traction control
- Anti-submarine seats
- ♦Driver's safety belt grabber
- Seat-mounted front safety belts
- ◆Illuminated headlamp switch/heater controls
- ◆Illuminated power window switches
- ◆Illuminated power door lock switches
- ◆Illuminated interior door handles
- ◆Curb illumination
- ◆Rear dome light
- ◆Remote locking w/trunk and panic feature
- ♦10-way power driver's seat
- ◆Front seat valance stowage bins
- ◆Driver-side glove box
- ♦Glove box utility hook
- ◆Trunk-mounted rear seat releases
- Remote trunk release deactivation
- ◆Diagnostic plug
- ◆Solar tint glass

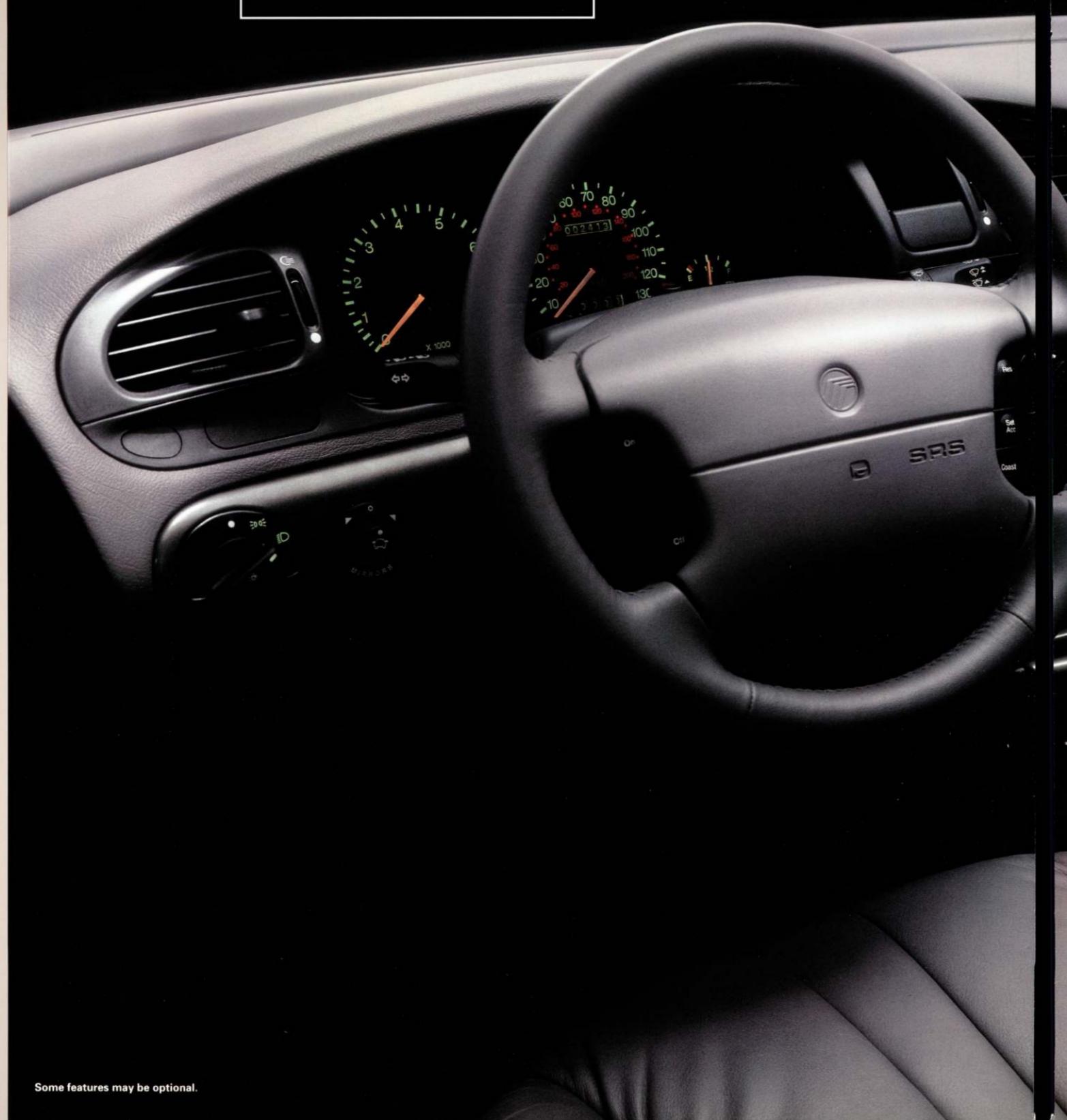




Participate In A More Direct Form Of Communication.

You might compare driving a Mercury Mystique to visiting an old friend. Communication between the two of you is instantly familiar. The right things to do are instinctively known. And you feel very comfortable with this arrangement.

This almost instant familiarity is the result of careful design and placement of instrumentation and controls. And it's a key reason why Mystique is such a responsive and enjoyable car to drive.

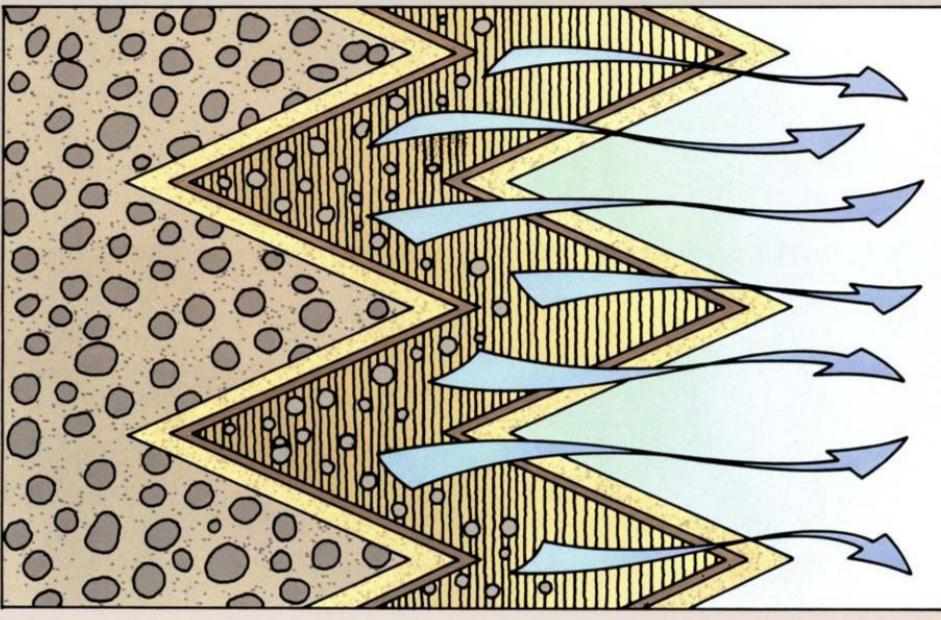




A Multitude Of New Ways To Relax And Breathe Easy.

Mercury Mystique offers plenty of reasons to feel good inside, including 21 new features not offered by Mystique's major competitors. To make these unique features easier to find, each is highlighted by a "•" here and on the following pages.

Comfort & Convenience Features.



♦ MicronAir® FILTRATION SYSTEM

luxury cars don't offer this system, yet it's standard on Mystique. By utilizing layers of electrostaticall charged synthetic microfibers,
MicronAir filters out potentially
harmful air pollutants as small
as three microns in diameter

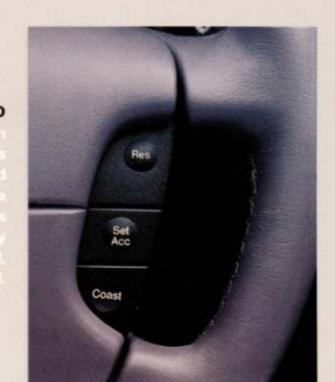
fibers, interior through heating, air entially conditioning or fresh air ventions amall Which means allergy sufferer anyone concerned with air positions.



SOLAR TINT GLASS. Special solar shielding characteristics in Mystique's exterior glass help protect interior surfaces against sun fading who substantially reducing the time needed for air conditioning to cool the interior.

FINGERTIP SPEED CONTROL.

you set and hold
your speed at a
touch of control
so perfectly
positioned
they're patented

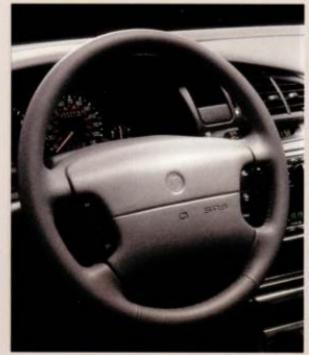




◆ UTILITY HOOK. Flips out of the glove box handle to provide the perfect place to hang a purse or a litter bag.



◆ CURB ILLUMINATION. Leave it to Mystique to help you put your best foot forward—and avoid that unforeseen mud puddle—by illuminating the area where you'll step when exiting



LEATHER-WRAPPED WHEEL.
Soft, supple leather has a distinctive feel you'll really appreciate.



SAFETY BELT HEIGHT ADJUSTERS.
Whather you're 5 11 or 6'5" you can



6 SEATBACK STOWAGE POCKETS. Amounts

See specification pages for feature availability.



of Mystique's interior lighting makes it easier to



HIDDEN CUP HOLDERS.

the full center console to secure you favorite beverage within easy reach.





REAR DOME LIG

light is thoughtfully included for the use of rear passengers.

60/40 SPLIT-FOLD REAR SEATBACK.

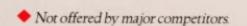
added cargo and par senger carrying versatil ty. A fold-down armres gives rear passengers a





◆ TRUNK-MOUNTED REAR SEAT RELEASES.

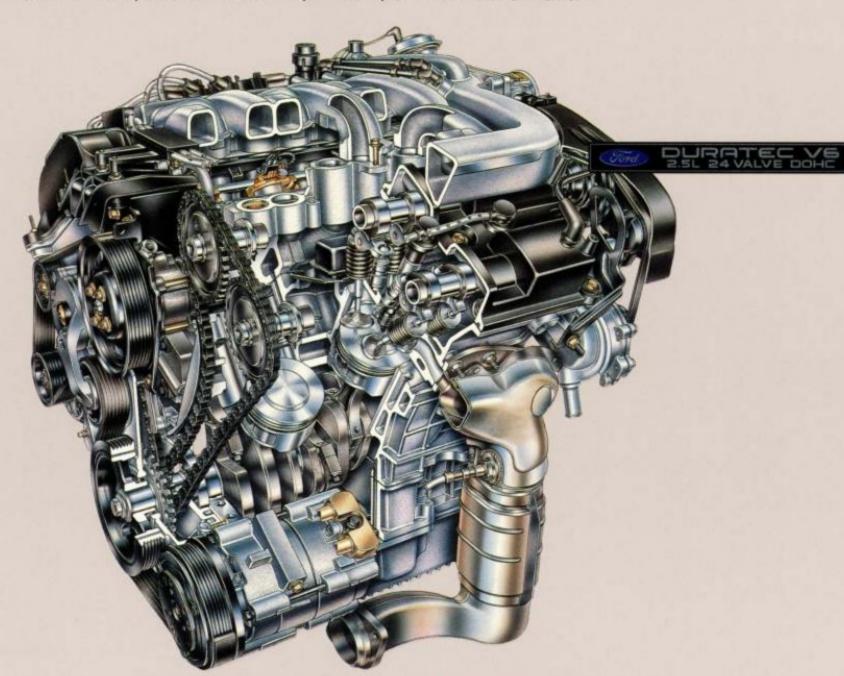
spacious 13.9-cubic-foot trunk-precisely where they're most convenient for you, least convenient for thieves.



100,000 Miles Between TUNE-UPS. APPARENTLY OUR ENGINEERS DID SOME FINE TUNING.

One quick trip down a twisty road will convince you that Mystique is engineered to deliver an exhilarating blend of responsiveness, handling and agility. And you can be assured of many such trips with very low maintenance by opting for Mystique's available Duratec System. It includes the world's first car V-6 engine that does not require a scheduled tune-up for the first 100,000 miles.

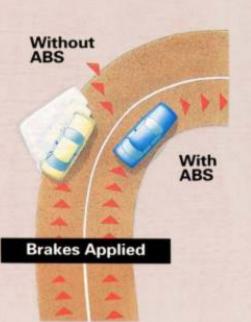
Performance & Handling Features.







ANTI-LOCK BRAKES.





ELECTRONIC 4-SPEED AUTOMATIC TRANSAXLE.



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



DIAGNOSTIC PLUG. This can



5-SPEED MANUAL TRANSAXLE.



Mystique Is So Advanced, It Already Meets Safety Standards Of The Future.

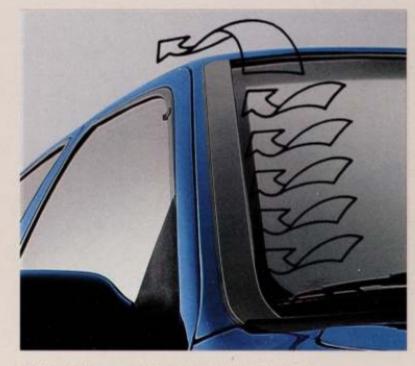
Mystique is engineered with an emphasis on safety that incorporates some innovative new thinking. In fact, Mystique is already able to meet expected federal safety standards that won't become mandatory until 1997. It's all part of a comprehensive approach to occupant protection and accident avoidance we call "Dynamic Safety Engineering." You can simply call it peace of mind.

SAFETY & SECURITY FEATURES.



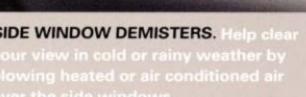


DUAL AIR BAG SUPPLEMENTAL RESTRAINT SYSTEM.







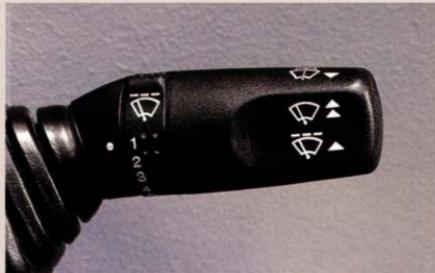




AUTOMATIC SAFETY.



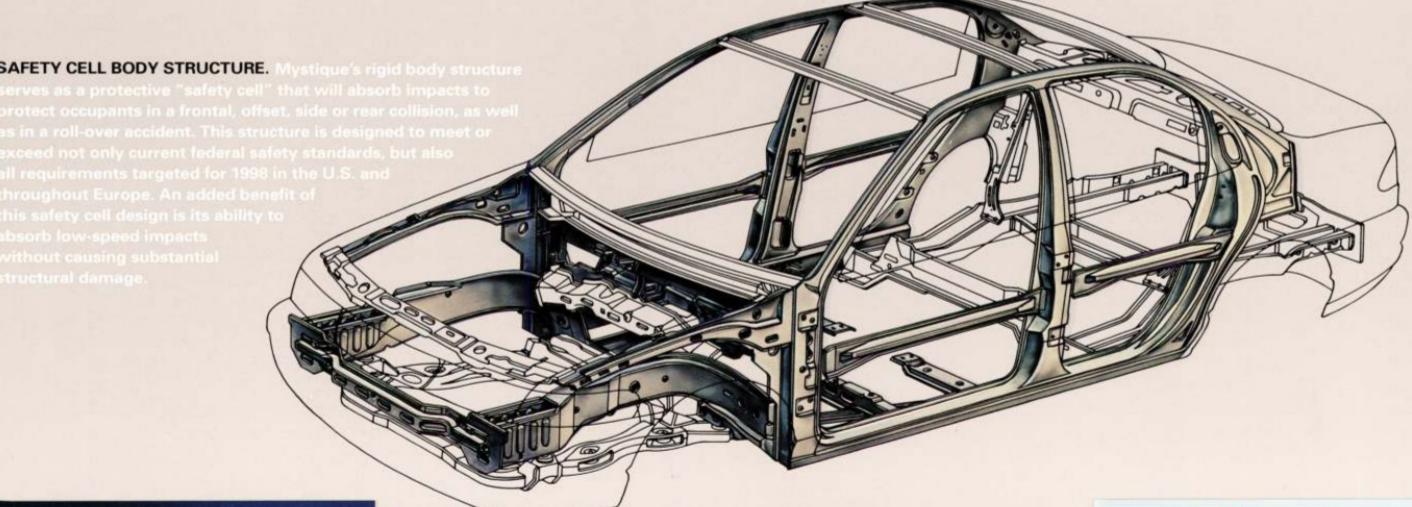
SEAT-MOUNTED SAFETY BELTS.



INTERMITTENT WIPERS.



CHILD-PROOF REAR DOOR

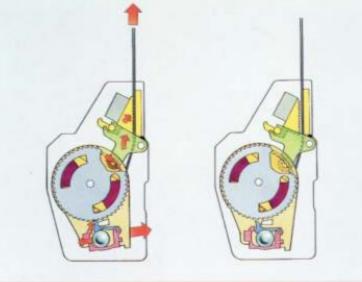




BRAKE SHIFT INTERLOCK.



REMOTE LOCKING.



SAFETY BELT GRABBER.

Make Choices Now And Receive Assurances Down The Road.

Choosing Mercury Mystique is an easy decision. We've made it even easier by grouping favorite options in Preferred Equipment Packages that offer savings over ordering these options individually. We've also included a number of additional reasons to feel good about choosing Mystique. These are described on the facing page.

OPTIONAL FEATURES.



Electronic AM/FM stereo radio with cassette. (Also Premium Sound system available.)



Electronic AM/FM stereo CD radio and Premium Sound.

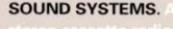


CD player. (Available with electronic AM/FM stereo radio with cassette and Premium Sound.)



10-WAY POWER DRIVER'S SEAT.

on the side of the seat adjust for fore/aft, recline, tilt/height and als provide lumbar support, making it easy to find your desired level of comfort. Standard on LS models.

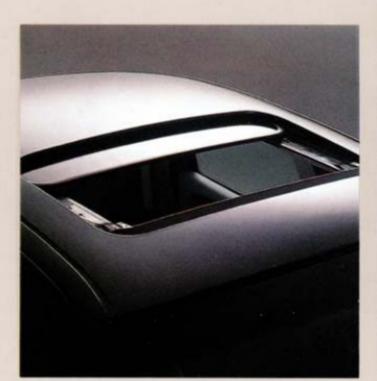


LS and available on GS models. This system can be upgraded to a Premium Sound system with 80 watts of power and premium speakers. Also available is a CD radio with Premium Sound that includes scan and shuffle play (center). For cassette and CD capability, a dealer-installed CD player (bottom) can be added to the electronic AM/FM stereo cassette radio with Premium Sound.



HEATED OUTSIDE REARVIEW MIRRO

to improve your rearward visibility while driving in cold or inclement weather.
They're standard on LS models.



POWER MOONROOF.

the ride. It opens and closes at the



AIR CONDITIONER. This optional system operates free of ozone-depleting CFCs and utilizes the standard



POWER ANTENNA. This option, standard on LS models, automatically retracts



REAR SPOILER. Ask your dealer to install this avail able rear spoiler, which adds a touch of aggressive style to your Mystique.

COMMITMENTS THAT TRAVEL WITH YOU.

AN ENVIRONMENTALLY RESPONSIBLE CAR.

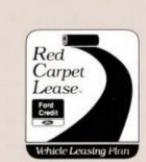
Mystique represents our greatest effort ever to create an automobile that demonstrates environmental responsibility from the start of the manufacturing process to that time, years down the road, when the car is ready for recycling. Here's how: Mystique's content is 78% recyclable by weight · Pre- and post-consumer recyclable aluminum is extensively used in Mystique's two powertrains · All plastic parts are identified for recyclability · Recycled products are extensively used for manufacturing, packaging and shipping · Mystique's air conditioning system, as with all Mercurys, operates without ozone-depleting CFCs · All Mystique manufacturing facilities are free of CFCs, cadmium and asbestos · To make recycling easier and more economically feasible, extensive recycling guidelines have been established · Mystique offers outstanding fuel economy* · Wildlife areas have been established near two manufacturing areas as part of our participation in the Wildlife

ROADSIDE ASSISTANCE

Habitat Enhancement Council.

Like every Mercury, Mystique 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.

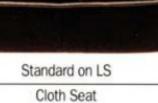
^{*}See the EPA statement in the back of this brochure.

Mystique SPECIFICATIONS.











Optional on LS Leather Seat

DIMENSIONS	GS	LS
Wheelbase (in)		
Tire size		
Wheel size (in)		The state of the s
Brakes—		
front/rear (in)	10.24/8.00	10.24/8.00
w/2.5L Duratec V-6 System	10.24/9.88	10.24/9.88
Fuel tank (gals)	14.5	14.5
Length (in)	183.5	
Height (in)		
Width (in)		
Weight, curb (lbs)		
Headroom, front/rear (in)		
Legroom, front/rear (in)		Control of the Contro
Shoulder room, front/rear (in)		
Seating capacity	Control of the second of the s	and the second s
Oil capacity (qts)		
Passenger volume (cu ft)		
Trunk capacity (cu ft)		
POWERTRAIN	STANDARD	OPTIONAL
Engine	16-valve DOHC	
	Zetec I-4	
Туре		
	aluminum heads	60° modular with aluminum heads
Displacement		
Horsepower		
Torque (SAL) Het	4000 rpm	4250 mm
Compression ratio	9.6:1	9.7:1
Fuel delivery		
Engine control		
		D

ultra-compact design, low internal friction and two-piece diecast aluminum case.

Automatic — Electronically controlled 4-speed overdrive with lock-up torque converter, shift sensors, automatic overdrive lockout switch and brake/shift interlock.

STEERING

Type Power-assisted rack-and-pinion steering with 14.5:1 ratio. Curb-to-curb turning diameter: 36.5 ft w/GS, 37.3 ft w/LS

SUSPENSION

Front—Independent MacPherson strut-type with lower A-arms and hydromount connecting bushings, strut-mounted coil springs and stabilizer bar. All steering and suspension components are connected to a rubber-mounted subframe.

Rear—Quadralink fully independent suspension, strut-mounted coil springs, passive rear-wheel steering and rear stabilizer bar mounted to a rigid subframe.

	GS	LS
Zetec 2.0L DOHC 16-valve I-4 engine	S	S
Duratec V-6 System Includes: —2.5L DOHC 24-valve V-6 engine —Larger tires (P195 with GS Series; P205 with LS Series) —4-wheel disc brakes —Performance-tuned steering and suspension —100,000-mile service interval	0	0
5-speed manual transaxle	S	S
4-speed electronic automatic transaxle	0	0
4-wheel independent suspension	S	S
Power front disc/rear drum brakes	S	S
Overdrive lockout switch (automatic only)	S	S
Power-assisted rack-and-pinion steering	S	S
Platinum tipped spark plugs	S	S
Diagnostic service plug	S	S
MacPherson strut front suspension	S	S
Quadralink strut rear suspension	S	S
Sequential multi-port electronic fuel injection	S	S
Front and rear stabilizer bars	S	S
EXTERIOR FEATURES		
Cab-forward design	S	S
Flush halogen headlamps with side markers	S	S
Fog lamps		S
Semi-flush side glass	S	S
Solar tint glass	S	S
Body-color door handles, mirrors and moldings	S	S
Dual power mirrors	S	S
Power antenna	0	S
Low-liftover luggage compartment	S	S
Bright chrome grille with center blackout	S	S
Wraparound taillamps with integrated reflex	S	S
Variable intermittent windshield wipers	S	S
Tethered fuel cap with fueling hook	S	S
Oripless roof construction	S	S
Anti-corrosion treatment	S	S
Rear decklid spoiler	А	Α

	S	Standard feature	0	Optional feature	A	Dealer-installed accessory
1	Based	on official AAMA spe	ecification	ns.		

For more information on available accessories please visit your local

Mercury dealer.

	GS	LS
Ergonomic interior with full instrumentation	S	S
MicronAir® Filtration System	S	S
CFC-free air conditioner	0	0
Side window demisters	S	S
Rear seat heat ducts	S	S
Rear center armrest and rear dome light	S	S
Front seat stowage valances/map pockets	S	S
Driver-side glove box	S	S
Glove box utility hook	S	S
Compact disc/cassette stowage	S	S
Individual front bucket seats with full console	S	S
4-way tilt front head restraint adjustment	S	S
Infinitely adjustable front seatback	S	S
Driver's seat lumbar/height adjustment	S	S
10-way power driver's seat	0	S
60/40 split-fold rear seat	S	S
Rear seat hip bolsters	S	S
Leather seating surfaces		0
Curb illumination/front footwell illumination	S	S
Decklid gas-assist struts	S	S
4-spoke soft-feel steering wheel	S	
Leather-wrapped steering wheel		S
Driver/passenger visor mirrors	S	S
Rear window defroster/heated exterior mirrors	0	S
Front and rear floor mats	0	S
Grab handles—front passenger and rear outboard seats	S	S
Offset parking brake handle	S	S
Power windows — express-down/illuminated switches	0	0
Power door locks with illuminated switches	0	0
Light group Includes: — Dual illuminated visor mirrors — Trunk and engine compartment lights — Front map reading lights — Illuminated entry and illuminated inside door handles on all doors	0	0
Speed control	0	0
Power moonroof	0	0
Remote decklid/fuel door releases	S	S

Sound and noise insulation package



14" deluxe wheel covers

14" cast aluminum wheels

Rear defroster

Heated mirrors

Power antenna

with cassette

Power door locks

Power windows

Light group

Speed control

Remote locking

Duratec V-6 System

Includes:

-2.5L DOHC 24-valve V-6 engine

—100,000-mile service interval

dealer for the most up-to-date information.

PRODUCT CHANGES

to additional ordering requirements or limitations.

—4-wheel disc brakes

Larger tires (P195 with GS Series; P205 with LS Series)

**Specific content is subject to change throughout model year. Consult your

Following publication of this brochure, certain changes in standard equipment,

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.

options, prices and the like, or product delays, may have occurred which would

EPA Statement: 1995 EPA mileage estimates were unavailable when this publi-

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

cation was printed. The 1995 Mercury Mystique, however, should post good

mileage figures. Ask your Lincoln-Mercury dealer for the latest information.

MicronAir® is a registered U.S. trademark of Freudenberg Nonwovens.

-Performance-tuned steering and suspension

CFC-free air conditioner

Electronic AM/FM stereo radio

PREFERRED EQUIPMENT PACKAGES

price savings over ordering these items individually.**

To make ordering easy we've grouped certain options together into the Preferred Equipment Packages listed below. And priced them to offer sticker

370A 371A 372A 380A 381A

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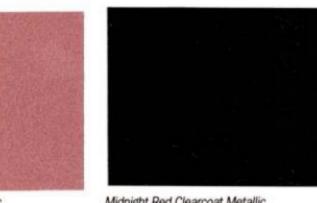






Electric Red Clearcoat Metallic





Coral Mist Clearcoat Metallic Midnight Red Clearcoat Metallic



Moonlight Blue Clearcoat Metallic







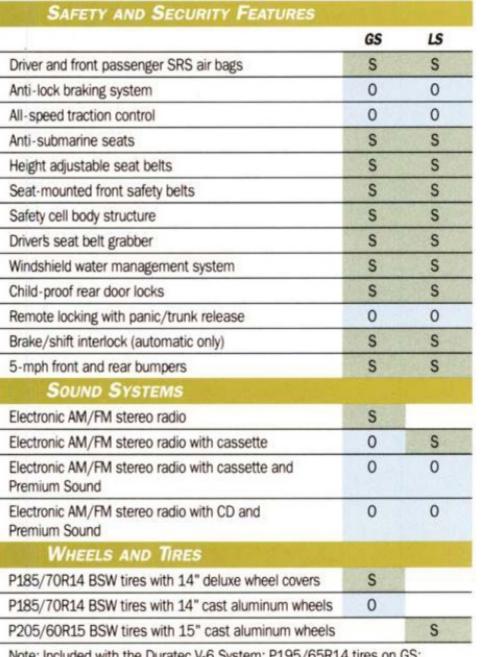


Charcoal Grey Clearcoat Metallic





Portofino Blue Clearcoat Metallic



Note: Included with the Duratec V-6 System: P195/65R14 tires on GS; P205/60R15 tires on LS

INTERIOR COLORS AND TRIM Opal Grey Cloth

Opal Grey Leather* Pumice Cloth Pumice Leather* Ruby Red Cloth Atlantis Blue Cloth

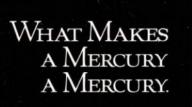
EXTERIOR COLORS

Champagne Clearcoat Metallic Electric Red Clearcoat Metallic Coral Mist Clearcoat Metallic Midnight Red Clearcoat Metallic Moonlight Blue Clearcoat Metallic Tobago Green Clearcoat Metallic Teal Clearcoat Metallic Medium Willow Green Clearcoat Metallic Charcoal Grey Clearcoat Metallic Vibrant White Clearcoat Portofino Blue Clearcoat Metallic

*Available on LS only.

S S

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,



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."

