

Imagine yourself in a Mercury.



1996 • SABLE • MYSTIQUE • VILLAGER • GRAND MARQUIS • COUGAR XR7 • TRACER

Imagine a whole new car...

Sable is about to revolutionize automotive design. Again. Our approach to recreating it went to the very soul of the car. The resulting all new Sable features a level of craftsmanship and quality you can see, hear and feel. It has a fluid look and satisfyingly solid feel. In fact, Sable will leave you with the impression that it was formed from a single piece of steel. This is a car quite unlike anything you've ever driven before.

and a whole new way of thinking.



Exterior shown in Toreador Red Clearcoat Metallic. Some features may be optional.



STANDARD LS FEATURES INCLUDE:

3.0-liter Duratec 24-valve V-6 engine with 100,000-mile scheduled tune-up interval*

Innovative Integrated Control Panel

Particulate air filtration system

CFC-free air-conditioning with rear seat outlets

Dual air bags—always wear your safety belt

Anti-theft coded ignition key

Battery saver

3-point lap/safety belts for outboard front and all three rear occupants (sedan)

Variable-assist power steering

Dual power heated exterior mirrors

Electronic AM/FM stereo radio with cassette and six speakers

*Under normal driving conditions with routine fluid/filter changes.

Sable LS



Imagine a car that handles the road...

Driving this performance sedan is an exhilarating experience that goes well beyond its available 170-horsepower Duratec V-6 engine. With its sport-tuned steering and suspension, Mystique features a tight, solid feel and is agile enough to handle sharp curves deftly. And its driver-oriented characteristics haven't gone unnoticed. As *Automobile Magazine* claimed, "Mystique sets the standard for driving excellence." as well as your needs.



STANDARD LS FEATURES INCLUDE:
Zetec 2.0L DOHC 16-valve I-4 engine
5-speed manual overdrive transaxle
Diagnostic plug
Particulate air filtration system
Windshield water management system
Electronic AM/FM stereo radio with cassette and four speakers
Power antenna
Specially designed seats
10-way power driver's seat
60/40 split-fold rear seats
Rear seat heat ducts
Child-proof rear door locks
Curb illumination
Dual heated power exterior mirrors
Dual air bags—always wear your safety belt



Exterior shown in Champagne Clearcoat Metallic. Some features may be optional.

Mystique LS

Imagine a minivan...

By the way Villager handles the road, you'd swear you were driving a car. It has an even ride and responsive handling other minivans would love to offer. It also provides an extra measure of comfort, a multitude of amenities and numerous safety features. All this helps make Villager a truly remarkable minivan.

that drives like a car.



Exterior shown in Medium Wedgewood Blue Clearcoat Metallic with Silver Clearcoat Metallic. Some features may be optional.



- STANDARD LS
FEATURES INCLUDE:**
- 3.0-liter OHC V-6 engine with multi-point electronic fuel injection
 - Electronically controlled 4-speed automatic overdrive transaxle
 - Dual air bags—always wear your safety belt
 - 4-wheel anti-lock brakes
 - CFC-free air conditioner
 - Seven-passenger seating with a sliding/folding rear bench seat
 - Fingertip speed control
 - AM/FM stereo radio with cassette and four speakers
 - Electric rear window defroster
 - Power door locks with lock disable feature
 - Power front windows with accessory delay
 - Dual power mirrors
 - Power rear vent windows
 - Luggage rack
 - Battery saver
 - Tilt steering column



Villager LS

It's hard to imagine a car...

All the traits that have made Grand Marquis both distinctive and popular can be found on this year's model. It offers the interior room to seat six passengers. Its powerful V-8 and body-on-frame construction help produce its legendary ride. And its many thoughtful features make driving Grand Marquis an extraordinarily comfortable experience.

that accommodates you
like Grand Marquis.



**STANDARD LS
FEATURES INCLUDE:**

4.6-liter SOHC V-8 engine
with 100,000-mile scheduled
tune-up interval*

Rear-wheel drive

Speed-sensitive, variable-assist
power steering

Automatic parking brake
release

Power windows with driver's
side express-down

Full-size, 6-passenger seating

Electronic AM/FM stereo radio
with cassette and four
speakers

6-way power driver's seat

Rear seat heat ducts

Solar tint glass

Dual air bags—always wear
your safety belt

Automatic headlamp on/off
delay system

Battery saver

*Under normal driving conditions
with routine fluid/filter changes.

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

Grand Marquis LS

Imagine a car that has as much style...

Cougar XR7 has a well-established reputation for styling leadership. This year, due to its elegantly restyled exterior, Cougar's reputation continues to grow. But you'll find much more than that. It also features a driver-focused interior, safety engineering, and superb ride and handling. With its available 46-liter V-8, it has the power and performance you'd expect from a Cougar XR7.

as you do.



STANDARD FEATURES INCLUDE:

3.8-liter fuel-injected V-6 engine
with 100,000-mile scheduled
tune-up interval*

Electronically controlled
4-speed automatic overdrive
transmission

Rear-wheel drive

Front and rear stabilizer bars

Analog instrumentation

CFC-free air conditioner

Dual power mirrors

Electronic AM/FM stereo radio
with cassette and four speakers

Power windows

Dual beam map/dome light

Dual air bags—always wear
your safety belt

*Under normal driving conditions
with routine fluid/filter changes.



Cougar XR7

Imagine the Mercury of small cars.

Tracer offers the room, features and comfort so many small cars seem to lack these days. Since it's a Mercury, it comes with a remarkably long list of standard features — many of which you'd expect to find on far more expensive cars.

And that's just one more reason Tracer is such an outstanding automobile.

Equipped to make it the envy of other small cars.



STANDARD FEATURES

INCLUDE:

- 1.9-liter SOHC 4-cylinder engine
- Sequential multi-port electronic fuel injection
- 5-speed manual overdrive transaxle
- 4-wheel independent suspension
- Child-proof rear door locks
- Power rack-and-pinion steering
- 60/40 split-fold rear seat with integral head restraints
- Electronic AM/FM stereo radio with integral clock
- Dual air bags—always wear your safety belt

Tracer

SPECIFICATIONS

DRIVETRAIN CONFIGURATION	FRONT-WHEEL DRIVE		FRONT-WHEEL DRIVE		FRONT-WHEEL DRIVE
ENGINES	GS	LS	STANDARD	OPTIONAL	
Type	60-degree OHV V-6 Vulcan	24-valve DOHC Duratec V-6	16-valve DOHC Zetec I-4	24-valve DOHC Duratec V-6	OHC V-6
Displacement	3.0 liters	3.0 liters	2.0 liters	2.5 liters	3.0 liters
Horsepower (SAE net)	145 @ 5250 rpm	200 @ 5750 rpm	125 @ 5500 rpm	170 @ 6250 rpm	151 @ 4800 rpm
Torque (SAE net)	170 lb-ft @ 3250 rpm	200 lb-ft @ 4500 rpm	130 lb-ft @ 4000 rpm	165 lb-ft @ 4250 rpm	174 lb-ft @ 4400 rpm
Fuel delivery	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Multi-point electronic fuel injection
Compression ratio	9.3:1	10.0:1	9.6:1	9.7:1	9.0:1
Engine control	EEC-V	EEC-V	EEC-V	EEC-V	Electronic
TRANSAXLE/TRANSMISSION	TRANSAXLE		TRANSAXLE		TRANSAXLE
Manual	N/A		Fully synchronized, including reverse, 5-speed overdrive with ultra-compact design, low internal friction and two-piece die-cast aluminum case		N/A
Automatic	GS — electronic 4-speed automatic transaxle with overdrive LS — electronic fully non-synchronous 4-speed automatic transaxle with overdrive and overdrive lockout		Electronically controlled 4-speed overdrive with lockup torque converter, shift sensors, automatic overdrive lockout switch and brake/shift interlock		Electronic four-speed automatic overdrive with overdrive lockout
SUSPENSION					
Front	Independent MacPherson nitrogen gas-pressur- ized hydraulic struts with coil springs and front stabilizer bar		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		Independent MacPherson gas-pressurized struts with coil spring and lower A-arm
Rear	Sedan—Independent Quadralink design, nitro- gen gas-pressurized hydraulic shocks, stabilizer bar and coil springs Wagon—Independent short and long arm (SLA), nitrogen gas-pressurized hydraulic shocks, stabilizer bar and coil springs		Quadralink fully independent suspension, strut-mounted coil springs, passive rear-wheel steering and rear stabilizer bar mounted to a rigid subframe		Hotchkiss design with twin tapered leaf suspension with gas-pressurized shocks
STEERING					
Type	Speed-sensitive, variable-assist power rack-and-pinion with 16.0:1 ratio		Power-assisted rack-and-pinion with 14.5:1 ratio		Power-assist rack-and-pinion with 17.5:1 ratio
DIMENSIONS (IN INCHES)		SEDAN	WAGON		
Wheelbase		108.5	108.5	106.5	112.2
Overall length		199.7	199.2	183.5	189.9
EXTERIOR COLORS					
	Silver Frost Clearcoat Metallic • Vibrant White Clearcoat • Moonlight Blue Clearcoat Metallic • Light Saddle Clearcoat Metallic • Midnight Red Clearcoat Metallic • Iris Frost Clearcoat Metallic • Toreador Red Clearcoat Metallic • Rose Mist Clearcoat Metallic • Pacific Green Clearcoat Metallic • Charcoal Grey Clearcoat Metallic		Champagne Clearcoat Metallic • Midnight Red Clearcoat Metallic • Moonlight Blue Clearcoat Metallic • Teal Clearcoat Metallic • Charcoal Grey Clearcoat Metallic • Vibrant White Clearcoat • Portofino Blue Clearcoat Metallic • Toreador Red Clearcoat Metallic • Desert Violet Clearcoat Metallic • Pacific Green Clearcoat Metallic • Willow Green Frost Clearcoat Metallic • Black Clearcoat		GS — Light Saddle CM (Clearcoat Metallic) • Evergreen Frost CM • Toreador Red CM • Rose Mist CM • Medium Wedgewood Blue CM • Medium Willow Green CM • Portofino Blue CM • Silver CM • Glacier White LS — Rose Mist CM • Deep Violet CM • Glacier White LS Two-Tone — The above colors are available in various two-tone combinations. See your dealer for complete details. Nautica—Medium Wedgewood Blue CM/Glacier White • Medium Willow Green CM/Glacier White • Glacier White/Medium Wedgewood Blue CM • Toreador Red CM/Glacier White
INTERIOR COLORS					
	• Medium Graphite • Saddle • Grey-Violet • Willow Green		Opal Grey Cloth • Opal Grey Leather* • Pumice Cloth • Pumice Leather* • Atlantis Blue Cloth		Saddle • Orchid (LS only) • Graphite

*Available on LS only. *Available on Sedan and Wagon only. *Available on LTS and Trio package only.

GRAND MARQUIS

REAR-WHEEL DRIVE		REAR-WHEEL DRIVE		FRONT-WHEEL DRIVE	
	STANDARD	OPTIONAL	SEDAN/WAGON	LTS SEDAN	
SOHC V-8	V-6	OHC V-8	OHC Inline-4	DOHC 16-valve Inline-4	
4.6 liters	3.8 liters	4.6 liters	1.9 liters	1.8 liters	
190 @ 4250 rpm (210 @ 4250 rpm with Trailer Tow III or Handling package)	145 @ 4000 rpm	205 @ 4250 rpm	88 @ 4400 rpm	127 @ 6500 rpm	
265 lb-ft @ 3250 rpm (275 lb-ft @ 3250 rpm with Trailer Tow III or Handling Package)	215 lb-ft @ 2750 rpm	280 lb-ft @ 3000 rpm	108 lb-ft @ 3800 rpm	114 lb-ft @ 4500 rpm	
Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Multi-port electronic fuel injection	
9.0:1	9.0:1	9.0:1	9.0:1	9.0:1	
EEC-V	EEC-V	EEC-V	EEC-V	Electronic module	
TRANSMISSION	TRANSMISSION		TRANSAXLE		
N/A	N/A		Synchronized five-speed overdrive with self-adjusting hydraulic clutch		
Electronically controlled four-speed automatic overdrive with full lockup capability in fourth gear and overdrive lockout	Electronically controlled four-speed automatic overdrive		Electronically controlled four-speed automatic overdrive with lockup torque converter		
Independent short and long arm (SLA) with ball joints, anti-dive control geometry, coil springs, nitrogen gas-pressurized hydraulic shocks and stabilizer bar	Independent short and long arm (SLA) design with double isolation, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, front subframe		Independent MacPherson struts with strut- mounted coil springs and stabilizer bar		
Four-bar link, rubber-cushioned pivots, rubber- insulated coil springs, nitrogen gas-pressurized shocks and stabilizer bar	Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, rubber isolated rear subframe		Independent MacPherson struts, strut-mounted coil springs with twin trapezoidal links, trailing links and stabilizer bar		
Power speed-sensitive, variable-assist with 16.4:1 ratio on center	Power-assist rack-and-pinion on V-6 with 14.1:1 ratio on center, variable-assist speed-sensitive power rack-and-pinion with optional V-8		Power-assist rack-and-pinion with 17.0:1 ratio		
			SEDAN AND LTS WAGON		
114.4	113.0		98.4	98.4	
211.8	199.9		170.9	171.3	
Medium Willow Green Clearcoat Metallic • Light Willow Green Clearcoat Metallic • Silver Frost Clearcoat Metallic • Black Clearcoat • Vibrant White Clearcoat Metallic • Ivory Clearcoat • Light Saddle Clearcoat Metallic • Medium Wedgewood Blue Clearcoat Metallic • Toreador Red Clearcoat Metallic • Iris Frost Clearcoat Metallic	Vibrant White Clearcoat • Silver Frost Clearcoat Metallic • White Opalescent Clearcoat (extra cost tricoat) • Moonlight Blue Clearcoat Metallic • Silver Blue Mist Clearcoat Metallic • Black Clearcoat • Light Saddle Clearcoat Metallic • Pacific Green Clearcoat Metallic • Alpine Green Clearcoat Metallic • Bright Red Clearcoat • Laser Red Tinted Clearcoat		Cayman Green Clearcoat Metallic • Silver Frost Clearcoat Metallic • Royal Blue Clearcoat Metallic • Bright Calypso Green Clearcoat Metallic • Sunrise Red Clearcoat Metallic • Ultra Violet Clearcoat Metallic • Black • Oxford White • Tourmaline Green Clearcoat Metallic • Toreador Red Clearcoat Metallic		
Willow Green • Saddle • Light Graphite • Portofino Blue • Cordovan • Oxford White/Light Graphite	Portofino Blue • Medium Graphite • Willow Green • Saddle		Mocha • Opal Grey • Royal Blue (not available on Wagon) LTS: Opal Grey only Trio: Opal Grey and Mocha only		



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 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.

EPA Statement: 1996 EPA mileage estimates were unavailable when this publication was printed. Ask your Mercury dealer for the latest information.
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.
Based on official AAMA specifications.

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.

The Facts

Tracer



Mystique



Cougar XR7



Sable



Grand Marquis



Villager



Imagine a full line of cars featuring sophisticated styling and quality craftsmanship. Imagine an automaker who's concerned about every aspect of the care you receive from your dealer. Imagine a comprehensive program dedicated to your total satisfaction. It's called the Mercury CommitmentSM and it's one of the extra comforts of owning a Mercury. It provides the assurance that each customer's needs are always the highest priority and that they receive immediate attention for as long as they own their vehicle.

ROADSIDE ASSISTANCE.

Throughout the three-year/36,000-mile warranty period, you get complimentary 24-hour, seven-day-a-week coverage for towing, fuel delivery, jump-starts, tire changing and lock-out assistance.

MERCURY VEHICLE WARRANTY.

As part of the Mercury Commitment, you receive the Mercury Bumper To Bumper Limited Warranty, covering your automobile for three years or 36,000 miles with no deductible. You also receive a corrosion protection limited warranty providing coverage for five years with unlimited mileage and no deductible. Ask your Mercury dealer for complete details and a copy of the limited warranties.

SPECIAL DELIVERY PROCESS.

Prior to delivery, your dealer's service department thoroughly prepares your vehicle. At delivery, the dealership sales staff provides a customer delivery meeting, service department tour, checklist review and other services.

MERCURY CUSTOMER ASSISTANCE CENTER.

If you have questions about your Mercury vehicle or the Mercury Commitment, you're invited to contact your selling dealer. Or if you wish, feel free to call our Customer Assistance Center.

OWNER IDENTIFICATION CARD.

You'll receive a Mercury Commitment ID card for your wallet. You'll want to keep it handy because it includes the Mercury Commitment hotline numbers for customer service and roadside assistance.

MercurySM Commitment



IMAGINE YOURSELF
IN A MERCURY

For more information via the Internet, enter
<http://www.Mercuryvehicles.com>.



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Mercury

Buckle up—together we can save lives.