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M e r c u r y 

GRAND MARQUIS



IMAGINE A CAR THAT ACCOMMODATES YOU LIKE NO OTHER—THE SPACIOUS AND COMFORTABLE GRAND MARQUIS.

The 1996 Mercury Grand Marquis offers the comfort, power, room, and value to make it a distinctive and popular full-size sedan. And with its body-on-frame construction, Grand Marquis' legendary smooth, comfortable ride lets you feel right at home.

Grand Marquis is available in either the GS model or more luxurious LS. Both come with a long list of standard features, available options, and money-saving Preferred Equipment Packages that are designed to accommodate your driving needs—as only Grand Marquis can.



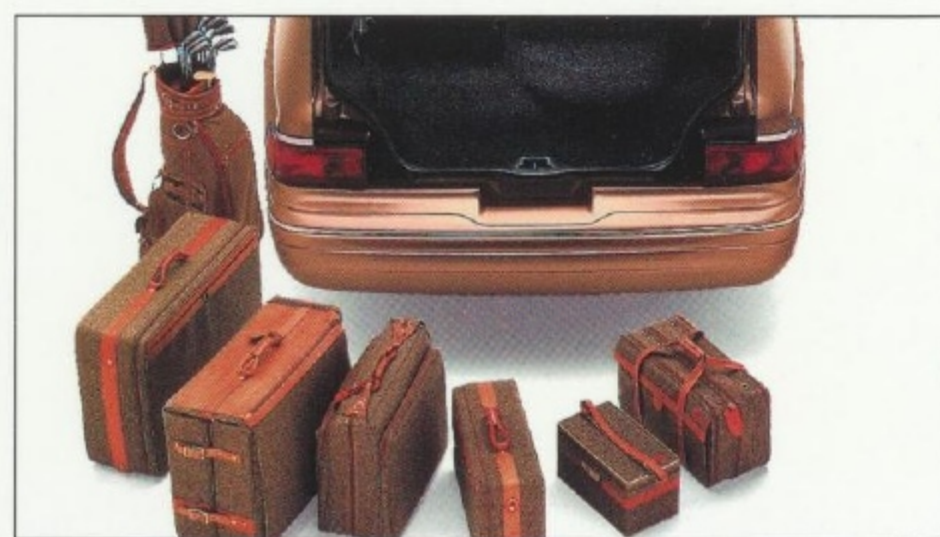
Available leather seating surfaces shown.

PLUSH INTERIOR

When you're traveling in Grand Marquis' roomy, six-passenger interior, it's easy to relax. Luxurious upholstery, six-way power

driver's seat with power recliner, and dual cup holders are just some of Grand Marquis' interior appeal. With so many

convenient appointments, it's easy to see why Grand Marquis is such a comfortable place to stay when you're on the road.



LARGE TRUNK

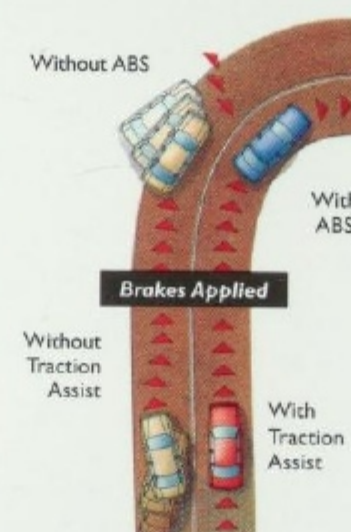
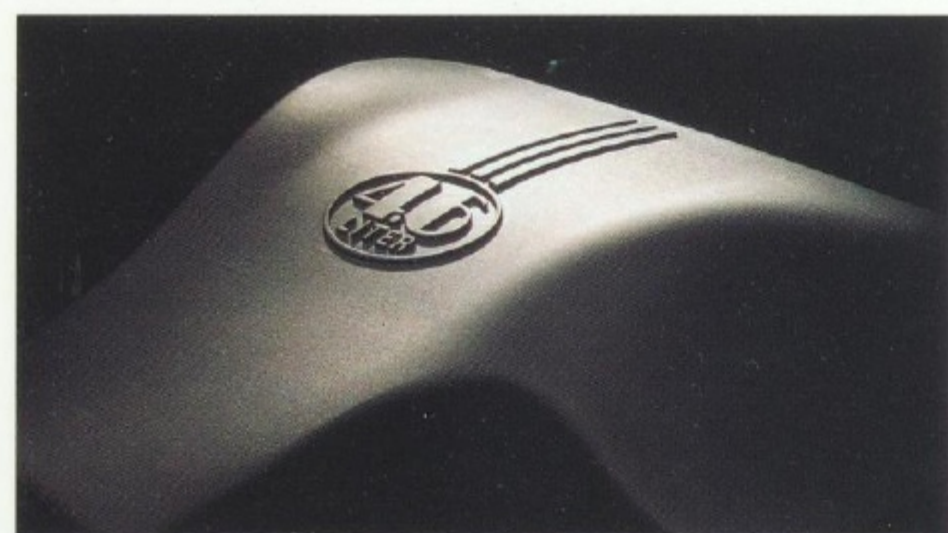
One of Grand Marquis' most pleasing features is its huge 20.6-cubic-foot trunk—one of the largest in its class. With so much

cargo-carrying room, you'll find that items like luggage, golf clubs, and toys for the children can be stored easily inside. Plus, the trunk's low liftover height makes loading and unloading your belongings a breeze.

POWERFUL V-8 ENGINE

A technically advanced SOHC 4.6-liter V-8 engine with EEC-V (Electronic Engine Control module) is standard on

Grand Marquis, generating an impressive 190 horsepower. Both Grand Marquis' available Trailer Tow III and Handling Packages provide 210 horsepower.



ANTI-LOCK BRAKES

Grand Marquis' available four-wheel anti-lock braking system (ABS) helps drivers maintain steering control during

hard braking, even on wet or slippery surfaces. It includes electronic Traction Assist, which helps keep the drive wheels from spinning during low-speed acceleration on slippery surfaces. Both Grand Marquis GS and LS

come with standard power-assisted four-wheel disc brakes for dependable stopping power.

STEERING AND HANDLING

Driving a Grand Marquis is a comfortable and enjoyable experience, thanks to its speed-sensitive power steering. It's a system

that's designed to increase steering assist at low speeds for maneuvers like parking, while reducing assist at higher speeds for improved road feel. An available rear air suspension system automatically adjusts its ride

height to accommodate heavier loads while increasing ride comfort. So no matter if you're traveling alone or with the entire family, you'll enjoy how Grand Marquis handles.



SAFETY

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. Heavy-gauge side door beams are mounted inside each door for additional protection. Front and rear crumple zones are designed to absorb energy during a

collision before it reaches the passenger compartment. And a brake-activated transmission lock prevents the transmission from shifting out of park unless the driver's foot is on the brake pedal.

MERCURY COMMITMENTSM

Every 1996 Mercury vehicle is covered by the Mercury Commitment—an owner benefits package that includes a

three-year/36,000-mile bumper to bumper limited warranty, five-year corrosion protection limited warranty, customer service assistance, and owner identification card. Plus, it features 24-hour roadside assistance during

the warranty period, covering jump-starts, towing, lock-out service, changing a flat tire, and more. See your dealer for information about the Ford Roadside Assistance Program and a copy of Grand Marquis' limited warranties.



STANDARD FEATURES

Here are some of Grand Marquis' many standard features:

- Rear-wheel drive
- Four-wheel disc brakes
- CFC-free air conditioner

- Power windows with driver's express-down feature
- Solar tint glass
- Reinforced side door beams
- Six-way power driver's seat with power recliner
- Variable-assist, speed-sensitive power steering
- Five-mph impact bumpers
- Nitrogen gas-pressurized shock absorbers
- Tilt steering column



OPTIONS AND SPECIFICATIONS

There are many options available on Grand Marquis to meet your driving needs and personal preferences. Here are just a few:

- Anti-lock brakes with Traction Assist
- Remote keyless entry system
- Luxury light group, including dual illuminated visor mirrors with dual secondary sun visors for front/side coverage, dual beam dome/map lights, and rear seat reading lamps
- Premium electronic AM/FM stereo cassette
- Six-way power passenger seat with power recliner
- Electronic automatic temperature control

Preferred Equipment Packages

Many popular options are grouped together on Grand Marquis and priced to offer you savings over what it would cost if you ordered these items separately. Here is just one of these specially priced Preferred Equipment Packages:

Grand Marquis LS with Preferred Equipment Package 173A:

- Front and rear carpet floor mats
- Fingertip speed control
- Power lock group
- Illuminated entry system
- Front cornering lamps
- Luxury light group
- Upper bodyside paint stripe
- Leather-wrapped steering wheel
- Twelve-spoke aluminum wheels
- Remote keyless entry system
- Anti-lock brakes with Traction Assist
- Electronic group
- Electronic automatic temperature control
- Electronic auto-dimming mirror
- Premium electronic AM/FM stereo cassette
- Six-way power passenger seat with power recliner

Dimensions (In Inches)

Wheelbase	114.4
Overall length	211.8
Overall height	56.8
Overall width	77.8

Capacities

Cargo volume	20.6 cu. ft
Fuel	20.0 gallons
Engine coolant	13.6 qt.
Curb weight	3,796 lbs.

Special Packages

Trailer Tow III Package

This option is available on Grand Marquis LS, allowing it to tow up to 5,000 lbs. Included are a rear air suspension, 72-amp heavy-duty battery, dual exhaust, trailer wiring harness, power steering fluid cooler, transmission fluid cooler, engine oil cooler, heavy-duty flashers, conventional spare tire, and 3.27 Traction-Lok axle (replaced with 3.27 conventional axle when trailer tow is ordered in conjunction with ABS/Traction Assist).

Handling Package

The Handling Package provides more power and more precise handling. Included in the package are a 3.27 axle ratio, power steering fluid cooler, upsized front and rear stabilizer bars, P225/60R16 BSW tires, rear air suspension with unique springs, unique tuned suspension (shocks, spring rates), unique steering gear, 16-inch lacy-spoke aluminum wheels, and dual exhaust (with 210-horsepower rating).

Engine

Type	SOHC V-8
Displacement	4.6 liters
Horsepower (SAE net)	190 @ 4250 rpm (210 @ 4250 rpm with Trailer Tow III or Handling Package)
EPA estimated mpg	17 city/25 highway

Transmission

Electronically controlled four-speed automatic overdrive with full lockup capability in fourth gear, and overdrive lockout

Suspension

FRONT: Independent S.L.A. 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



THE INFORMATION IN THIS BROCHURE WAS CORRECT AT TIME OF PRINTING.
YOUR MERCURY DEALER IS YOUR BEST SOURCE FOR UP-TO-DATE AND ADDITIONAL INFORMATION.