

What
are
you
staring
at?



The all-new

we started over and completely reinvented it, inside and out,
and now it's radically different than anything you've ever seen before

1996 Mercury Sable.

When Mercury Sable was introduced in 1986, it was a marked departure from the cars of its day. The automotive world simply had never seen anything quite like it. Sable proceeded to set new standards for design innovation. And frankly, we were flattered when other car companies started copying its unique

styling. Well, it's time to shake things up again. Introducing the 1996 Sable. A car that's been completely reinvented. In fact, practically the only thing it has in common with its predecessors is its name. Fresh bold lines, dramatic curves and a distinctly elegant integrated front-end grace its exterior. Sable's elliptical

design provides superior room and comfort. Beyond its remarkable styling, Sable boasts numerous new features you'd expect to find on far more expensive automobiles. Take for example, its available 3.0-liter Duratec V-6 engine. Not only does it deliver a spirited 190 horsepower but it can also perform



Some features may be optional.

dependably for 100,000 miles without a scheduled tune-up. The available MicronAir® Filtration System, which filters out particles as small as three microns, is great news for allergy sufferers. An illuminated entry system provides an extra sense of security by turning on interior lights when the door handle is

lifted. Sable also shows a strong commitment to safety by providing dual air bags,[†] available anti-lock brakes and anti-submarine seats, along with a host of other safety items. Take a closer look and you'll see we went back to the drawing board on Sable's interior as well. An interior that's the stunning culmination

of some radical new thinking in design. Now, once again, it's time for Sable's competition to start playing catch-up.

3.0-LITER DURATEC V-6 ENGINE

This available new engine produces 190 hp and can perform for 100,000 miles without a scheduled tune-up.

MICRONAIR® FILTRATION SYSTEM

Standard on LS. Designed to help you breathe easier by filtering out dust, pollen and other irritating pollutants.

SAFEGUARD SYSTEM

Anti-theft protection. Available on Sable LS, it includes vehicle immobilizer, remote keyless entry and panic alarm.

SPLIT-FOLD REAR SEAT

Seats fold down easily to accommodate extra-long items.

OUTSIDE HEATED MIRRORS

Dual power mirrors can be cleared with the flip of a switch.

ACCESSORY DELAY

Allows power windows to work for a short time after ignition is turned off.

BATTERY SAVER

Turns off interior lights after 40 minutes if door is left accidentally ajar.

ENVIRONMENTALLY RESPONSIBLE CAR

Utilizes recycled materials, a CFC-free refrigerant and will meet all federal and phased-in California emissions requirements scheduled for 1996/97.

INTEGRATED CHILD SEAT

This convenient feature, available on Sable Wagons, ensures you have a child safety seat whenever you need it.

*Not offered on other cars in its class.

†Always wear your safety belt. Product specifications subject to change.

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



Some features may be optional.

Yes...
I'd like more information on the 1996 Mercury Sable as soon as it's available.

If the reply card has been removed, call 1 800 822-7353 or write to:
Mercury Sable
P.O. Box 1007
Bloomfield Hills, MI 48303-9831

To receive information (when available) on the 1996 Mercury Sable, please complete and return this form.

☐ Mr. ☐ Mrs. ☐ Ms.
Name First Mid Last
Address Apt.
City State ZIP

1. Please indicate the vehicle you currently drive (e.g., 1993 Mercury Sable LS)

Year Make Model Series

2. Have you ever purchased/leased a new Ford Motor Company vehicle?
☐ Yes ☐ No

3. When do you plan to acquire your next new vehicle?
☐ Within 3 months ☐ 1 to 2 years
☐ 4 to 6 months ☐ No definite plans
☐ 7 to 12 months

4. How do you plan to pay for this vehicle:
☐ Finance ☐ Cash ☐ Lease

5. Please indicate which of the following manufacturers you plan to consider when you purchase/lease your next new vehicle:
☐ Ford Motor Co. ☐ General Motors ☐ Japanese Imports
☐ Chrysler Corp. ☐ European Imports

6. Which one of the following is most important in your decision to purchase a new vehicle? Please choose one.
☐ Value for the money ☐ Durability and reliability
☐ Exterior styling ☐ Interior styling/features
☐ Warranty coverage ☐ Safety features
☐ Fun to drive ☐ Future trade-in or resale value

7. What information sources will you consult before making a new vehicle purchase decision? (Check all that apply.)
a ☐ Acquaintances e ☐ Automobile i ☐ Dealership
b ☐ Vehicle catalogs f ☐ Motor Trend j ☐ Other:
c ☐ Consumers Digest g ☐ Road & Track
d ☐ Consumer Reports h ☐ Car and Driver

PLEASE TELL US A LITTLE MORE ABOUT YOU...

8. Your age:
a ☐ Under 20 d ☐ 30-34 g ☐ 45-49 j ☐ 60-64
b ☐ 20-24 e ☐ 35-39 h ☐ 50-54 k ☐ 65 or over
c ☐ 25-29 f ☐ 40-44 i ☐ 55-59

9. Married? ☐ Yes ☐ No

10. Number of children living at home:
☐ None ☐ One ☐ Two ☐ Three ☐ Four or more

11. Highest level of education completed:
☐ Some high school or less ☐ Four-year college degree
☐ High school graduate ☐ Postgraduate degree
☐ Some college ☐ Other (trade school, etc.)
☐ Two-year college degree

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MERCURY SABLE
P.O. Box 1007
Bloomfield Hills, MI 48303-9831

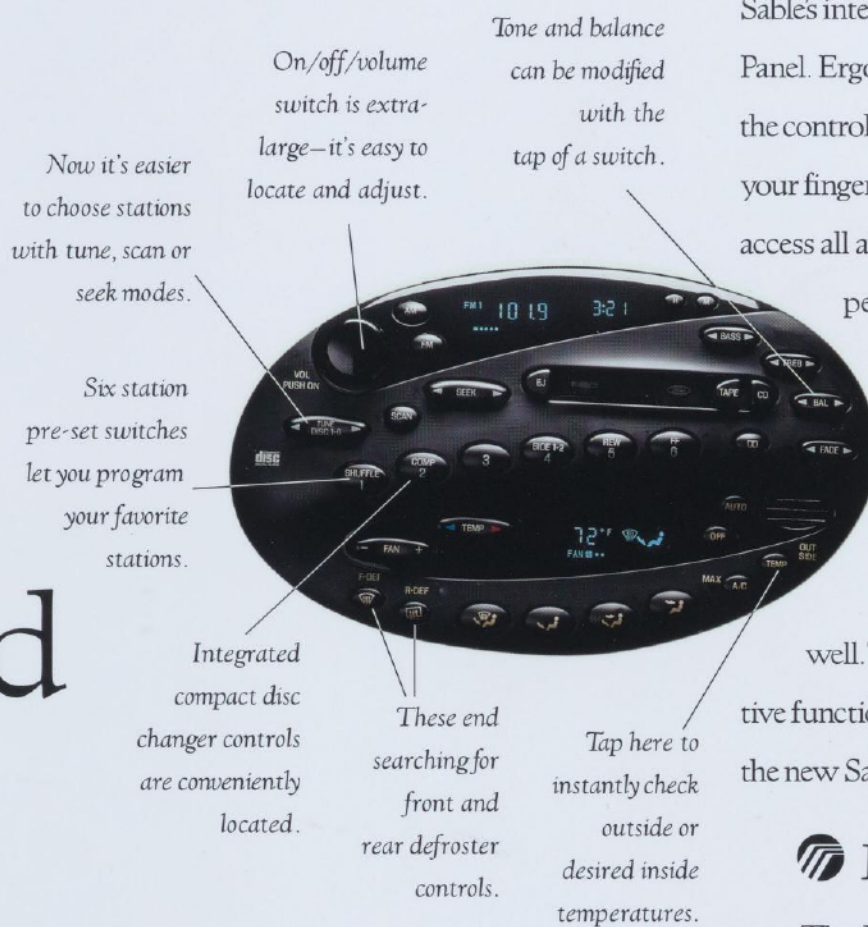
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Our
approach
to design
displays
some
well-rounded
thinking.



One of the most striking features about Sable's interior is its Integrated Control Panel. Ergonomically designed, it places the controls you need conveniently at your fingertips. With it you can easily access all audio controls and adjust temperature settings for maximum comfort. However, we felt that just because a feature like this is designed to be user-friendly, doesn't mean it can't be good-looking as well. This same approach to attractive functionality can be seen throughout the new Sable.

 **MERCURY**

The 1996 Mercury Sable.
Coming this fall to your Mercury dealer.

Some features may be optional.



50%
TOTAL RECOVERED FIBER
10% POST CONSUMER FIBER

LITHO IN USA (250M) 11-94 P8275

Buckle up—together we can save lives.

LINCOLN
MERCURY