

SABLE

.....
Sales Consultant Pocket Guide

1996
MERCURY SABLE
SIGNIFICANT
.....



THE NEW 1996 MERCURY SABLE

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SABLE SIGNIFICANT DATES

Launch Activity In-Field Date

Job #1 Atlanta (sedan).....6/19/95

Launch Assistance

Center Operational.....6/19/95

Pre-Sell Price Announcement.....7/95

Product and Marketing

Guide arrives at dealership.....7/95

Product Information

Video arrives at dealership.....7/95

Job #1 Atlanta (wagon).....7/31/95

Frontline Sable Launch

Issue arrives at dealership.....8/95

FORDSTAR Interactive Training.....8/95

Vehicles begin arriving

at dealership (sedans).....8/95

Thirty-four-city Ride and Drive

Training begins.....8/95

Pre-Sell Authorization.....8/28/95

Introduction Prices announced.....9/95

Sedan/Wagon

Public Introduction.....9/28/95

Certification Test

arrives at dealership.....10/95



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BUILDING FROM A SOLID FOUNDATION

The 1996 Mercury Sable is designed and built to state-of-the-art, customer-driven standards that define a new way of thinking at Ford Motor Company. Inside and out, the new Sable reflects the latest in high technology and will be viewed as a high water mark upon its introduction. Just as the first Sable did a decade ago, the new Sable will reflect a breakthrough in styling, technology and forward thinking.

The task facing Sable's designers and engineers was clear:

"Deliver a product competitive with the Japanese in quality and function, and better in styling, features and value."

To accomplish that mission, the 1996 Sable was designed to meet three primary objectives. Specifically, it had to deliver:

- Advanced and innovative exterior and interior styling and function
- Functional performance equal to, or better than, imports, such as the Toyota Camry
- Leadership in features and value for the money

Sable is designed to appeal to a younger, more import-oriented group of prospects, as well as to more traditional Sable owners.



Sable Models

As with the present model lineup, the 1996 Sable will be offered as both a sedan and a wagon, each available as a base GS model or an uplevel LS model. Additionally, a performance-oriented V-8 sedan is planned for introduction during the 1997 model year.

Although the 1996 Mercury Sable will be officially introduced to the public on September 28, 1995, millions already have viewed it at major auto shows throughout the country and have read about it in a number of publications.

The early exposure has already generated unprecedented levels of interest — and excitement — about the new Sable. As a result, many prospects undoubtedly will be visiting your dealership to obtain more information about the new Sable.

This Advance Pocket Guide was designed to familiarize you with Sable's key product features and competitive advantages. The information found here will serve as a good foundation toward your overall 1996 Sable knowledge.

COMPETING IN THE MARKET

Market Profiles

The 1996 Sable will compete in the upper middle segment of the automotive market, the most competitive and hotly contested segment over the past several years, accounting for about 26% of the entire car market. That means that over one out of every four car buyers purchased a vehicle from this segment. And since the 1988 model year, the upper middle segment has increased about 10 share points — the largest expansion in any segment of the car market.

The potential this segment presents to all manufacturers is apparent when one considers Sable's competitors: Toyota Camry, Chrysler Concorde, and Honda Accord, among others. Sable is designed to come out on top in overall content, value, design and technology.

Customer Profiles

Younger, better-educated, more affluent prospects have redefined this segment in the past number of years. Whereas the upper middle segment was strictly a domestic battleground during the 1970s, the 1980s saw imports become firmly established. Sable will be at the forefront to reverse this trend by providing a harmonious blend of what these typical customers demand from their vehicles.

There is, of course, no typical buyer for any vehicle. Yet, in our research, Sable generated a great deal more interest from these three groups:

- Families with children
- Middle-aged couples
- Empty-nesters

Currently, only about 20% of Sable sales are to young families. The new Sable is more agile than the previous model and, with its added technological advancements and innovative styling, it should broaden its appeal to include more younger families, while still retaining the favor of middle-aged couples and empty-nesters.

Here's how 1996 Sable customers are projected to compare with current Sable owners.

Demographics	1996 Sable	1995 Sable
Median Age	50	61
Median Income	\$60,000	\$49,000
Mid-50% Age	40-60	45-69
Mid-50% Income	\$55,000-\$70,000	\$36,000-\$81,000
% College Graduates	55	50
% Male	55	58
% Married	85	81
% With Children	35	21

Leasing

In 1994, Sable alone accounted for more than 25,000 Red Carpet Leases, appealing especially to key target groups such as younger, more affluent, and college-educated customers. Leasing has helped achieve higher satisfaction levels versus buying, and satisfaction with Ford Motor Company's leasing programs has been strong relative to the competition.

On average, 85% of all lessees are completely or very satisfied with their Mercury or Lincoln vehicle, and more than 75% of lessees will recommend leasing to their family and friends. Additionally, one in five leases represents incremental business.

With such outstanding satisfaction, strong repeat business and its appeal to key targeted groups, leasing should play a strong role in retail deliveries of 1996 Sables.

1996
MERCURY SABLE
SIGNIFICANT

Due to extensive competition in this lucrative segment, buyers have come to expect a great deal from their vehicles. A high level of quality, safety features and value for the money are assumed ... and are considered merely the price of entry for any vehicle wishing to compete in this segment. Sable could have stopped there and would have been "good enough," but that wasn't the intent.

Sable's development team delved deeper and found that customers' needs and expectations can be categorized into seven distinct areas.

The new Sable was designed to excel in each of these "Significant Seven" areas, including quality, performance, styling, safety, content, comfort and convenience, and security.

By concentrating on the "Significant Seven," the new Sable addresses virtually every customer expectation and driving criteria. Therefore, these seven critical areas, or consumer "hot buttons," should serve as the basis for your product presentations to Sable prospects.



1
QUALITY YOU CAN SEE, HEAR AND FEEL

.....

2
OUTSTANDING DRIVING DYNAMICS

.....

3
ADVANCED AND INNOVATIVE STYLING

.....

4
SAFETY

.....

5
FEATURE LEADERSHIP/VALUE FOR THE MONEY

.....

6
COMFORT AND CONVENIENCE

.....

7
SECURITY

I QUALITY YOU CAN SEE, HEAR AND FEEL



Quality That's Built-In

- Sable uses a no-adjust car build process that makes extensive use of computer Variation Simulation Analysis to deliver significant improvements to fit and finish. As a result, the vehicle can be built only one way ... the right way.
- A one-piece bodyside panel stamping helps reduce squeaks, rattles and noise so the new Sable is quieter and smoother than ever before.
- Significant noise, vibration and harshness (NVH) improvements are incorporated throughout the new Sable. As an example, all doors are triple-sealed to reduce wind noise.
- Attention to craftsmanship: touch zones, margins and flushness on body panels were designed to make Sable more user-friendly and give it a look of seamless construction.



Quality That's Designed-In

- A cross-car beam and computer-designed body structure help make Sable less prone to body-flexing, squeaks and rattles, thereby aiding its overall interior quietness.
- The new Sable includes a more efficient climate control system with improved "time to comfort" in both heating and air conditioning modes, with increased air flow and reduced noise.
- New, soft-feel cast plastic "skin" on Sable's instrument panel and door trim is more pleasing to the eye and gentler to the touch.
- Cloth seat materials have been upgraded to improve appearance and passenger comfort, as well as to reduce wear and fading.
- Additional seat and carpet fasteners have been used to eliminate stretching and wrinkling.
- A new glove box damper helps the glove box open more slowly, preventing it from "falling" on the passenger's knees when opened.
- The top surface of the instrument panel is specially grained to minimize reflected glare in the windshield.



You Have the Power

To inform us of any early quality issues. Call our special Sable Job #1 Hotline at 1-800-322-5621 if you spot any quality concerns. It's your duty.

2 OUTSTANDING DRIVING DYNAMICS



Powertrain

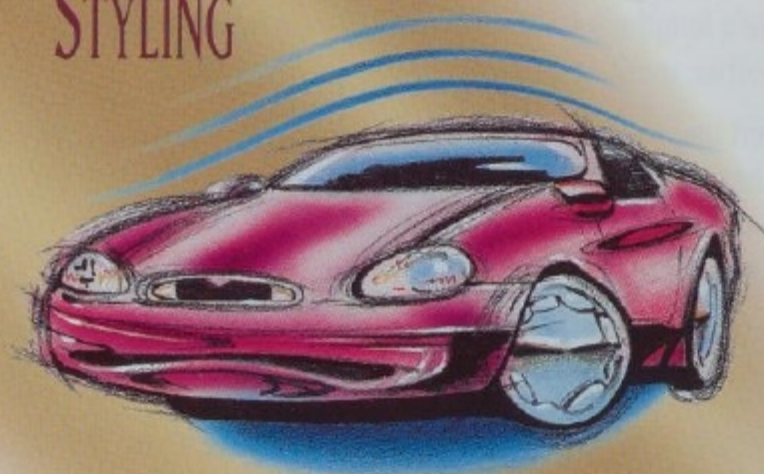
- Both Sable's 3.0L V-6 Vulcan engine, standard on GS models, and the new 3.0L DOHC 24V Duratec V-6 engine, standard on LS models, provide increased performance over the previous model.
- Through knowledge gained from Ford's racing programs, engineers were able to design a stronger, lighter, more efficient engine block for the Duratec V-6 engine.
- A refined, non-synchronous electronically controlled 4-speed automatic overdrive transaxle delivers quieter operation, smoother shifts between second and third gear, with reduced downshifting harshness, and improved fuel economy. (EPA figures not available at time of printing.)
- The Duratec V-6 engine features a lightweight valvetrain to help reduce friction for improved fuel economy and reduced noise, vibration and harshness levels, resulting in a smoother idle and a quieter ride.
- For improved driveability in hilly terrain, when towing, or under other specialized driving conditions, a selective transaxle control switch on Sable LS models allows the driver to override shifting into overdrive gear. This is beneficial for reducing speeds when driving down a grade.

Ride & Handling

- Sable's lengthened wheelbase (2.5 inches) helps deliver a smoother, more stable ride.
- Added body structure on Sable increases stiffness so the vehicle can better absorb shocks from bumps and potholes. It provides a smoother ride, with less vibration.
- Redesigned front suspension with its increased anti-lift/anti-dive geometry, new stabilizer bar and new bushings contributes to improvements in handling and ride comfort.
- The speed-sensitive variable-assist power rack-and-pinion steering system delivers more power-assist when you need it, such as when parking or turning at low speeds, and less assist when more road feel is called for, such as at highway speeds.
- The brake pedal feels stiffer and has reduced travel, so drivers "feel" more in control when braking and can better gauge how much brake pressure is required in a given situation.
- Sable's ultra-modern aerodynamic vehicle design helps it overcome wind resistance.
- The powertrain subframe is designed so that powertrain and front suspension noise and vibration transmitted to the vehicle passenger compartment are minimized.

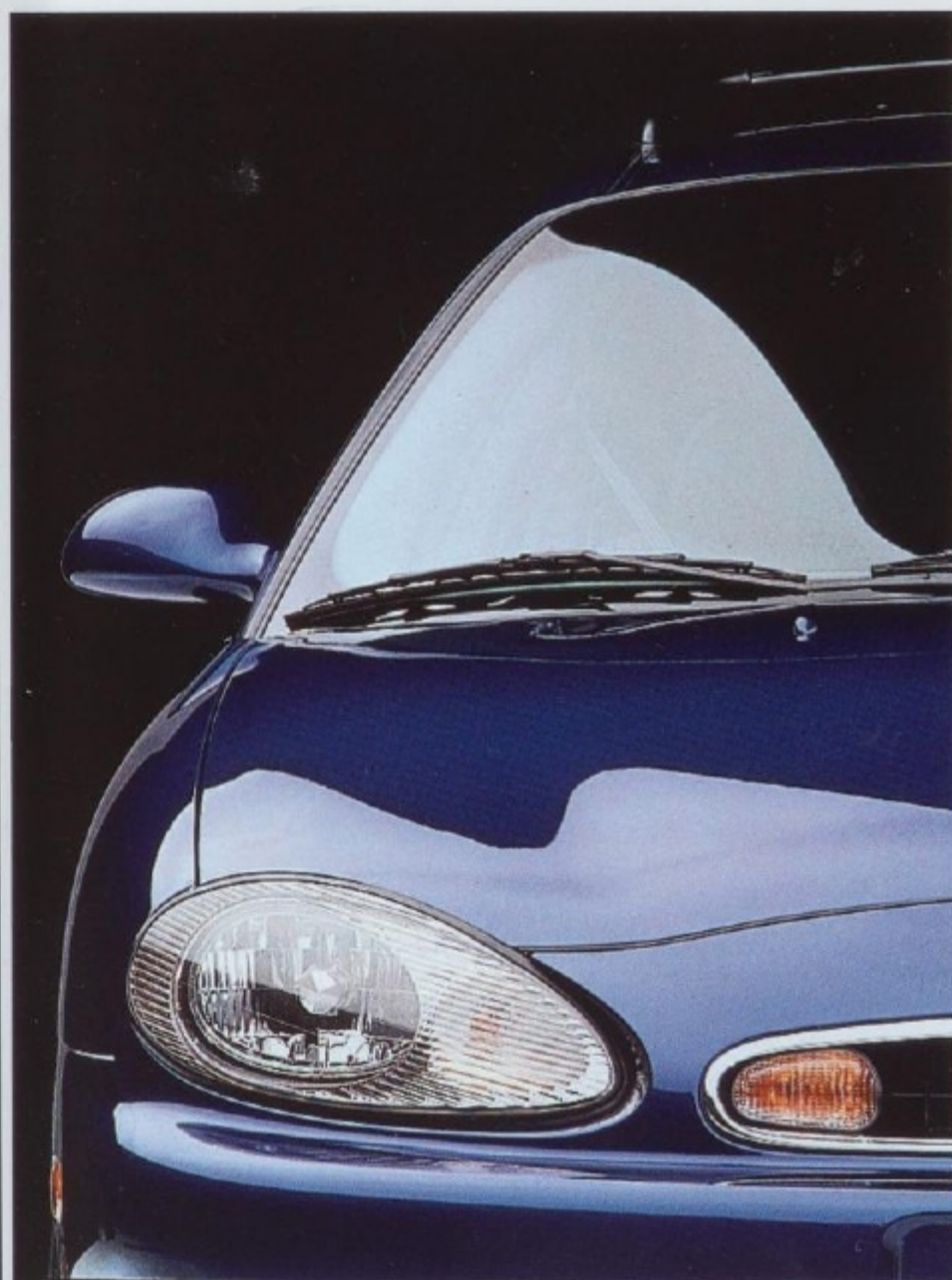


3 ADVANCED AND INNOVATIVE STYLING



Exterior Design

- Sable's sculptured, elliptical shape provides a sporty look with four-door function.
- The glass area in the new Sable has been significantly increased (25%) to provide better visibility.
- Sable's aerodynamic styling delivers an impressive 0.317 drag coefficient that helps it overcome wind resistance and reduce drag. It results in greater stability, improved performance, reduced wind noise and increased fuel economy.
- The new Sable is low and sleek, with a distinctive and luxurious look.
- Sable's new design includes a longer wheelbase, more passenger room inside and a more stable ride with improved handling.
- The new multi-reflector headlamp design provides a jewel-like appearance for a distinct, luxurious image that stands out from its competitors.



A Whiter Shade of Light

Halogen headlamps and complex reflectors combine to produce a whiter, more concentrated light pattern, especially in low beam. The sooner you see things, the sooner you can react.

ADVANCED AND INNOVATIVE STYLING continued

Interior Design

- An innovative new interior with a flowing instrument panel improves ergonomics by placing all controls within easy reach and in clear view.
- Sable's Integrated Control Panel (ICP) groups audio, clock, electric rear window defroster, and climate controls into a central control pod. Studies show that it greatly reduces "eyes-off-the-road time," and that it takes less time to become accustomed to the controls.
- The instrument panel design in the new Sable helps enhance outward visibility, making it easier for the driver to see the road.
- Sable's six-passenger seating provides a unique flip/fold center seating console that fulfills two separate needs. When the center seat cushion is in its normal position, Sable is capable of seating six passengers. When the seat cushion is flipped forward, and the center armrest folded down, a full center console provides additional front seat comfort and convenience. The console contains two cup holders, a coin holder, and a cassette/cellular phone storage bin.
- Sable's instrument panel and door trim panels are designed with soft-feel materials for improved visual and tactile appeal.
- Sable's interior has been designed so that no screw heads are visible, making it a much more attractive and "finished" environment for a craftsmanship look.



No Need to Shout

Ford paid a great deal of attention to enabling the driver to hold a conversation with all passengers ... at a comfortable volume. They called this "speech intelligibility," and Sable is among the best in the segment. Try it for yourself by conducting part of your test drive from the back seat and continuing your conversation with the driver.

The Theory of Reflectivity

Bright objects reflect light. Chances are, you learned that in grade school, and you've probably experienced it in a vehicle with a brightly colored instrument panel. Its reflection was on the windshield. Now, for the advanced lesson: Sable's instrument panel — because of its color and stipple-grain texture — greatly reduces windshield glare. The benefit is clear to see.

4 SAFETY



Passive

- 1996 Sable exceeds 1997 federal dynamic side impact safety standards.
- Sable's Dual Air Bag Supplemental Restraint System provides state-of-the-art protection during certain moderate-to-severe frontal collisions.
- Sable's three-point front-seat safety belts feature height-adjustable D-rings for enhanced shoulder-belt comfort. The outboard seating positions (except the driver's) also feature an automatic locking retractor that enables the securing of a child safety seat without using a safety belt locking clip.
- A safety cell body structure with integrated bumpers, safety latches on rear doors, steel cross-car beams, steel side-door intrusion beams, roof rail beams, header beams, and lower-back reinforcement helps protect occupants during front, side and rollover accidents.
- Sable's front seats are designed to prevent occupants from sliding forward and under their safety belt restraint in the event of certain frontal collisions. When combined with properly worn safety belts, these seats help maintain front seat occupants in a proper seating position for optimal restraint system protection.
- Sable's fuel tank is mounted ahead of the rear axle to protect it in the event of a rear impact, and includes a fuel pump inertia shutoff switch which turns off the pump that delivers fuel to the engine.

Active

- Sable's optional Anti-lock Braking System helps prevent braking-induced wheel lockup for enhanced steering control on slippery road surfaces.
- Childproof rear door locks prevent the unintentional opening of doors from inside the car, adding to peace of mind and safety.
- A lap and shoulder harness (sedan) provides improved protection for the rear center passenger.
- Sable's integrated child safety seat (available on wagon models only) provides secure seating for children weighing between 20 and 60 pounds.
- Dual power heated outside mirrors help maintain visibility under a broader range of weather conditions and can be adjusted remotely from inside the vehicle.

Vive La Différence

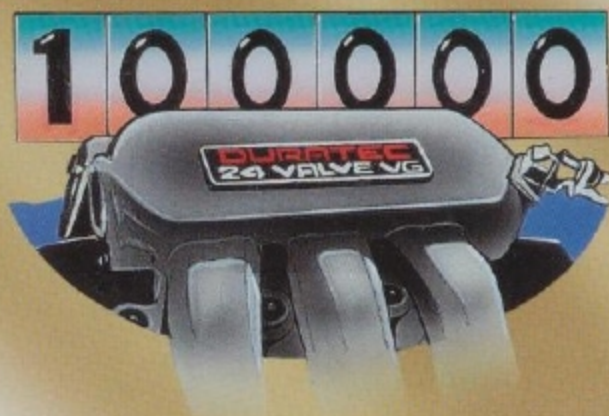
A number of other vehicles treat front shoulder belts as "one size fits all." Instead, Sable's height-adjustable front shoulder belts let the driver and front passenger adjust the belts to a comfortable level.

You Blink

And during that time, Sable's Air Bag Supplemental Restraint System would have inflated and deflated. That's how quickly it can rise to the occasion to prevent injuries in the event of a severe frontal impact. (Remind your customers that safety belts should be worn at all times.)

5

FEATURE LEADERSHIP/ VALUE FOR THE MONEY



Comfort/Convenience

- To prevent further battery drain, Sable's Battery Saver feature automatically turns off interior lights after 40 minutes in the event they are inadvertently left on.
- Decklid (sedan) and loadfloor (wagon) tie-downs provide added convenience when transporting large or bulky cargo.
- 60/40 split-folding rear seatbacks provide added versatility by enabling owners to carry long objects, along with one or two passengers.
- Sable's patented MicronAir® Filtration System provides cleaner air inside the vehicle by removing virtually all pollen and road dust particulates from the air before they enter the car. Everyone breathes easier — especially allergy and asthma sufferers.
- For the increased comfort of all passengers, Sable models with five-passenger seating feature front and rear air conditioning vents.
- A driver's footrest provides the driver with added convenience.
- Sable's speed control includes a speed tap-up/tap-down feature for ease of operation and quick response to road conditions.
- Reduced front and rear stepover heights make entering and exiting Sable much easier.

MicronAir® is a registered trademark of Freudenberg Nonwovens.

Thoughtful Details

- Sable's six-passenger seating features a unique, multipurpose center seating console that adds versatility and flexibility.
- The Integrated Control Panel (ICP) increases ergonomic efficiency by conveniently locating all audio, clock, electric rear window defroster, and climate controls into a central, handy pod.
- Sable's 100,000-mile tune-up interval engines provide added convenience.*
- An available Non-Smoker Package replaces the ashtray with an additional storage bin that can accommodate small items such as a garage door opener, sunglasses or house keys.

** Under normal driving conditions with regular fluid and filter changes.*

No Need for Kid Gloves

How big are the audio and climate controls? How wide apart are they placed? So big and so wide apart that you can push the buttons while wearing gloves.

Fore Closure

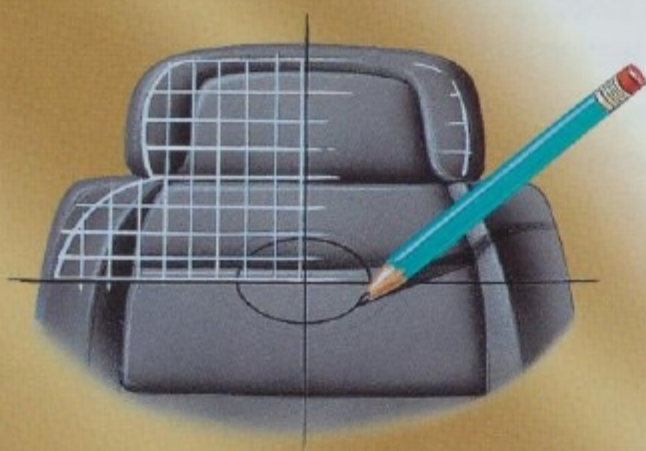
A number of vehicles measure their trunk space by telling you how many golf bags can fit inside it. With Sable's split-folding rear seatbacks, you can carry bags, flag sticks, and still have room to shut the trunk.

A Breath of Fresh Air

By filtering out particles as small as three microns, Sable's MicronAir® Filtration System lets your customers — especially those with respiratory ailments — breathe easier. How big is a micron? Hundreds of them would fit inside the period at the end of this sentence.

MicronAir® is a registered trademark of Freudenberg Nonwovens.

6 COMFORT AND CONVENIENCE



- Sable's large interior volume translates into more room for all passengers, thereby increasing comfort on long drives.
- A choice of five- or six-passenger seating (sedan) allows your customers to select the interior that best fits their needs.
- The low liftover trunk design on Sable makes loading and unloading cargo and groceries easier by not having to lift over a high ridge.
- Sable's 100,000-mile tune-up engines mean most drivers will never have to worry about a tune-up on their vehicle, when operating their vehicle under normal driving conditions. (Scheduled fluid and filter changes are still required.)
- Sable's seats are designed to deliver increased lumbar and lateral support and improved comfort.
- A voice-activated cellular telephone provides the convenience of using it with minimal hand operation and maximum attention to the road.
- Sable's patented MicronAir® Filtration System increases passenger comfort by removing virtually all pollen and road dust from the air before they enter the vehicle. Allergy and asthma sufferers will notice a definite benefit.

MicronAir® is a registered trademark of Freudenberg Nonwovens.

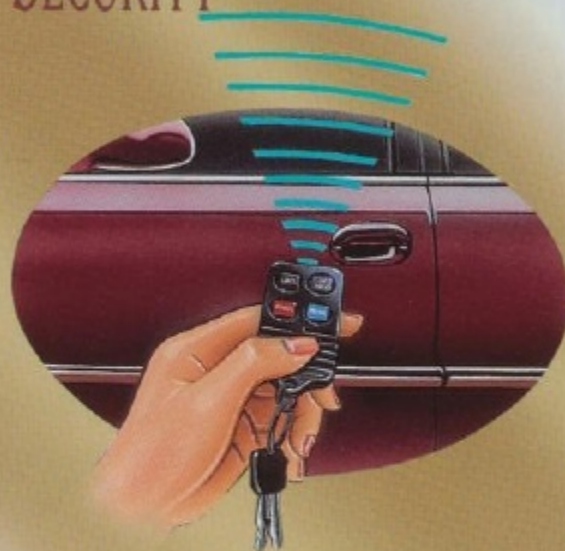
- The available integrated child safety seat on Sable wagon provides a more convenient method of securing a child weighing between 20 and 60 pounds.
- Sable's decklid (sedan) and loadfloor (wagon) tie-down provisions provide added convenience for carrying large objects in the trunk or cargo areas.
- Sable's Non-Smoker Package provides convenient added storage space for a garage door opener, sunglasses or extra keys.
- The available Ford Electronics JBL Audio System provides high fidelity sound (LS only; Premium Sound System replaces JBL Audio System on Sable LS wagon).
- An optional trunk-mounted 6-disc CD changer operates through the radio controls and provides hours of entertainment (LS only).



Don't Stoop So Low

Quick quiz: Is it easier to lift a heavy item out of a shallow drawer or out of a deep drawer? Answer: shallow drawer, because you can involve more of your large muscles — such as those in your legs — to lift the object in question. It's one reason why Ford designers created Sable's trunk with a low-liftover ridge.

7 SECURITY



- A 24-hour Roadside Assistance Program, standard with every Sable, provides assistance in the event of a dead battery, locking the keys in the vehicle, running out of gas or a flat tire. Knowing that assistance is just a phone call away at 1-800-392-3673 (FORD) will provide your customers with peace of mind.
- Sable's passive anti-theft key, standard on LS models, provides added security. The vehicle is designed to start only when the proper electronically coded ignition key is used.
- The Remote Keyless Entry System with a Perimeter Anti-theft System, available on Sable LS, provides one-touch locking or unlocking of the car doors and cargo area and includes a panic feature that, when activated, flashes the headlamps and taillamps and sounds the horn to help ensure personal safety in a potentially threatening situation. The Remote Keyless Entry System features two hand-held remote transmitters and a driver-door-mounted keypad for added convenience.
- Sable's power door lock system includes a Lock Disable feature that prevents the driver from accidentally locking the vehicle while the keys are in the ignition.
- For added security, Sable's Illuminated Entry System turns interior lights on when a front door handle is lifted.

- Power windows and door lock switches are conveniently illuminated for easy location at night.
- Sable's "Distributed Audio System" positions the controls on the Integrated Control Panel and the radio chassis and/or CD changer in the trunk (sedan), thereby discouraging theft, since either end of the system is useless by itself.



Definitely Not on the Outside Looking In

If you've ever locked your keys inside your car, you'll really appreciate Sable's Lock Disable feature. It helps prevent the driver from locking himself out of the vehicle while the keys are in the ignition.

Even 98-Pound Weaklings

Can lift Sable's hood. That's because the gas-charged struts practically lift it themselves. See for yourself how little effort is needed.

Faster Than a Speeding Bullet

Okay, so maybe that's a little exaggerated. But with the quick-turn gas cap — which only requires an eighth of a turn to open — you can definitely accomplish that task in a single bound.

MEETING YOUR CUSTOMERS' NEEDS

Selling to Current Sable Owners

More than likely, the first and the strongest customers for the 1996 Sable will come from the ranks of past Sable owners. These people are predisposed to the new Sable; after all, they enjoyed the previous Sable and all of its styling cues and features.



The best way to sell to previous Sable owners is to reassure them that the new Sable has all of the qualities and features they like on their current Sable. Along with its traditional ride, roominess, comfort and convenience superiority, the 1996 Sable also features the best that today's technology has to offer: an anti-lift/anti-

dive front suspension; the safety of a Dual Air Bag Supplemental Restraint System; and an available four-wheel Anti-lock Braking System. Sable is also equipped with a host of innovative features such as the Integrated Control Panel and the flip/fold center seating console with six-passenger seating. These features cannot be found on any competitive vehicle on the road today!

Selling to Women

One car-buying group whose financial clout is being fully realized is the women's market. According to industry sources, now women bought 53% of all cars and 26% of all trucks in 1994. Even more important is the fact that they are instrumental in the buying decision in well over 80% of all purchases.



Their concerns about a new vehicle are generally the same as men's — styling, performance, value — but they tend to place greater importance on such factors as occupant safety and personal security.

The 1996 Sable is well-equipped to address these areas of concern. In looking over the "Significant Seven," be sure to adequately address the areas of safety and security with women buyers.

Women buyers also make excellent candidates for Ford Red Carpet Leasing (RCL). For instance, women tend to exhibit an even stronger satisfaction level than the 75% level reported among all lessees, and women also have higher repeat rates for leasing. With the new Sable's anticipated quality, distinctive styling, and RCL's worry-free "gas and go" appeal, leasing to women should attain new highs.

1996 SABLE TECHNOLOGICAL INNOVATIONS

Features New to Industry

- Six-passenger seating with flip/fold center seating console
- Integrated Control Panel for audio, clock, electric rear window defroster, and climate controls

Features New to Upper Middle Segment

- Decklid (sedan)/loadfloor (wagon) tie-down provisions
- MicronAir® Filtration System
- Passive (coded key)/Perimeter Anti-theft System (available on LS models)
- Rear seat center shoulder harness (sedan)
- Voice-activated, hands-free cellular telephone option

Features New to Vehicle

- Accessory delay
- Height-adjustable front shoulder belts
- Automatic locking safety belt retractors (outboard passenger seating positions)
- Battery Saver

MicronAir® is a registered trademark of Freudenberg Nonwovens.

- Glove box damper
- Available integrated child safety seat (wagon)
- Rear seat air conditioning outlets (5-passenger seating models)
- Lock Disable feature
- 60/40 split-fold down rear seatbacks (sedan)
- Six-disc, trunk-mounted compact disc changer (optional on LS models)

Exterior Colors

- Light Saddle Clearcoat Metallic*
- Iris Frost Clearcoat Metallic*
- Toreador Red Clearcoat Metallic*
- Rose Mist Clearcoat Metallic*
- Midnight Red Clearcoat Metallic
- Moonlight Blue Clearcoat Metallic
- Pacific Green Clearcoat Metallic*
- Medium Willow Green Clearcoat Metallic*
- Silver Frost Clearcoat Metallic
- Vibrant White Clearcoat
- Charcoal Grey Clearcoat Metallic*

Interior Colors

- Medium Graphite*
- Saddle*
- Grey-Violet*
- Willow Green*

**New for 1996.*

1996 SABLE... EVEN BETTER THAN BEFORE

	Sable GS	Sable LS
Layout	Front-wheel drive	Front-wheel drive
Engines	3.0L 12V OHV V-6	3.0L 24V DOHC V-6
Horsepower (SAE net @ rpm)	145 @ 5250	200 @ 5750
Torque (ft.-lbs. @ rpm)	170 @ 3250	200 @ 4500
Fuel System	Sequential multiple-port electronic fuel injection	
Transaxle	Electronically controlled 4-speed automatic overdrive	
Suspension	<p>Front: Independent MacPherson gas-pressurized struts with strut-mounted coil springs, stabilizer bar, tension strut, lower control arm and cast knuckle</p> <p>Rear (sedan): Independent MacPherson gas-pressurized struts with strut-mounted coil springs, stabilizer bar, tension strut, parallel control arms and two-piece cast spindle with forged stem</p>	

Suspension (cont'd.)	Rear (wagon): Independent short- and long-arm with variable-rate coil spring on lower control arm, gas-pressurized shock absorbers, stabilizer bar, tension strut, parallel control arms and two-piece cast spindle with forged stem
Steering	Speed-sensitive, variable-assist, power rack-and-pinion
Brakes	Power-assisted front-disc/ rear-drum (standard, sedan) Four-wheel-disc (standard, wagon) Four-wheel-disc with Anti-lock Braking System (optional)
Tires	P205/65R15 BSW All-Season

POSITIONING THE SIGNIFICANT SEVEN

The Walkaround Presentation has traditionally been one of the strongest tools in the Lincoln-Mercury Sales Consultant's arsenal. In addition to presenting a comprehensive, all-inclusive product presentation, the walkaround also allows Sales Consultants to showcase new technological features, to highlight customer "hot buttons," and to display competitive advantages.

Here is how Sable sedan and wagon walkarounds correspond to the Significant Seven.

UP FRONT

OUTSTANDING DRIVING DYNAMICS

- Anti-lift/anti-dive front suspension for increased vehicle stability during accelerating and braking maneuvers
- Added body structure to increase stiffness

ADVANCED AND INNOVATIVE STYLING

- New, sleek sculptured elliptical exterior shape
- New, jewel-like multi-reflector headlamp design for improved road illumination

SAFETY

- 5-mph energy-absorbing bumpers
- 1996 Sable exceeds 1997 federal dynamic side impact standards

UNDER THE HOOD

OUTSTANDING DRIVING DYNAMICS

- Increased performance with refined 3.0L Vulcan V-6 engine
- Powertrain subframe is designed for reduced Noise, Vibration, Harshness (NVH)

FEATURE LEADERSHIP/VALUE FOR THE MONEY

- 100,000-mile tune-ups under normal driving conditions (fluid and filter changes are still required)

PASSENGER SIDE

Features and benefits for both Sable GS sedan and Sable GS wagon

QUALITY YOU CAN SEE, HEAR AND FEEL

- Cross-car beam and one-piece bodyside panel to reduce squeaks and rattles for a quieter vehicle interior and enhanced structural integrity
- "Soft" feel plastic skin on instrument panel and door trim

ADVANCED AND INNOVATIVE STYLING

- Exterior mirrors designed to minimize turbulence

INTERIOR

SAFETY

- Driver and Front Passenger Air Bag Supplemental Restraint System
- 3-point safety belts with height-adjustable D-rings on front shoulder belts and Automatic Locking Retractors on outboard passenger positions

FEATURE LEADERSHIP/VALUE FOR THE MONEY

- Six-passenger seating with flip/fold center seating console
- Patented MicronAir® Filtration System

COMFORT AND CONVENIENCE

- Improved climate control system
- Large interior passenger volume for added comfort

MicronAir® is a registered trademark of Freudenberg Nonwovens.



1996 Sable Sedan Walkaround Presentation

Sable GS Sedan with Preferred Equipment Package 451A, which includes:

- Speed control
- Steering wheel-mounted fingertip controls
- Front and rear carpeted floor mats
- Electronic AM/FM stereo radio with cassette
- Power driver's seat (6-way)
- Aluminum wheels
- Light Group:
 - Instrument panel-mounted dual courtesy lights
 - Dual map lights

1996 MERCURY SABLE SIGNIFICANT

REAR

SAFETY

- Rear center seat shoulder harness for increased safety restraint protection
- Available 4-wheel disc Anti-lock Braking System

COMFORT AND CONVENIENCE

- 60/40 split-folding rear seatbacks
- Decklid tie-down provision to more conveniently transport bulky cargo

DRIVER SIDE

OUTSTANDING DRIVING DYNAMICS

- Speed-sensitive variable-assist power rack-and-pinion steering for enhanced steering feel at all vehicle speeds

ADVANCED AND INNOVATIVE STYLING

- Integrated Control Panel locates audio, clock, electric rear window defroster, and climate controls on central control pod

SAFETY

- Dual power heated outside mirrors

FEATURE LEADERSHIP/VALUE FOR THE MONEY

- Battery Saver feature to prevent further battery drain in the event interior lights are accidentally left on

SECURITY

- Available voice-activated cellular phone
- 24-hour roadside assistance program

SABLE SEDAN VS. THE COMPETITION

Feature	'96 Mercury Sable	'95 Toyota Camry	'95 Chrysler Concorde	'95 Honda Accord
Wheelbase	108.5	103.1	113.0	106.9
Overall Length	199.7	187.8	201.5	184.0 ⁽¹⁾
Overall Width	73.0	69.7	74.3	70.1
Overall Height	55.4	55.1	56.3	55.1 ⁽²⁾
Tread				
– Front	61.6	61.0	62.0	59.6
– Rear	61.4	59.0	62.0	59.1
Head Room				
– Front	39.4	38.4	38.4	39.4
– Rear	36.6	37.1	38.3	37.6
Shoulder Room				
– Front	57.4	56.8	58.9	55.7
– Rear	56.6	56.1	58.9	54.3
Hip Room				
– Front	55.8	55.9	56.1	52.6
– Rear	56.3	55.4	58.8	51.4
Leg Room				
– Front	42.6	43.5	42.4	42.7
– Rear	38.9	35.0	38.8	34.3
Passenger Volume (cu. ft.)	102.2	97.3	106.0	94.7
Cargo Volume (cu. ft.)	16.0	14.8	16.6	13.0
Total Interior Volume (cu. ft.)	118.2	112.1	122.6	107.7
Tire Size	P205/65R15	P195/70HR14 ⁽⁴⁾	P205/70R15	P185/70R14 ⁽³⁾

(1) 186.8 on V-6 models (2) 55.3 on V-6 models

(3) P205/60R15 on V-6 models (4) P205/65R15 on V-6 models

(All dimensions in inches, unless otherwise noted)

SABLE WAGON VS. THE COMPETITION

Feature	'96 Mercury Sable Wagon	'95 Toyota Camry Wagon	'95 Volvo 850 Wagon
Wheelbase	108.5	103.1	104.9
Overall Length	199.2	189.4	185.4
Overall Width	73.0	69.7	69.3
Overall Height	57.8	56.3	56.9
Tread			
– Front	61.6	61.0	59.8
– Rear	61.8	59.1	57.9
Head Room			
– Front	39.3	39.2	39.1
– Rear	38.9	38.8	37.8
Shoulder Room			
– Front	57.4	56.8	57.1
– Rear	56.6	56.0	56.3
Hip Room			
– Front	55.8	55.9	55.2
– Rear	56.2	54.9	55.2
Leg Room			
– Front	42.6	43.5	41.4
– Rear	38.5	34.7	35.2
Passenger Volume (cu. ft.)	105.8	100.3	93.6
Cargo Volume (cu. ft.)	37.3	40.5	37.1
– with rear seatbacks down	81.1	74.8	67.0
Total Interior Volume (cu. ft.)	143.1	140.8	130.7
Tire Size	P205/65R15	P195/70HR14 ⁽¹⁾	P195/60R15

(1) P205/60R15 on V-6 models

(All dimensions in inches, unless otherwise noted)

1996 SABLE POWERPLANTS VS. THE COMPETITION

Feature	'96 Mercury Sable Sedan-Wagon	'95 Chrysler Concorde Sedan	'95 Toyota Camry Sedan-Wagon	'95 Volvo 850 Wagon
Engine				
– Standard	3.0L 12V V-6	3.3L 12V V-6	2.2L 16V I-4	2.4L 20V I-5
– Optional	3.0L 24V V-6*	3.5L 24V V-6	3.0L 24V V-6	2.3L I-5 Turbo
Horsepower (SAE net @ rpm)				
– Standard	145 @ 5250	161 @ 5300	125 @ 5400	168 @ 6200
– Optional	200 @ 5750*	214 @ 5850	188 @ 5200	222 @ 5200
Torque (ft.-lbs. @ rpm)				
– Standard	170 @ 3250	181 @ 3200	145 @ 4400	162 @ 3300
– Optional	200 @ 4500*	221 @ 3100	203 @ 4400	221 @ 2100
Fuel Economy (mpg) w/ Standard Powertrain (City/Hwy.)**				
– Standard	TBD	20/28	23/21	20/29

* Standard and available only on Sable LS models.

** EPA estimates. Actual mileage will vary with maintenance, options driving conditions and driving habits.



FORD AUTOMOTIVE OPERATIONS

All Mercury Sable product illustrations and specifications mentioned in this publication are based on the latest product information at the time of publication approval. Lincoln-Mercury Division of Ford Motor Company reserves the right to change specifications, equipment, designs or prices without prior notice and without incurring obligation.



50%
TOTAL RECOVERED FIBER
20% POST-CONSUMER FIBER

