

Imagine yourself
in a Mercury
Villager.



96 Mercury



Imagine a minivan

Just because it's a minivan doesn't mean it has to drive like a truck. Villager combines the practicality of a minivan with the smooth, comfortable ride of a car.

that drives like a car.



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. Since it's a Mercury, 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.

Villager LS



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

More room or more seating?

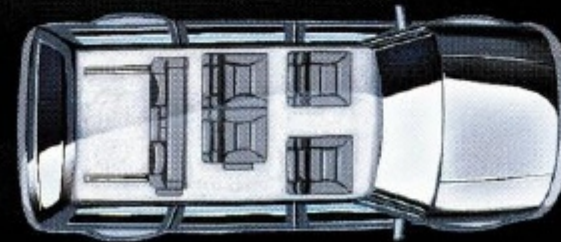
Villager is very accommodating with a rear seat that slides on rails and locks into five different locations. In all, you'll have 13 different seating and cargo-carrying arrangements to choose from.

It's something you'll go back and forth on.

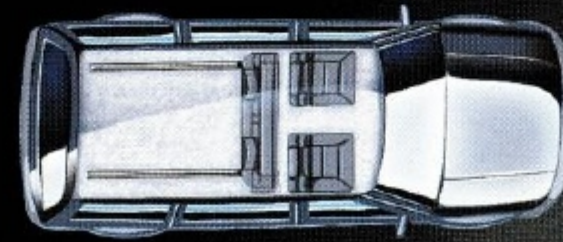
The Cabin



SEATING AND CARGO-CARRYING VERSATILITY. Villager's innovative seven-passenger seating configuration quickly becomes room for something else. The rear seat folds into a



storage position and slides forward to create extra room in back. Remove the second-row seats, and you can slide the rear seat all the way forward for optimal cargo space. The



second- and third-row bench seats and/or second-row captain's chairs also fold into tray tables with cup holders for tailgating or dining convenience.

Villager LS interior pictured in optional Graphite leather seating surfaces. Some features may be optional.



Inspired by the sea.

We worked with Nautica to create this handsome Villager.

It comes equipped with LS features, plus many special Nautica extras.

And it's available in a variety of color combinations. Get ready to go on a cruise.

Waiting to take you on a cruise.

QUAD CAPTAIN'S CHAIRS.
All four captain's chairs feature unique Graphite leather seating surfaces and include the distinctive Nautica spinnaker logo.



NAUTICA WHEELS.
These special aluminum wheels feature white paint and are available only with the Nautica Villager.



NAUTICA CARRYING BAG.
You'll receive an attractive carrying bag* custom designed by Nautica exclusively for this Villager model.

Nautica



*Please allow six weeks for delivery.

REDESIGNED INSTRUMENT PANEL.
Ergonomically designed to put the controls you need right at your fingertips. CFC-free air conditioner offers a choice of fresh or recirculated air modes for faster cool-down.



AUDIO CONTROLS.
Now, audio controls located on the steering wheel allow you to change stations and adjust volume without taking your eyes off the road.

POWER FRONT DOOR WINDOWS.
They include one-touch down driver's window and can be operated for 15 minutes after the car is turned off or until the driver's door is opened. Also feature illuminated switches.

DUAL POWER HEATED MIRRORS.
Illuminated controls let you adjust either outside mirror at a touch.

ILLUMINATED VISOR MIRRORS.
Both front visors include mirrors that light up when the mirror door cover is lifted.

FRONT AND REAR CUP HOLDERS.
They conveniently pull out from beneath the inboard side of the front passenger seat. Rear seat passengers can set their beverages in cup holders built into the side panels. First- and second-row captain's chairs include 20 oz. capacity cup holders.



ELECTRONIC AUTOMATIC TEMPERATURE CONTROL.
This available feature allows you to set the temperature and it does the rest. What's more, it's never been offered on a minivan before.

POWER DOOR LOCKS.
A single illuminated tactile switch controls locks for both front doors, the sliding door and the liftgate. Special anti-lockout feature is also provided.

REAR AUDIO CONTROLS.
These allow passengers in rear seats to adjust volume levels, while override control remains with the driver.

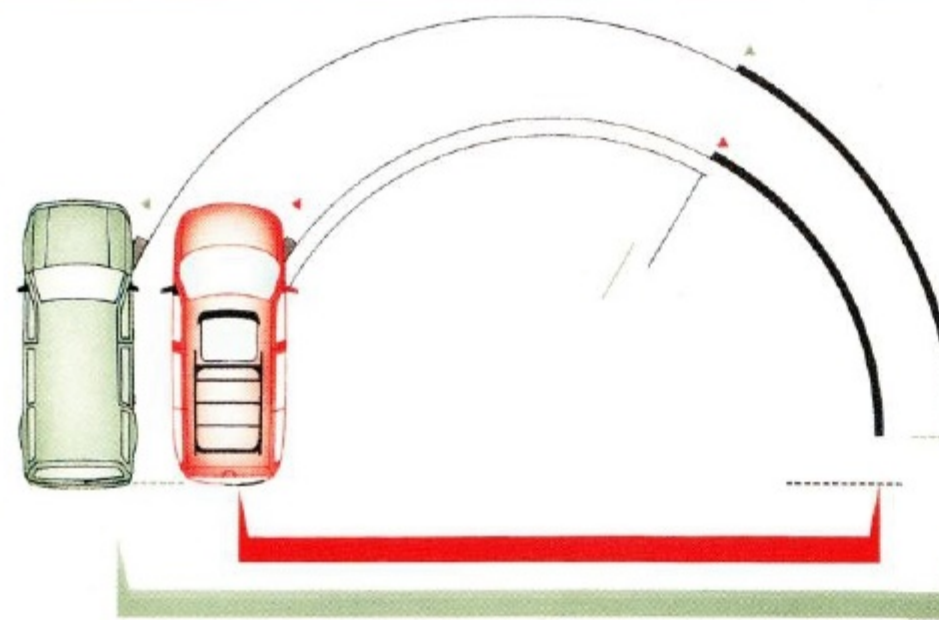
NEW REAR 12V POWER POINT.
An extra 12-volt outlet for electric devices such as telephones, vacuum cleaners, hand-held spotlight/emergency lights, TVs or radios.

Some features described are optional. See specification pages for feature availability.

Interior Goodies



V-6 ENGINE.
Villager's 3.0-liter, 151-hp engine is teamed with a four-speed electronically controlled automatic transaxle for smooth, responsive power.



POWER STEERING WITH SHORT TURNING RADIUS.
Villager's 38.7-foot turning diameter is surprisingly small, which makes a big difference when parking in tight spaces or maneuvering in cramped quarters.

RESPONSIVE CAR-LIKE HANDLING.
Villager has been designed from the ground up to deliver car-like ride and handling. Its surefooted front-wheel drive is augmented by a powerful V-6 engine, power steering and a suspension system to produce a taut ride and comfortable road feel. Take Villager out on the road and you can't help but be impressed.

AVAILABLE HANDLING SUSPENSION.
It includes performance tires, a rear stabilizer bar and unique "firm ride" suspension for responsive ride and handling.

TRAILER TOW PACKAGE.
If you do a lot of towing, this is one option you'll really appreciate. It beefs up Villager to haul as much as a 3,500-lb trailer load.

Ride & Handling

1. REAR WINDOW WASHER, WIPER AND DEFROSTER.
They help keep your rear view clear—especially when the weather takes a turn for the worse.

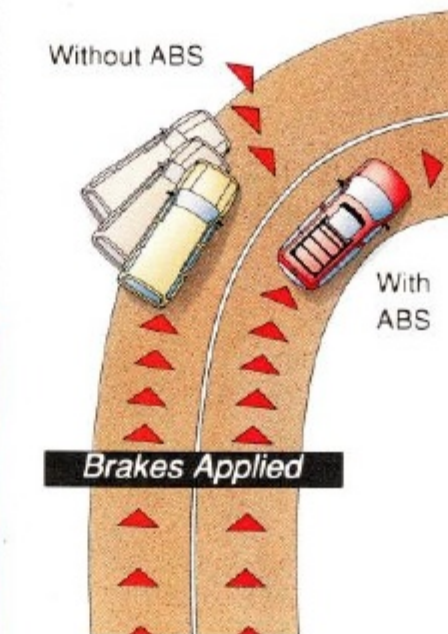
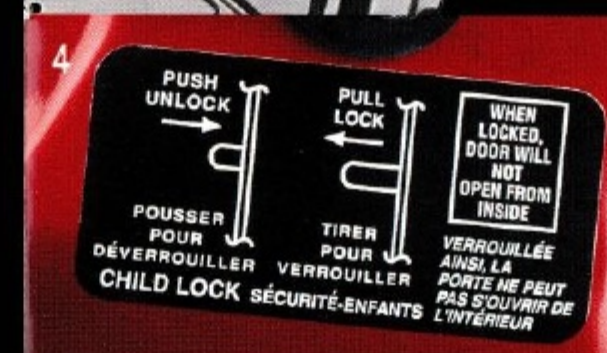


2. 3-POINT SAFETY BELTS.
Included at all outboard seating positions. Front outboard safety belts feature adjustable D-rings for maximum comfort.



3. SIDE INTRUSION DOOR BEAMS.
Heavy gauge steel beams are mounted inside each door for additional protection.

4. CHILD-PROOF LOCK FOR SLIDING DOOR.
When activated, prevents children from opening the door from inside, yet can still be opened from the outside if unlocked.



ANTI-LOCK BRAKES.
Villager's standard four-wheel Anti-lock Brake System (ABS) contributes to greater steering control during hard braking, even on slick surfaces.



DUAL AIR BAGS.
To supplement safety belts, Villager's dual air bags inflate quicker than a blink of an eye in certain moderate to severe frontal collisions. Always wear your safety belt, even if your vehicle is equipped with air bags.



INTEGRATED CHILD RESTRAINT SEATS.
These optional seats* fold out easily to accommodate children weighing 20-60 lbs. Sure beats lugging around heavy car seats. Just another convenient feature available on Villager.
*Late availability.

Safety



PREMIUM SOUND.
Premium Sound System AM/FM stereo cassette with or without 6-disc CD changer capability.



SUPER SOUND.
Super Sound System with AM/FM stereo cassette—includes 6-disc CD changer.



CD CHANGER.
A dash-mounted 6-disc CD changer is available for Premium Sound and included with Super Sound.



8-WAY POWER DRIVER'S SEAT.
Convenient controls include power adjustments for lumbar support and seat height.



POWER MOONROOF.
Opens fully or raises for fresh air ventilation.



REAR HEATER/AIR CONDITIONER.
Passengers in back can select their preferred temperature settings.



QUAD CAPTAIN'S CHAIRS.
Replace the middle bench seat with another pair of captain's chairs that can be easily removed when extra cargo space is needed.

Options

DIMENSIONS (IN INCHES)	
Wheelbase	112.2
Overall length	190.2
Overall height	67.6
Maximum width	73.8
Track, front/rear	63.4/63.4
Headroom: front/middle/rear	39.4/39.7/37.3
Legroom: front/middle/rear	39.9/34.8/36.7
Shoulder room, front	62.1
Hiproom, front	56.8
ENGINE	
Type	OHC V-6
Displacement	3.0 liters
Horsepower (SAE net)	151 @ 4800 rpm
Torque (SAE net)	174 @ 4400 rpm
Fuel delivery	Multi-point electronic fuel injection
Optimum towing capacity	3,500 lbs
Engine control	Electronic
TRANSAXLE	
Electronic 4-speed automatic overdrive w/overdrive lockout	
CAPACITIES	
Cargo volume	126 cu. ft.
Fuel	20.0 gal.
Oil capacity	4.2 qts. w/filter
Seating capacity	7 passengers
Curb weight	3,940 lbs.
SUSPENSION	
Front—MacPherson nitrogen gas-pressurized struts with front stabilizer bar	
Rear—Hotchkiss leaf suspension with nitrogen gas-pressurized shocks	
Optional—Handling suspension includes rear stabilizer bar and revised front and rear spring rates, with P215/70R15 BSW performance tires	
BRAKES	
Front	Disc
Rear	Drum
Type	Four-wheel ABS
STEERING	
Power assisted rack-and-pinion steering with 17.5:1 ratio.	
Curb-to-curb turning diameter	38.7 ft.

WHEELS AND TIRES	GS	LS	NAUTICA
P205/75R15 BSW all-season radials	STD	STD	STD
Temporary spare tire mounted under body	STD	STD	STD
Wheel covers	STD	STD	
White painted deluxe aluminum wheels			STD
Aluminum wheels	OPT		
Deluxe aluminum wheels	OPT	OPT	

Accessories

- BIKE RACK CARRIER ADAPTER. Rack features heavy-gauge steel crossbars, easily mounted, can carry 1 or 2 bikes.
- SOFT LUGGAGE COVER. Used with factory luggage rack or roof rack, it provides a convenient place to carry luggage and cargo. Features zippers on rear and side panels for easy access.
- MOLDED RUNNING BOARDS. Constructed of high-impact, weather-resistant thermoplastic, they provide convenience and a customized appearance. Black finish can be painted to match vehicle exterior, as shown in photo.
- FRONT END COVER. Made of heavy-duty vinyl, it helps protect Villager's front end from stones. Special design lets you open hood without removing cover.



FUNCTIONAL FEATURES	GS	LS	NAUTICA
Dual air bags	STD	STD	STD
Power 4-wheel anti-lock brakes	STD	STD	STD
Front-wheel drive	STD	STD	STD
Brake/shift interlock	STD	STD	STD
Battery saver	STD	STD	STD
Engine oil sensor and warning light	STD	STD	STD
Sound Insulation Package	STD	STD	STD
Child-proof lock on sliding side door	STD	STD	STD
Front stabilizer bar	STD	STD	STD
Flip-out 2nd and 3rd row bodyside windows	STD	STD	STD
Warning lamps for low fuel and low washer fluid	STD	STD	STD
Side window defoggers	STD	STD	STD
Interval windshield wipers	STD	STD	STD
Rear window wiper/washer	STD	STD	STD
20-gallon fuel tank	STD	STD	STD
Front 3-point lap/shoulder belts with adjustable D-rings	STD	STD	STD
Rear 3-point lap/shoulder belts for outboard passengers (outboard with child seat safety locking feature)	STD	STD	STD
Electric rear window defroster	OPT	STD	STD
Fingertip speed control	OPT	STD	STD
Anti-theft system	OPT	OPT	OPT
Handling suspension	OPT	OPT	OPT
Trailer Tow Package (includes full-size spare)	OPT	OPT	OPT
EXTERIOR FEATURES	GS	LS	NAUTICA
Complex reflector headlamps	STD	STD	STD
Front cornering and side marker lamps	STD	STD	STD
Chrome face grille	STD	STD	STD
5-mph impact bumpers front/rear	STD	STD	STD
Urethane lower bodyside protection	STD	STD	STD
Two-tone paint with color keyed molding		STD	STD
Solar tint glass	STD	STD	STD
Privacy glass	OPT	STD	STD
Aerodynamically styled roof rack	OPT	STD	STD
Dual power mirrors	OPT	STD	STD
Dual heated power mirrors		OPT	OPT
Flip-open liftgate window	OPT	OPT	OPT
Unique two-tone paint			STD
Nautica logo on both sides of vehicle, floor mats and tailgate			STD
Autolamp on/off delay system		OPT	OPT
Remote keyless entry system with 2 key fobs and keypad		OPT	OPT
Remote keyless entry system with 2 key fobs	OPT	OPT	
Power moonroof		OPT	OPT

INTERIOR COMFORT AND CONVENIENCE FEATURES	GS	LS	NAUTICA
Front and rear floor mats	STD	STD	STD
Glove box	STD	STD	STD
Third-row storage box	STD	STD	STD
Entry assist handles	STD	STD	STD
Slide-out coin holder	STD	STD	STD
Day/night rearview mirror	STD	STD	STD
Cup holders at each seating position	STD	STD	STD
Dual overhead visor mirrors	STD	STD	STD
Sliding door step lamp with time delay	STD	STD	STD
Tilt steering column	STD	STD	STD
Third row storage box with cover	STD	STD	STD
Rear power point plug (12 volt)	STD	STD	STD
Nautica travel bag			STD
Light Group and power rear vent windows: Includes overhead dual map lights, liftgate lamp, front door step lamps, second-row personal reading lamp and under-dash lamps with time delay	OPT	STD	STD
Power front door windows	OPT	STD	STD
Power remote rear quarter windows	OPT	STD	STD
Power locks with sliding side door "memory"	OPT	STD	STD
Cargo net	OPT	STD	STD
CFC-free air conditioner—front	OPT	STD	STD
Electronic automatic temperature control	OPT	OPT	OPT
Dual illuminated overhead visor mirrors		OPT	OPT
Leather-wrapped steering wheel		OPT	OPT
CFC-free air conditioner and heater—rear	OPT	OPT	OPT
SEATING FEATURES	GS	LS	NAUTICA
Cloth reclining front captain's chairs with adjustable head restraints, inboard armrests and 2 cup holders mounted inboard		STD	STD
Front seatback map pockets		STD	STD
Unique 7-passenger graphite leather seating surfaces with Nautica spinnaker and light graphite inserts			STD
7-passenger seating—includes additional quick-release 2-passenger bench seat and reclining rear seatback that also folds down as tray table and 3-passenger rear bench seat (movable in floor tracks) with right-hand armrest and two outboard head restraints		OPT	STD
Front passenger under-seat storage area		OPT	STD
Leather seating surfaces		OPT	STD
Quad captain's chairs		OPT	STD
4-way power passenger seat		OPT	OPT
8-way power driver seat		OPT	OPT
Integrated child seats		OPT	OPT

INSTRUMENTATION	GS	LS	NAUTICA
Backlit instrument cluster with tachometer, trip odometer, electronic warning chimes, temperature gauge, headlamp-on reminder chime	STD	STD	STD
Electronic instrument cluster including trip computer with outside temperature		OPT	OPT
SOUND SYSTEMS	GS	LS	NAUTICA
Electronic AM/FM stereo radio with cassette	STD	STD	STD
Electronic AM/FM stereo radio with cassette and Premium Sound	OPT	OPT	OPT
Electronic AM/FM stereo radio with cassette, Premium Sound and CD changer capability	OPT	OPT	OPT
Super Sound system with Premium AM stereo/FM stereo radio and cassette. Includes CD changer, 9 speakers, and power antenna		OPT	OPT
Rear seat controls with dual headphone jacks	OPT	OPT	OPT
Dash mounted 6-disc CD changer	OPT	OPT	OPT
INTERIOR COLORS *	GS	LS	NAUTICA
Saddle	•	•	
Orchid (LS only)		•	
Graphite	•	•	•

PREFERRED EQUIPMENT PACKAGES	GS	LS	NAUTICA
	691A	692A	695A 696A 697A
CFC-free air conditioner—front	•	•	STD STD STD
Electric rear window defroster	•	•	STD STD STD
Dual power mirrors	•	•	STD STD STD
Fingertip speed control	•	•	STD STD STD
Power windows and locks	•	•	STD STD STD
7-passenger seating	•	•	• STD STD STD
Luggage rack		•	STD STD STD
Under-seat storage		•	STD STD STD
8-way power driver seat		•	• • •
Aluminum wheels		•	• • •
CFC-free air conditioner/heater—rear		•	• • •
Flip-open liftgate window		•	• • •
Remote keyless entry (includes 2 key fobs)		•	• •
Electronic AM/FM stereo cassette with Premium Sound			• • •
Electronic instrument cluster with trip computer and outside temperature			• •
Remote keyless illuminated entry (includes 2 key fobs) with autolamp on/off delay system and door key pad			• •
4-way power passenger seat			• •
Power dual heated mirrors			• •
Electronic automatic temperature control			• •
Quad captain's chairs			• STD
Leather-trimmed quad captain's chairs			STD
Nautica appearance package			STD

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.

- Contained in PER.
- STD = Standard; OPT = Optional Feature
- * Not all color combinations available on all models. See dealer for color availability.

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.

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

GS EXTERIOR COLORS
Light Saddle Clearcoat Metallic
Evergreen Frost Clearcoat Metallic
Toreador Red Clearcoat Metallic
Rose Mist Clearcoat Metallic
Medium Wedgewood Blue Clearcoat Metallic
Medium Willow Green Clearcoat Metallic
Portofino Blue Clearcoat Metallic
Silver Clearcoat Metallic

Glacier White
Rose Mist Clearcoat Metallic
Deep Violet Clearcoat Metallic
Glacier White

LS TWO-TONE EXTERIOR COLORS
Evergreen Frost Clearcoat Metallic/Medium Willow Green Clearcoat Metallic
Rose Mist Clearcoat Metallic/Silver Clearcoat Metallic
Deep Violet Clearcoat Metallic/Silver Clearcoat Metallic
Medium Wedgewood Blue Clearcoat Metallic/Silver Clearcoat Metallic
Portofino Blue Clearcoat Metallic/Medium Wedgewood Blue Clearcoat Metallic
Silver Clearcoat Metallic/Medium Wedgewood Blue Clearcoat Metallic

Glacier White/Light Saddle Clearcoat Metallic
Toreador Red Clearcoat Metallic/Light Saddle Clearcoat Metallic or Silver Clearcoat Metallic
Medium Willow Green Clearcoat Metallic/Light Saddle Clearcoat Metallic or Silver Clearcoat Metallic

NAUTICA TWO-TONE EXTERIOR COLORS
Medium Wedgewood Blue Clearcoat Metallic/Glacier White
Medium Willow Green Clearcoat Metallic/Glacier White
Glacier White/Medium Wedgewood Blue Clearcoat Metallic
Toreador Red Clearcoat Metallic/Glacier White

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.



The Facts

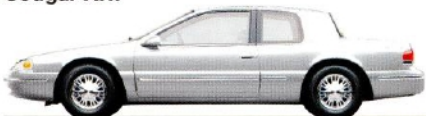
Tracer



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 at 1-800-392-3673.

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



LITHO IN USA (750,000) 8-95 P-8215

Buckle up—together we can save lives.

LINCOLN
Mercury