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M e r c u r y



Grand Marquis





Mercury Grand Marquis

Accommodating Interior

The full-size interior of the Mercury Grand Marquis is a most accommodating place. Luxurious upholstery, six-way power driver's seat with power recliner, dual cup holders, a front armrest, and a CFC-free air conditioner that helps keep you cool without further depleting the ozone are just some of Grand Marquis' interior appeal.



Grand Marquis LS interior shown with available Light Graphite Leather seating surfaces. Some features may be optional.

Imagine a car that offers room, ride, comfort and value.

The 1997 Mercury Grand Marquis is a full-size sedan offering full-size value. Its roomy, six-passenger interior caters to your every driving need. Plus, with its full array of convenient appointments, Grand Marquis will make you feel right at home—no matter where the road takes you.

Grand Marquis is available in two models: the well-equipped GS and the more luxurious LS. Both are available with a long list of standard features, options and money-saving Preferred Equipment Packages.

Standard Features

Grand Marquis offers a comprehensive array of standard features—including:

- Rear-wheel drive
- Dual air bag supplemental restraint system
- Four-wheel disc brakes
- CFC-free air conditioner
- Rear window defroster
- Four-speed electronic automatic overdrive transmission with overdrive lockout
- 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
- Tilt steering column
- Electronic AM/FM stereo radio with cassette player
- Concealed radio antenna



Powerful V-8 Engine

Grand Marquis has a technically advanced SOHC 4.6-liter V-8 engine that delivers an impressive 190 horsepower. Besides providing confident power, this dynamic V-8 engine can go up to 100,000 miles between scheduled tune-ups, *under normal driving conditions with routine fluid/filter changes.*

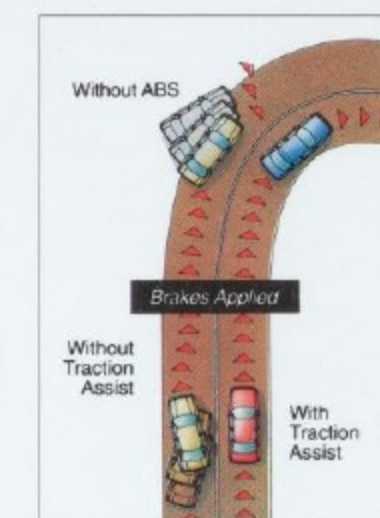


Legendary Ride

Contributing to Grand Marquis' smooth, controlled ride are gas-pressurized shocks, stabilizer bars, body-on-frame construction and an improved power steering system—all standard. If you often drive with heavier loads due to extra people and luggage, you might want to consider the optional Handling Package with a rear air-suspension system. It automatically adjusts ride height while maintaining ride comfort.

Generous Trunk

Grand Marquis' generous trunk measures a cavernous 20.6 cubic feet, making it one of the largest trunks in its class. You'll notice that items like luggage, golf clubs and children's toys can be easily stored inside—all at once. Plus, the trunk's low liftover height makes it easy to load and unload.

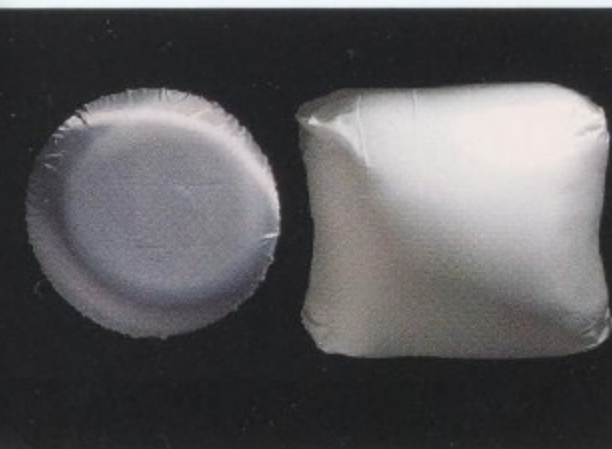


Controlled Stops and Starts

To help you maintain steering control during hard braking, even when road conditions are less than ideal, Grand Marquis is available with a four-wheel anti-lock brake system. This system also includes electronic Traction Assist, which helps keep the drive wheels from spinning during low-speed acceleration on slippery roads.

Grand Marquis Safety

Grand Marquis offers outstanding standard safety features. For your peace of mind there are child-proof rear door locks and a dual air bag supplemental restraint system. *Always wear your safety belt.* Front and rear crumple zones and heavy-gauge steel side door beams help protect you and your passengers. There's even a brake-activated transmission lock. It prevents the transmission from shifting out of "Park" unless your foot is on the brake pedal.



Mercury CommitmentSM

Every 1997 Mercury is covered by the Mercury Commitment—an owner benefits program that helps to ensure your driving needs always receive immediate attention. It provides 24-hour roadside assistance during the warranty period (for towing, fuel delivery, jump-starts, tire changing and lock-out assistance), a 3-year/36,000-mile bumper to bumper limited warranty and toll-free access to the Mercury Customer Assistance Center. See your Mercury dealer for complete details and a copy of the limited warranty.



Mercury Grand Marquis Options and Specifications

While equipped with many standard features, Mercury Grand Marquis offers a number of available options* to meet your specific driving needs and personal preferences. Here are just a few:

- Leather seating surfaces (LS only)
- Anti-lock brake system with electronic Traction Assist
- Remote keyless entry system
- Luxury light group, including dual illuminated visor mirrors, dual beam dome/map lights and rear seat reading lamps
- Premium electronic AM/FM stereo radio with cassette player (LS only)
- Electronic automatic temperature control (LS only)

**Some options may not be available on all models.*

PREFERRED EQUIPMENT PACKAGES

To make ordering easy, we've grouped certain popular options into Preferred Equipment Packages. These convenient option packages allow you to tailor Grand Marquis to your exact specifications. Here's one you could choose:

Grand Marquis LS with Preferred Equipment Package 173A

- Front and rear carpeted floor mats
- Fingertip speed control
- Power lock group, includes power door locks and decklid release
- Illuminated entry
- Luxury light group, includes dual illuminated visor mirrors, rear seat reading lamps and dual beam map/dome lights
- Upper bodyside paint stripe
- Leather-wrapped steering wheel
- Remote keyless entry system
- Front cornering lamps
- 12-spoke aluminum wheels
- Electronic automatic temperature control
- Electronic (auto-dimming) inside rearview mirror
- High-Level Audio system with AM/FM stereo radio and cassette player
- Six-way power passenger's seat
- Anti-lock brake system with electronic Traction Assist
- Electronics group includes electronic instrumentation, Tripminder® computer and heavy-duty battery

SPECIAL 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, larger 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 quasi-dual exhaust (with 210-horsepower rating).

DIMENSIONS (in inches)

Wheelbase	114.4
Overall length	211.8
Overall height	56.8
Overall width	77.8

CAPACITIES

Trunk volume	20.6 cu. ft.
Fuel tank	20.0 gal.
Curb weight	3,792 lbs.

ENGINE

Layout	Front engine (rear-wheel drive)
Type	SOHC V-8
Displacement	4.6 liters
Horsepower (SAE net)	190 @ 4,250 rpm (210 @ 4,250 rpm with Handling Package)
Torque (SAE net)	265 lbs.-ft. @ 3,250 rpm (275 @ 3,250 rpm with Handling Package)
EPA estimated mpg	17 city/25 hwy

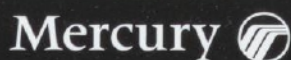
TRANSMISSION

Four-speed electronic automatic overdrive with overdrive lockout

SUSPENSION

Front: Independent SLA with ball joints, anti-dive control geometry, coil springs, gas-pressurized shocks, and stabilizer bar

Rear: Four-bar link, rubber-cushioned pivots, rubber-insulated coil springs, gas-pressurized shocks, and stabilizer bar



To learn more about the new 1997 Mercury Grand Marquis, visit our Worldwide website at <http://www.mercuryvehicles.com>

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.