
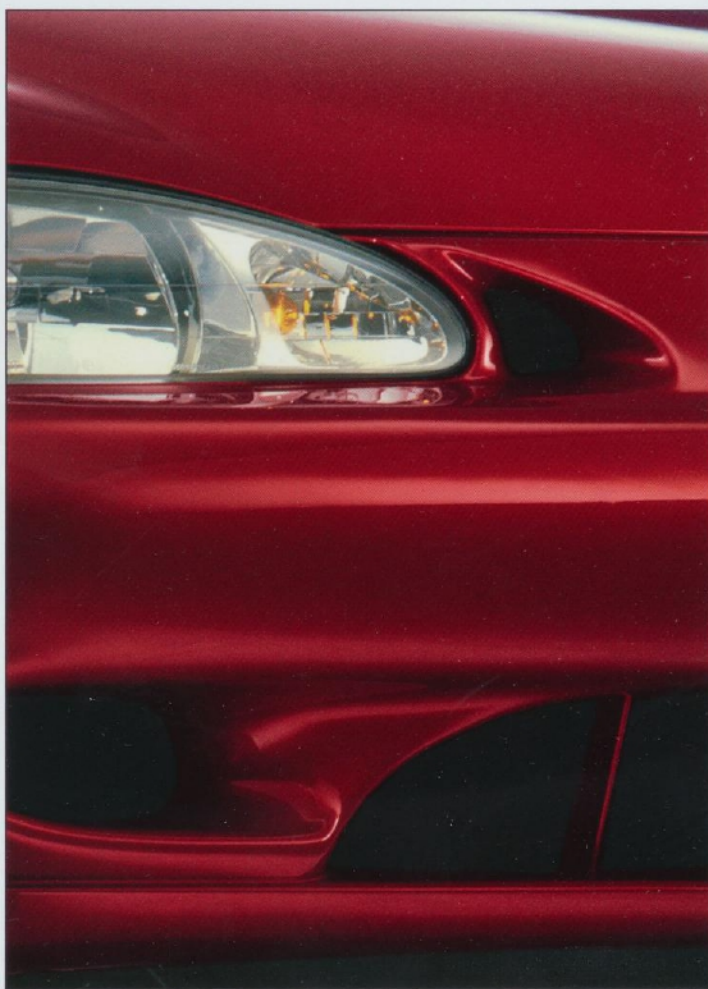


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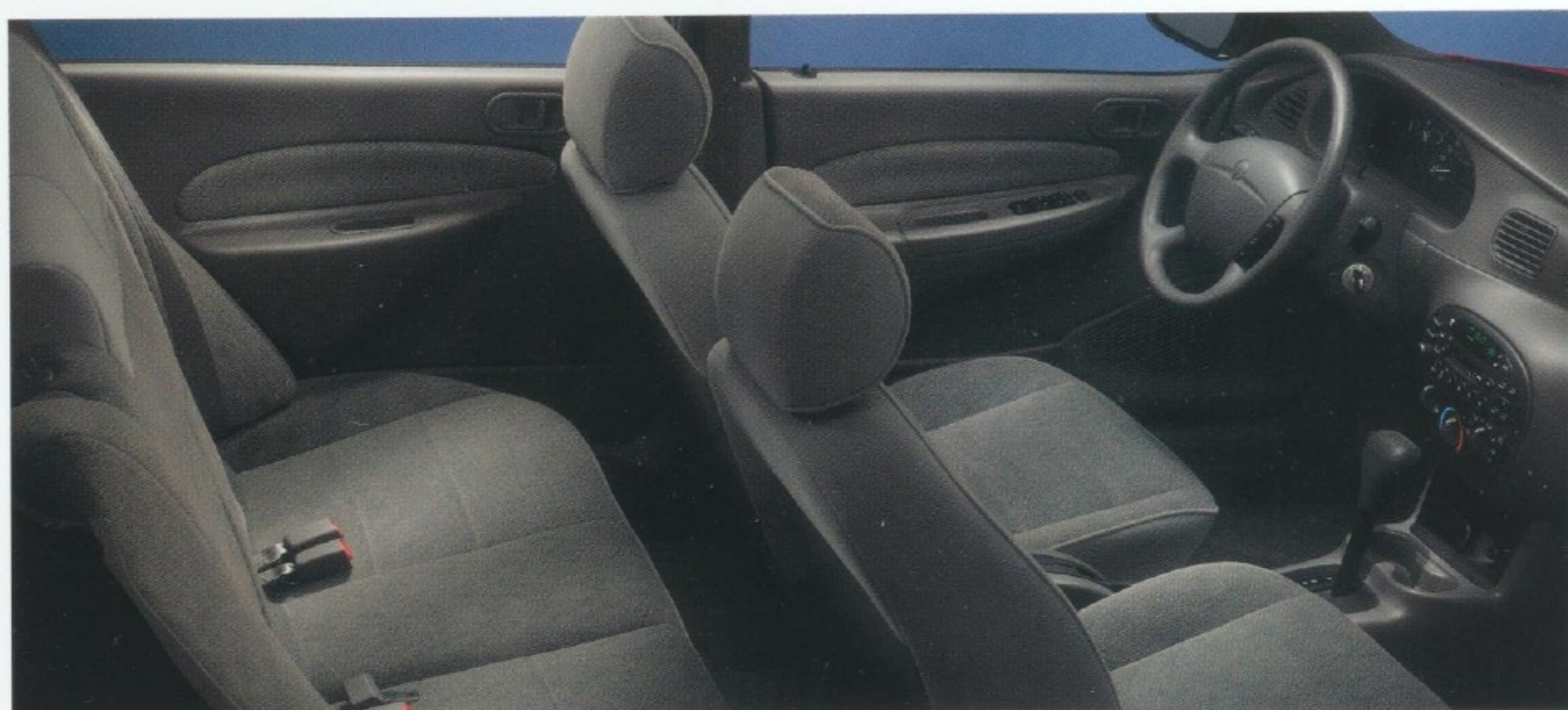
M e r c u r y 

T R A C E R



THE SPIRITED NEW MERCURY TRACER OFFERS REFINED PERFORMANCE AND A COMFORTABLE, WELL-APPOINTED INTERIOR.

Imagine a small car that thinks big. That's the new 1997 Mercury Tracer. It comes equipped with features you'd normally expect to find on larger cars. Like an available all-door remote illuminated entry system. "Inner-aiming" headlamps with the jeweled design typically found on luxury sedans. A 6-disc CD changer available on the LS sedan. And an innovative Integrated Control Panel that was first introduced on the 1996 Mercury Sable. The new Tracer is also big on style—with a sharp new look inside and outside. Big on power—with a 25% horsepower boost over its predecessor. And big on safety—with improved steel safety cell construction. So don't think small. Think big. Imagine yourself in the new 1997 Mercury Tracer.



COMFORTABLE NEW INTERIOR

Tracer's new interior offers more comfort and convenience than ever before. Its seats have been restyled with sculpted

sides, high quality fabric, and adjustable head restraints. Its Integrated Control Panel gathers all your climate and audio

controls into a single modular unit for easy access. And the stereo now boasts premium speakers for enhanced acoustics.



MORE POWERFUL ENGINE

Thanks to its new 2.0-liter split port induction (SPI) engine, Tracer now offers 25% more power. That's something you'll

appreciate when merging on the freeway or passing on the highway. It also maintains good fuel efficiency.¹ And that's something you'll appreciate when pulling up to the fuel pump. As a further benefit, the new engine

can perform 100,000 miles before a scheduled tune-up²—helping you save on service trips and maintenance costs.

¹EPA estimated 28 city/37 hwy mpg with manual transmission; 26 city/34 hwy mpg with automatic transmission.

²Under normal driving conditions with routine fluid/filter changes.

REFINED ROAD MANNERS

The 1997 Tracer features a number of improvements to give it a more solid, sophisticated road feel. New gas-charged

MacPherson struts are included. Stabilizer bars have been stiffened. Several brake improvements have been incorporated. And a new one-piece bodyside stamping process on sedan models increases rigidity. All this

results in a smooth, controlled ride that puts you in touch with the road. To pack this performance into a sportier package, choose Tracer Trio with rear spoiler, aluminum wheels, fog lamps, and unique sport seats.



OPTIONS AND SPECIFICATIONS

The 1997 Mercury Tracer is available with a variety of options to meet your driving needs and personal preferences. They include:

- 4-speed electronically controlled automatic overdrive transaxle w/torque modulation
- Choice of all-door illuminated keyless entry with perimeter anti-theft (2 key fobs included) or driver-door-only option
- Integrated child safety seat (LS model)
- Speed control
- 6-disc CD changer (LS sedan only)
- CFC-free air conditioner
- Cellular phone (dealer-installed accessory)
- Anti-lock Brake System (ABS)
- Equipment group package with power door locks, power windows, and electronic AM/FM stereo cassette
- Console-mounted center armrest (dealer-installed accessory)

Preferred Equipment Packages

Tracer groups many popular options together in packages to offer you savings over purchasing these items separately. Here is just one of the value-priced packages you could choose:

Tracer LS Sedan with Preferred Equipment Package 542A

- Rear defrost
- Dual power mirrors
- Air-conditioning
- Power locks
- Power windows
- All-door remote illuminated entry system
- 4-door perimeter anti-theft
- Electronic AM/FM stereo cassette

Dimensions (in inches)

	Sedan	Wagon
Wheelbase.....	98.4	98.4
Overall length.....	174.7	172.7
Overall height.....	53.3	53.9
Overall width.....	67	67
Headroom (front/rear).....	39.0/36.7	38.7/39.3
Legroom (front/rear).....	42.5/34.0	42.5/34.0
Shoulder room (front/rear).....	51.6/52.1	51.6/52.1
Hiproom (front/rear).....	50.2/49.4	50.2/49.4

Capacities

	Sedan	Wagon
Cargo volume.....	12.8 cu. ft.	63.4 cu. ft.*
Curb weight.....	2,457 lbs.	2,523 lbs.

*With rear seat folded down. 26.3 cu. ft. with rear seatback up.

Standard Engine (sedan and wagon)

Type.....	Split-port induction
Displacement.....	2.0 liters
Horsepower.....	110 @ 5000 rpm
Torque.....	125 lbs.-ft. @ 3750 rpm
Fuel delivery.....	Sequential multi-port electronic fuel injection
Fuel capacity.....	12.7 gal.
Compression ratio.....	9.2:1
Engine control.....	EEC-V, Electronic Engine Control
Spark plugs.....	Platinum-tipped
Scheduled tune-up interval.....	100,000 miles

Transaxles

Manual: Fully synchronized 5-speed transaxle with self-adjusting clutch
Automatic (optional): Electronically controlled 4-speed overdrive transaxle with torque modulation

Brakes

Type.....	Standard power front disc/rear drum brakes
Front.....	10.1 in. ventilated disc
Rear.....	9.0 in. rear drum

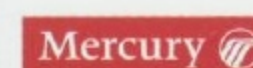
Suspension

Type.....Quadralink rear suspension with trailing links

Steering

Power-assisted rack-and-pinion with 17.0:1 ratio. Curb-to-curb turning diameter, 31.5 ft.

To learn more about the new 1997 Mercury Tracer, visit our World Wide Web site 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.



FAR-REACHING SAFETY

Tracer offers an impressive list of safety and security features. You'll find dual air bags for enhanced front-occupant

protection. (Always wear your safety belt.) Improved steel "safety cell" construction for side-impact protection. "Inner-aiming" fixed headlamps for outstanding nighttime visibility. Child-proof door locks to prevent children from

accidentally opening rear doors. And 5-mph bumpers for improved body protection. Available options include an integrated child safety seat, anti-lock brakes (ABS), and all-door remote keyless entry with panic alarm.

LOADS OF SPACE

Room is something Tracer has plenty of. In fact, with its spacious 12.8 cubic-foot trunk, it has more cargo room than Civic, Neon, and Sentra.

For extra long loads, such as lumber or skis, simply pop down Tracer LS's 60/40 split-fold rear seats. Transporting people instead of cargo? Tracer sees to their comfort with ample amounts of headroom and legroom.



TRACER WAGON

Tracer Wagon is the perfect solution if you're looking for more cargo-carrying space from a compact vehicle. It comes equipped with the

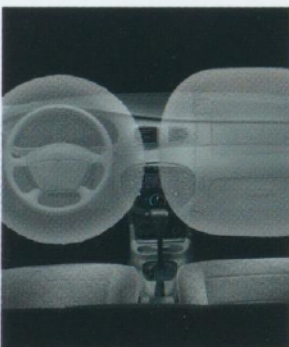
performance, comfort and convenience features found on the sedan—plus plenty of extra room. It delivers 26.3 cubic feet of space with the rear seats up, or a generous 63.4 cubic feet with the rear seats down.

MERCURY COMMITMENTSM

Every 1997 Mercury Tracer 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 (for towing, fuel delivery, jump-starts, tire changing and lock-out assistance), a 3-year/36,000-mile bumper to bumper limited

warranty, a 5-year corrosion protection limited warranty, and toll-free access to the Mercury Customer Assistance Center. See your Mercury dealer for details and a copy of the limited warranties.



STANDARD FEATURES

The new 1997 Mercury Tracer comes with a surprising number of standard features for a car in its class. They include:

- New 2.0-liter, 110-horsepower split-port induction engine
- 100,000-mile tune-up interval
- Front-wheel drive
- Four-wheel independent suspension
- Power rack-and-pinion steering
- Dual air bags (SRS)
- Integrated Control Panel
- AM/FM stereo with premium speakers (front speakers only on wagon)
- Rear-seat heat ducts
- Center console
- Variable speed wipers
- Battery saver feature
- Front/rear cup holders
- Child safety rear door locks
- Height-adjustable front shoulder safety belts