

Mercury

presents

the New

19

98

Grand Marquis



a Taste of *Luxury*

Grand Marquis is the car your customers will want to share with family and friends for everything from a casual dinner out to a weekend family trip. The improvements and enhancements for 1998 build upon the Grand Marquis reputation for comfort, traditional rear-wheel-drive performance, a touch of luxury and good value, while making it even more enjoyable to drive.

understated *Elegance*

Many customers see their Grand Marquis as a reward. They value its touches of luxury and subtle prestige.

- A freshened exterior, including new front and rear fascias, front and rear bumpers, grille, hood, decklid and moldings, enhances the Grand Marquis image of subtle sophistication
- Redesigned outside mirrors help reduce wind noise for the quiet ride your customers expect
- New luxury chrome locking wheel covers (standard on GS) and LS luxury chrome wheel covers (late availability) add an extra touch of class
- Three new exterior colors reflect our customers' contemporary tastes: Medium Grey Clearcoat Metallic, Spruce Green Clearcoat Metallic and Dark Green Satin Clearcoat Metallic



confident *Security*

Grand Marquis buyers also have practical concerns for their family's security.

- Available All-Speed Traction Control replaces the low-speed traction assist. This feature automatically senses wheel slippage and modulates braking and engine torque to improve traction on slippery or loose driving surfaces at all speeds
- The new standard SecuriLock™ passive anti-theft system prevents the car from starting unless the specially coded key is used, giving customers peace of mind
- In case of coolant loss, the new fail-safe cooling system allows the engine to switch to alternating four-cylinder operation, giving the driver time to travel, with limited engine power, up to approximately 50 miles to a service facility before a complete shutdown occurs

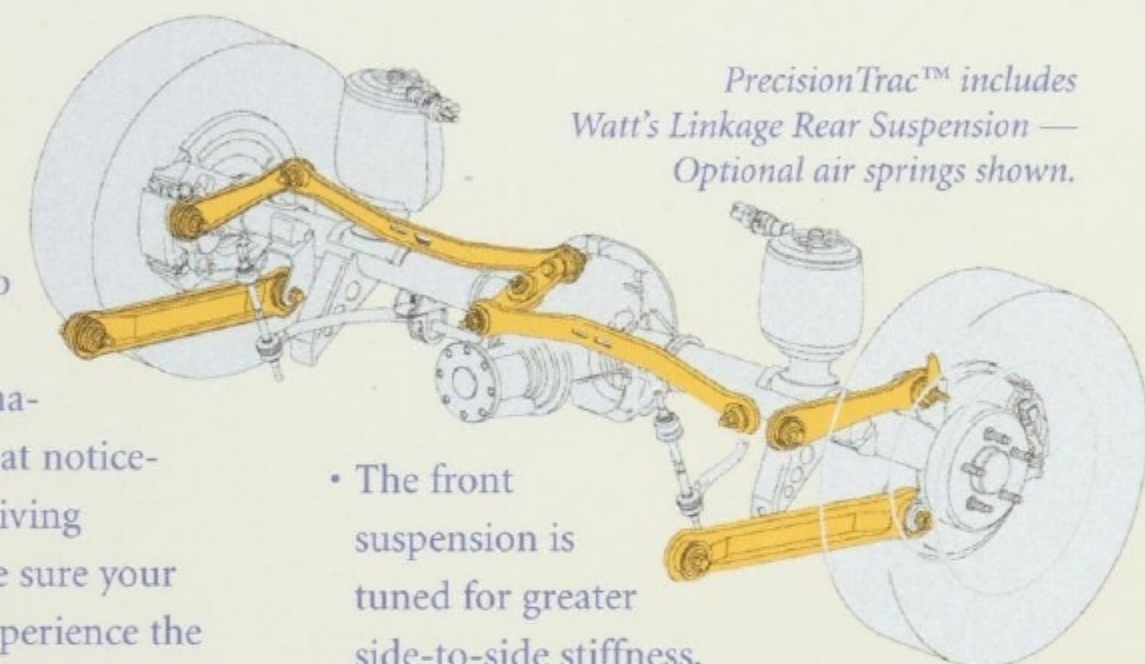
enjoyable-to-drive *Performance*

Because Grand Marquis customers enjoy the driving experience, the 1998 model is the best-handling ever, thanks to the new PrecisionTrac™ Suspension System — a combination of chassis improvements that noticeably upgrade Grand Marquis driving dynamics over the '97 model. Be sure your customers take a test drive to experience the difference for themselves.

The PrecisionTrac™ Suspension System is composed of several features synergized to provide the ride comfort and control today's customers look for:

- The new Watt's Linkage rear suspension allows for an ideal fusion of a smooth ride with good directional stability and precise steering response. This combination is achieved by separating the suspension components that control different movements of the car
 - Upper and lower control arms attached to the body at the end of the rear axle control vertical and horizontal motion. These are tuned "soft" to minimize vibrations and smooth the ride over rough road surfaces
 - Two lateral arms connected to an axle-mounted link (the Watt's Linkage) control cornering and other side-to-side movements. These components are tuned "firm" for improved straight-line stability and confident handling

PrecisionTrac™ includes Watt's Linkage Rear Suspension — Optional air springs shown.



- The front suspension is tuned for greater side-to-side stiffness, contributing to directional control and handling your customers will notice when cornering or changing lanes

- The steering gear that was improved in 1997 is revised to take advantage of the front and rear suspension improvements

- Improved shock absorbers maintain a plush ride while reducing body "float"

- New dual-piston front brake calipers provide more even pad pressure on the rotors. Front brake rotors are 25 mm larger in diameter and 2 mm thicker, resulting in cooler-running brakes. This improved heat absorption means the brake pads can be softer for smoother, quieter operation. The brake pad lining area is 40 percent larger, contributing to a projected 50,000-mile front brake pad service life

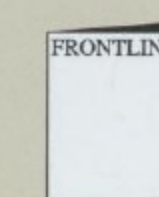
- Last year's standard 15-inch wheels are increased to 16-inch wheels with P225/60R16 WSW tires to help improve road-holding ability

For those customers who want even more of a performance feel, an enhanced Handling Package is available, including a dual-exhaust 4.6L SOHC V-8 engine (215 horsepower), a rear air spring suspension, unique wheels and tires, revised shock absorbers and springs and a 3.27:1 rear axle ratio.



key *Launch Dates*

Look for continuing information on the 1998 Grand Marquis.



Frontline
November/December 1997 — Preview
January/February 1998 — Launch
March/April 1998 — Competitive Comparison



Product Portfolio Section
November 1997



Product Video
November 1997



Product Portfolio/Competitive Comparison Inserts
December 1997



FORDSTAR Hot Sheet Broadcasts
December 1997



Ride & Drive
October/November 1997



1998 Grand Marquis Product Workshop
November 1997

Job #1 — October 27, 1997
Public Introduction — December 26, 1997

Package Content

A noticeable change for 1998 is the elimination of Preferred Equipment Packages (or PEPs) in favor of two value-packed Grand Marquis series, the GS and LS. This step is in response to customer requests for simplification and should make selling the 1998 Grand Marquis that much easier. Both series offer excellent standard equipment in addition to freestanding options. The LS goes a step further by offering Premium and Ultimate option groups.

New standard features on the 1998 Grand Marquis GS and LS:

- Front and rear floor mats
- Speed control
- Chrome locking wheel covers (GS)
- Power door locks
- Remote electric decklid release
- Illuminated Entry System
- Cornering lamps

New standard features on the 1998 Grand Marquis LS:

- Bodyside paint stripe
- Luxury Light Group: illuminated visor mirrors, dual-beam dome/map lights and rear seat reading lights
- Remote Keyless Entry System
- LS luxury chrome wheel cover (late availability)

LS Premium Package:

- Teardrop alloy wheels
- Leather-wrapped steering wheel
- Electronic Automatic Temperature Control
- Eight-way power passenger's seat with power recliner and lumbar adjustment
- Auto-dimming inside rearview mirror with compass
- LS Ultimate Package:
- Premium Package plus...
- Anti-lock Braking System with All-Speed Traction Control
- Electronic instrumentation
- Premium AM/FM stereo and cassette player

Prestige that's *within Reach*

Grand Marquis is an uncompromising full-size car that offers traditional V-8 power, rear-wheel-drive performance and a smooth ride. Beyond that, Grand Marquis delights customers with a generous measure of driving enjoyment, and safety and security features.

- Grand Marquis delivers the comfort, roominess, luxury, prestige and style of a traditional full-size sedan at an affordable price
- The 1998 Grand Marquis exceeds customer expectations with new security features, a quiet, smooth ride and confident handling

Grand Marquis *Customers*

The Grand Marquis customer falls into one of two groups:

- Traditional Large Car buyers looking for comfort and prestige at a good value. These customers appreciate the 1998 Grand Marquis for its updated styling, quiet ride, new rear center armrest (LS only) and improved instrument cluster lighting
- Family-minded car buyers looking for utility. These customers will be attracted to the 1998 Grand Marquis for its generous passenger and cargo space, improved braking and handling, and security enhancements



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1998 *Grand Marquis*

Grand Marquis

Focus on the Competition

	1998 GRAND MARQUIS	1998 BUICK LESABRE CUSTOM	1997 OLDSMOBILE EIGHTY EIGHT**	1998 PONTIAC BONNEVILLE SE	1998 CHRYSLER CONCORDE LXI
TECHNICAL INFORMATION					
Standard engine	4.6L SOHC V-8	3.8L OHV V-6 Series II	3.8L OHV V-6	3.8L OHV V-6	3.2L SOHC V-6
Horsepower	200 @ 4250	205 @ 5200	205 @ 5200	205 @ 5200	225 @ 6300
Torque	265 @ 3000	230 @ 4000	230 @ 4000	230 @ 4000	225 @ 3800
Optional engine	4.6L SOHC V-8 ⁽¹⁾	—	—	3.8L Supercharged V-6	—
Horsepower	215 @ 4500*	—	—	240 @ 5200	—
Torque	275 @ 3000	—	—	280 @ 3200	—
Standard transmission/transaxle	Electronic 4-speed automatic transmission with overdrive and electronically controlled clutch	Electronic 4-speed automatic transaxle with overdrive and electronically controlled capacity clutch	Electronic 4-speed automatic transaxle and electronically controlled torque converter clutch	Electronic 4-speed automatic transaxle	Electronically controlled 4-speed automatic transaxle
Optional transmission/transaxle	—	—	—	Electronic 4-speed automatic transaxle with driver select shift modes	—
Front suspension	Independent SLA, coil springs, stabilizer bar	Independent MacPherson struts, coil springs, stabilizer bar	Independent MacPherson struts, coil springs, stabilizer bar	Independent MacPherson struts, coil springs, stabilizer bar	Independent MacPherson struts, stabilizer bar
Rear suspension	Watt's Linkage with stabilizer bar	Independent Chapman struts, coil springs, stabilizer bar	Independent Chapman struts, coil springs, stabilizer bar	Independent lower A-arm, Chapman struts, coil springs	Independent multi-link with Chapman struts, stabilizer bar
Fuel delivery	Sequential multi-port electronic fuel injection	Sequential port fuel injection	Sequential port fuel injection	Sequential port fuel injection	Dual throttle body sequential multi-point electronic fuel injection
Layout	Rear-wheel drive	Front-wheel drive	Front-wheel drive	Front-wheel drive	Front-wheel drive
Braking system	Standard power-assisted four-wheel disc, optional ABS	Power-assisted front disc/rear drum with ABS	Power-assisted, vented disc/drum with ABS	Power front disc/rear drum with ABS	Four-wheel disc with ABS
All-Speed Traction Control	Included with optional ABS	Optional	Standard on LS	Optional	Standard
Steering	Speed-sensitive, variable-assist recirculating ball and nut	Power rack-and-pinion	Power rack-and-pinion	Power rack-and-pinion	Power rack-and-pinion
Safety/security	Second Generation airbags, SecurLock™ passive anti-theft system, opt. Remote Keyless Entry System w/panic alarm (std. on LS), rear door child-safety locks, front and rear crumple zones, fail-safe cooling system	Next generation airbags, Anti-lock Braking System, passive anti-theft system, Daytime Running Lamps, brake/shift interlock	Dual Airbag SRS, Anti-lock Braking System, anti-theft system, Daytime Running Lamps, rear door child-safety locks, brake/shift interlock	Dual Airbag SRS, Anti-lock Braking System, opt. keyless entry, Daytime Running Lamps, rear door child-safety locks, automatic brake/shift interlock	Dual Airbag, dynamic side-impact protection, opt. Remote Keyless Entry System, rear door child-safety locks
DIMENSIONS (All dimensions are in inches unless otherwise noted.)					
Wheelbase	114.7	110.8	110.8	110.8	113.0
Overall length	211.9	200.8	200.4	200.5	209.1
Overall height	56.8	55.6	55.7	55.7	55.9
Overall width	78.2	74.4	74.1	74.5	74.4
Seating capacity	6	6	6	6	6
Tread width (front/rear)	63.4/65.3	60.4/60.4	60.4/60.4	60.4/60.3	62.4/62.0
Head room (front/rear)	39.4/38.1	38.8/37.8	38.7/38.3	39.2/38.3	38.3/37.2
Shoulder room (front/rear)	60.5/60.2	59.1/58.9	59.0/58.3	59.8/59.4	59.1/58.4
Hip room (front/rear)	58.0/59.0	54.6/54.4	55.4/54.1	57.2/57.1	56.4/56.8
Leg room (front/rear)	42.5/38.4	42.6/40.4	42.5/38.7	42.6/38.0	42.2/41.6
Passenger volume (cu. ft.)	109.3	109	106	110	107.6
Luggage capacity (cu. ft.)	20.6	17.0	18.0	18.0	18.7
Fuel tank capacity (gal.)	19.0	18.0	18.0	18.0	17.0
Base curb weight (lbs.)	3917	3443	3465	3446	3424
Trailer towing (max. lbs.)	2000	1000	1000	1000	2000

* With Handling Package.

** 1997 figures. 1998 information not available at time of printing.

(1) Optional engine included in Handling Package includes dual exhaust.



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