

1998 MERCURY MOUNTAINEER

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Imagine yourself in a Mercury

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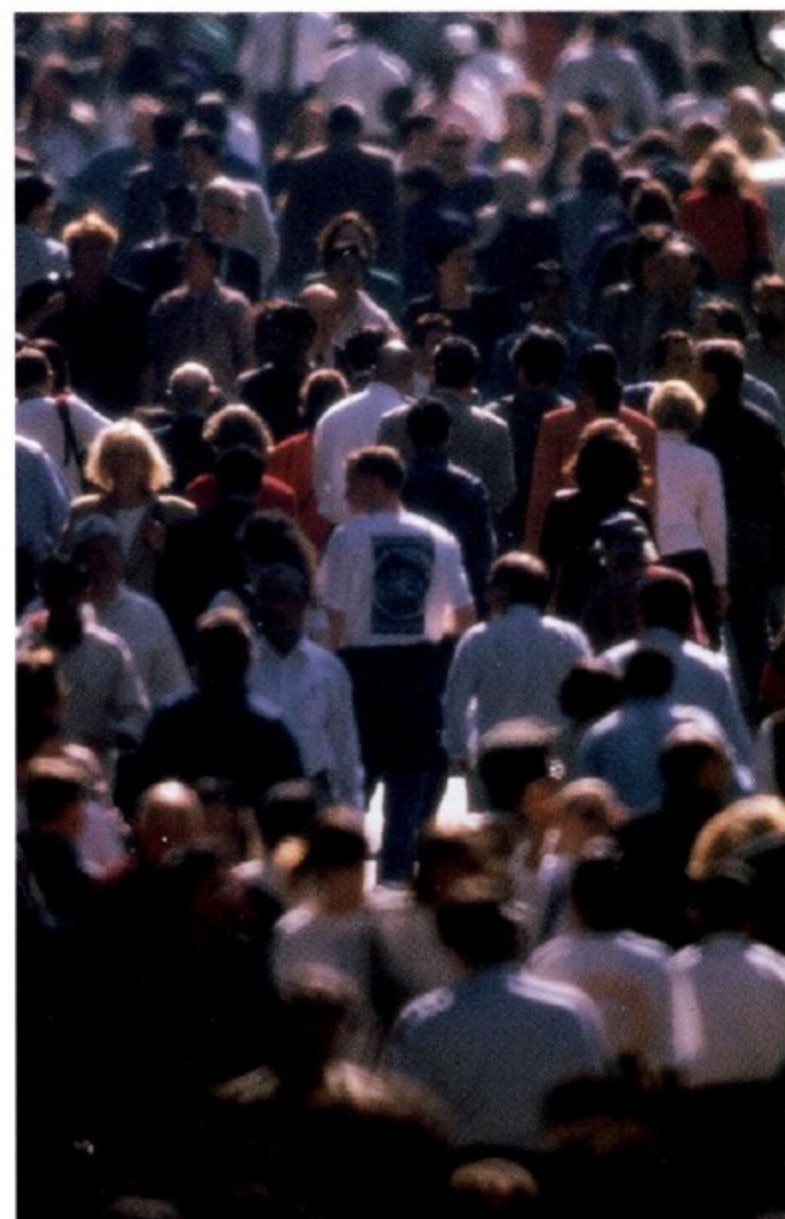
■ It practically begs the question,
“Where to?”

It's a fair question. Because your daily routine is anything but routine. You might spend it running errands, taking the kids to their games, or taking friends out to dinner. And the weekend could include anything from antique hunting to mountain biking. That's what makes Mountaineer the ideal Mercury for you. It comes with plenty of power, 4x2, 4x4 or available all-wheel drive and an interior that's both roomy and versatile. And from where you sit, you get a commanding view of traffic. Mountaineer is a vehicle that fits perfectly into your busy lifestyle.

■ Everyone
needs
their
space.



■ Everyone
needs
their
space.

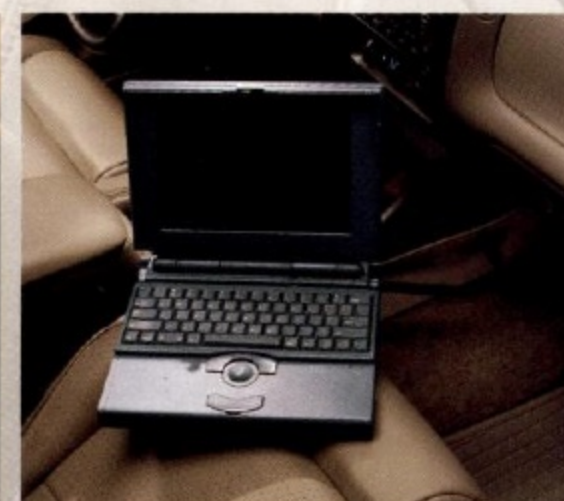


■ Welcome to ours.



Rear passengers can control their own comfort with optional fan and audio controls. Also included are dual cup holders and headphone jacks.

An extra 12-volt power outlet comes standard, and it allows you to operate devices like computers and cellular phones in your vehicle.



Adjustable shoulder D-rings help your front safety belts fit comfortably. They can easily be adjusted to suit your height.



Mountaineer has plenty of room for hauling anything from luggage to groceries — 43.5 cu. ft. with the rear seat up and an impressive 80.2 cu. ft. of cargo room with the rear seat folded down. That's more room than Jeep® Grand Cherokee and GMC Jimmy!



Here is a space where you are in control. The leather-wrapped tilt steering wheel includes fingertip speed control — ideal for long-distance driving. For your comfort and convenience, an AM/FM stereo with cassette, CFC-free air conditioner, power locks, windows and outside mirrors all come standard.

Interior shown with optional Prairie Tan leather seating surfaces.





■ Your life may be unpredictable.



■ But at least you have a vehicle you can count on.

Power lock and window switches are illuminated and extra large, making them easy to find in the dark. Driver's side window features one-touch-down operation.



An available cargo cover pulls out to keep luggage safely out of sight.



For your safety and convenience, optional puddle lamps are located under both outside mirrors. They're activated through the keyless entry system or when the door is opened. They illuminate the ground in front of the doors, so you can see where you're stepping.



On the intermittent setting, speed-sensitive front wipers automatically adjust as the vehicle's speed increases.



Available running boards are not only attractive, they make it easy to step into and out of your Mercury Mountaineer. And they're made to last.

The liftgate now has larger glass for better rear visibility. A two-way feature allows you to open just the window to throw in something small like a shopping bag. Or open the entire liftgate to accommodate larger loads.

Rear-window wiper/washer helps keep your view clear. And the washer is now on the wiper arm for excellent cleaning action.



■ Your life may be unpredictable.





Mountaineer V-6 engines are available with the 4x4 Control-Trac system.* The driver can choose from three control settings, depending on conditions. Full-time All-Wheel Drive (AWD) is available with the V-8 engine. It'll get you through mud, rain, sleet and snow confidently—all without touching a single button. Both systems can sense wheel slippage and send more torque to the set of wheels with the most traction.



Mountaineer comes with four-wheel disc anti-lock brakes (ABS) standard. This helps maintain steering control while braking on slippery road surfaces by keeping the brakes at the threshold of

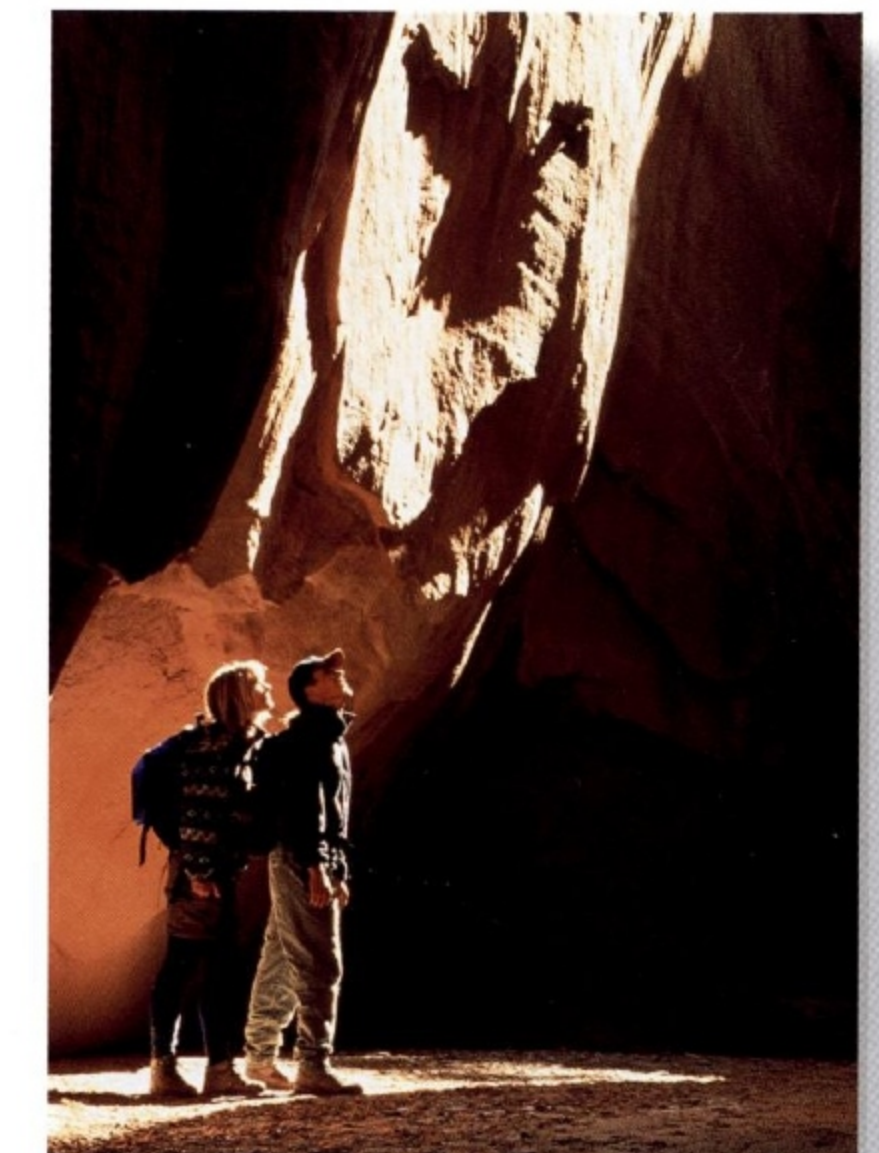
lockup when the brake pedal is depressed hard.

The overdrive lockout switch, when engaged, prevents the transmission from shifting into the highest gear. This

is especially useful when towing a trailer in heavy traffic or when traveling up and down steep hills or mountains.

*See specification pages for availability.

■ You never know where the day is going to lead you.





Short- and long-arm front suspension was developed through the use of sophisticated computer technology. Each front wheel is suspended by an upper and lower control arm, shock absorber, stabilizer bar, and torsion bar. This enables each front wheel to react independently over rough surfaces, ensuring a smooth ride.

■ But Mountaineer makes sure you'll arrive.



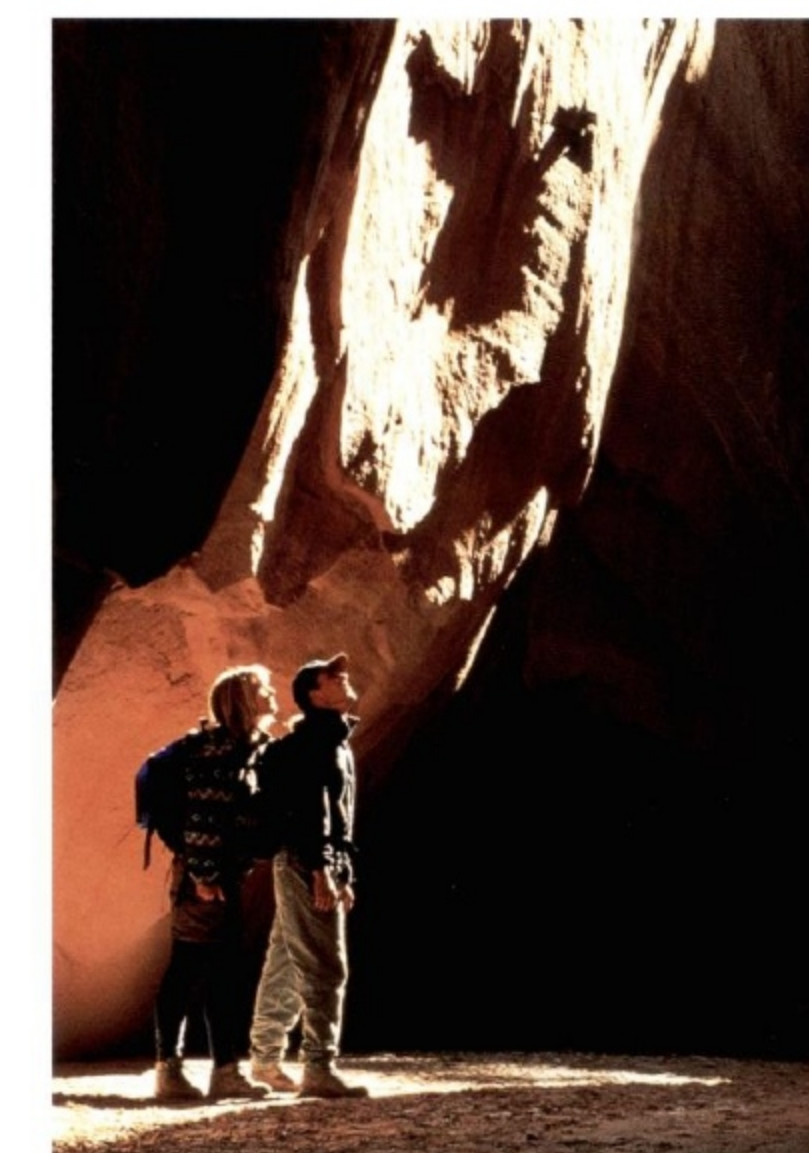
A Single Overhead Camshaft (SOHC) 4.0-liter V-6 engine generates 205 horsepower and 250 lbs.-ft. of torque at 3000 rpm*. The two-valve V-6 has a single chain-driven overhead camshaft for each cylinder head.

A 5.0-liter V-8 engine produces 215 horsepower and 288 lbs.-ft. of torque. It features sequential multi-port electronic fuel injection (SEFI) along with high-performance cylinder heads and camshaft.

Both engines work in conjunction with power rack-and-pinion steering. This system has been designed to produce more responsive steering, reduced steering effort and excellent on-center feel.

*See specification pages for availability.

■ You never know where the day is going to lead you.



■ It's all the little extras
that make everything so special.



An integrated rear child-safety seat (1) is available with the optional leather seating surfaces and can accommodate children over one year old and weighing 20-60 lbs. It eliminates lugging a child-safety seat from vehicle to vehicle. Please be sure children are properly fastened in child-safety seats as required by local law.

A 6-disc compact disc changer (2) is available. It's conveniently located in the center floor console and is operated through the radio.

An optional auto-dimming electrochromic inside rearview mirror (3) automatically dims to reduce the glare of other cars' headlamps.

A new dual media, premium audio system (4) is available and includes cassette/single CD radio. Also available is a new dual media Mach Audio System (not shown), which includes the above features plus 7 speakers with 8" subwoofer, 145 watts and power antenna.



Optional overhead console (5)

features digital compass, outside temperature reading, map lights and a storage compartment. A one-touch-open power moonroof (not shown) is also available.

The available Remote Keyless Entry System (6) lets you lock and unlock doors and lift-gate or just the driver's door from a distance. A panic button and perimeter alarm are also included.



Dealer installed accessories.

Durable black vinyl front-end cover (7) offers protection for your vehicle.

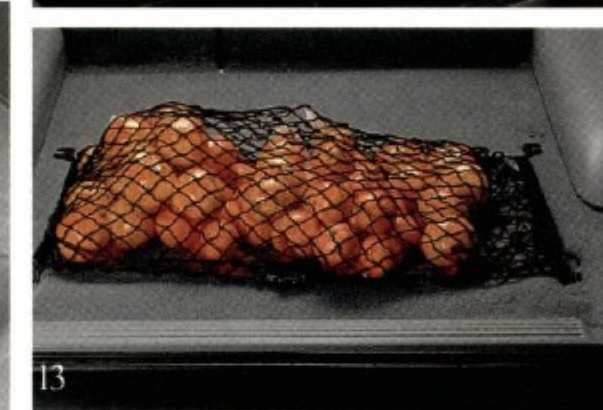
Help protect the painted surface of your hood with this sport hood cover (8). It allows you to open the hood without removing the cover.

This handy ski rack can accommodate up to 6 pairs of skis. It's designed for quick securing or removal of skis.



Keep the slush, rain and mud off your floor with these molded vinyl floor mats (9). Molded splash guards (10) are an ideal way to help protect your Mountaineer's finish from mud, salt and dirt.

For additional protection, a heavy-duty cargo liner (11) is available. It's easy to install and remove.

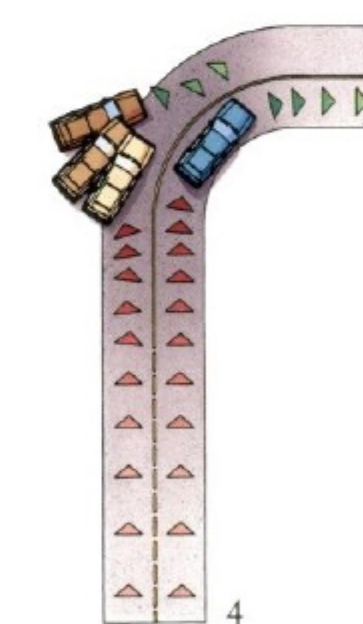
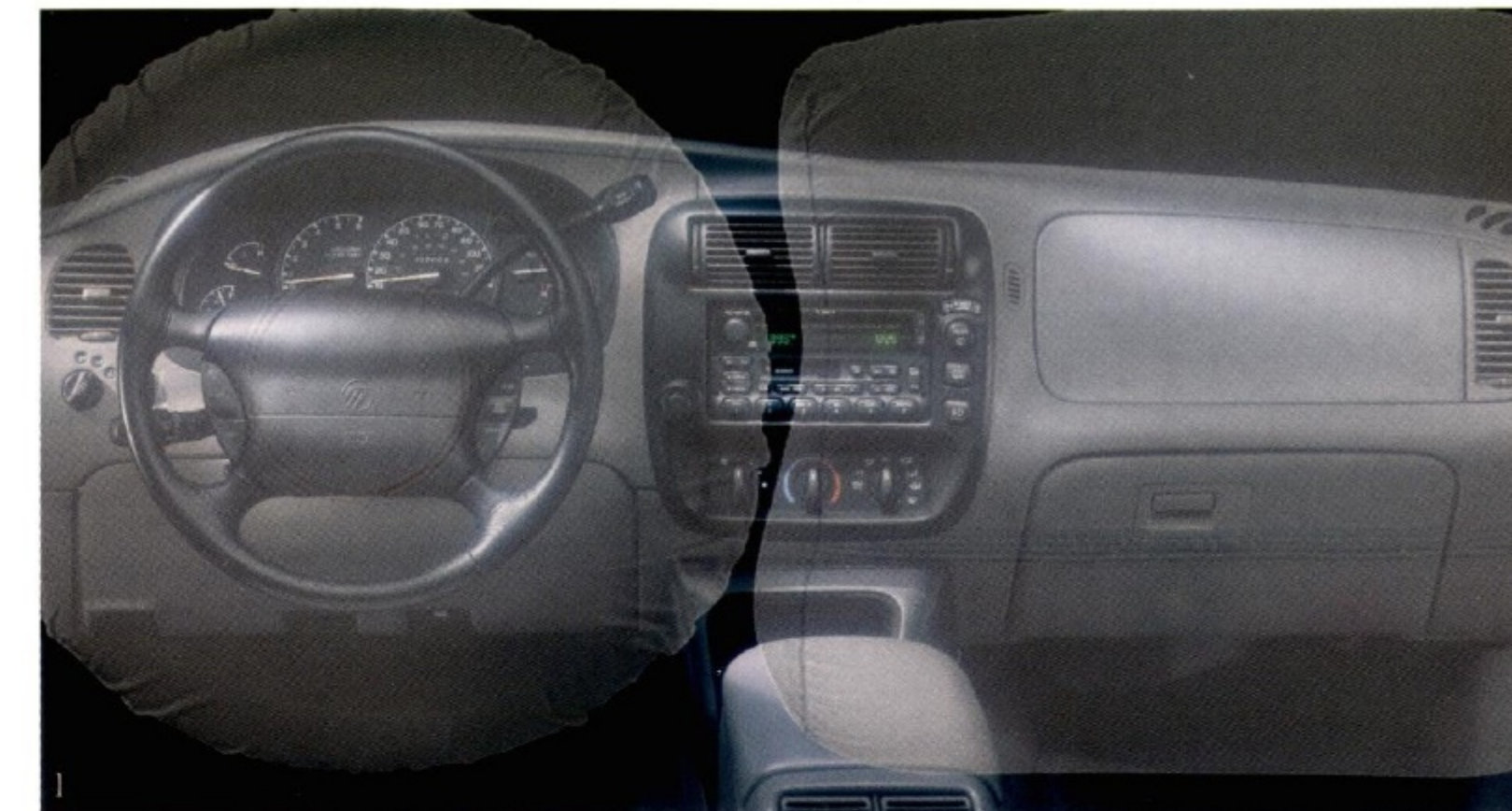


The cargo organizer (12) allows you to keep packages separate and secure. It's lightweight, durable and easy to install.

A cargo net (13) helps keep your cargo area organized and prevents groceries and packages from sliding around.



■ Although safety is something you never have to think about.



Depowered Second Generation airbags (1) are designed to further enhance protection for the driver and passenger. Always wear your safety belt and secure children in the rear seat.

Fog lamps (2) are included for extra visibility, especially in inclement weather.

High strength steel intrusion beams (3) are mounted inside each door for additional protection.

Four-wheel disc ABS (4) helps provide shorter stopping distances and more controlled emergency stopping on most road surfaces.

Childproof rear door locks (5) prevent the doors from being opened from inside the vehicle. Another safety feature that contributes to your peace of mind.

The SecuriLock™ system (6) uses a coded key to help protect your vehicle. If a non-encoded key is used or hot wiring is attempted, the engine is disabled.



A number of colorful choices.



Medium Wedgewood
Blue Clearcoat Metallic
over Medium Platinum

Black Clearcoat over
Medium Platinum*

Toreador Red Clearcoat
Metallic over Medium
Platinum



Oxford White Clearcoat
over Medium Platinum*

Pacific Green Clearcoat Metallic
over Medium Platinum



Pacific Green Clearcoat
Metallic over Deep Forest
Green Clearcoat Metallic
(Appearance Group only)

Medium Wedgewood Blue
Clearcoat Metallic over Graphite
Blue Clearcoat Metallic
(Appearance Group only)



Toreador Red Clearcoat Metallic
over Dark Toreador
Red Clearcoat Metallic
(Appearance Group only)

Interior colors

Prairie Tan
Medium Graphite
Willow Green

*Available with Appearance Group.

The Mercury CommitmentSM

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 Commitment and it's one of the extra comforts of owning a Mercury.

ROADSIDE ASSISTANCE

Throughout the three-year/36,000-mile warranty period, you get 24-hour, seven-day-a-week coverage for towing, fuel delivery, jump-starts, tire changing and lock-out assistance. For roadside assistance, call 1-800-241-3673.

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.



Tracer



Mystique



Sable



Grand Marquis

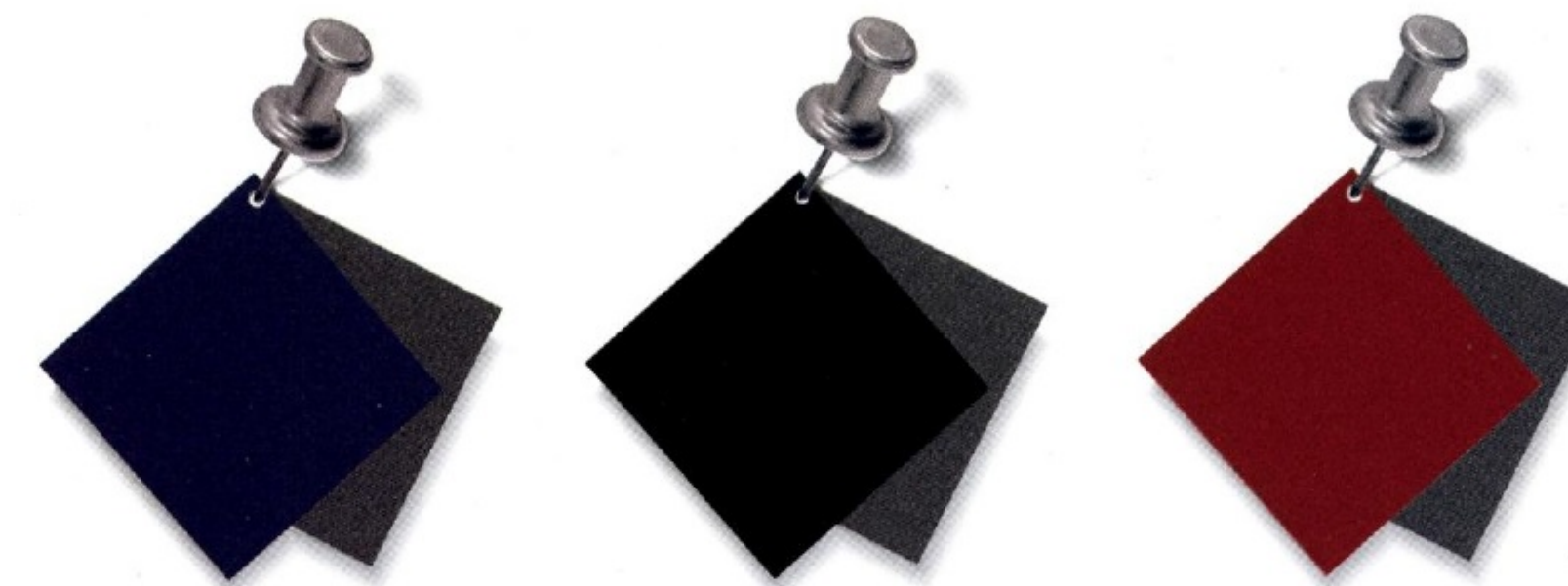


Villager



Mountaineer

A number of colorful choices.



Medium Wedgewood
Blue Clearcoat Metallic
over Medium Platinum

Black Clearcoat over
Medium Platinum*

Toreador Red Clearcoat
Metallic over Medium
Platinum



Oxford White Clearcoat
over Medium Platinum*

Pacific Green Clearcoat Metallic
over Medium Platinum



Pacific Green Clearcoat
Metallic over Deep Forest
Green Clearcoat Metallic
(Appearance Group only)

Medium Wedgewood Blue
Clearcoat Metallic over Graphite
Blue Clearcoat Metallic
(Appearance Group only)



Toreador Red Clearcoat Metallic
over Dark Toreador
Red Clearcoat Metallic
(Appearance Group only)

Interior colors

Prairie Tan
Medium Graphite
Willow Green

*Available with Appearance Group.

The Technical Stuff

ENGINE	V-6	V-8
Type	SOHC V-6	OHV V-8
Displacement	4.0 liters	5.0 liters
Horsepower	205 @ 5000 rpm	215 @ 4200 rpm
Torque	250 lbs.-ft. @ 3000 rpm	288 lbs.-ft. @ 3300 rpm
Induction System	Sequential multi-port electronic fuel injection (SEFI) with EEC-V computer	Sequential multi-port electronic fuel injection (SEFI) with EEC-V computer
Availability	Available Fourth Quarter 1997	Equipped with V-8, becomes optional when V-6 is available

TRANSMISSION	V-6	V-8
Type	Five-speed electronic automatic overdrive with overdrive lockout switch	Four-speed electronic automatic overdrive with overdrive lockout switch

CHASSIS	V-6	V-8
Drivetrain	4x2 or 4x4 Control-Trac	4x2 or Full-time All-Wheel Drive (AWD)
Frame	Ladder-type, single channel with six crossmembers	Ladder-type, single channel with six crossmembers

BRAKES	V-6	V-8
Power-assisted 4-wheel disc with 4-wheel anti-lock brake system (ABS)		

SUSPENSION	V-6	V-8
Front—Independent Short- and Long-Arm (SLA), computer-selected torsion bar, nitrogen gas-pressurized shock absorbers, stabilizer bar		
Rear	Semi-floating type rear axle with 3.55 rear axle, 2-stage variable-rate computer-selected leaf springs, nitrogen gas-pressurized shock absorbers, stabilizer bar	Semi-floating type rear axle with limited-slip 3.73 rear performance axle, 2-stage variable-rate computer-selected leaf springs, nitrogen gas-pressurized shock absorbers, stabilizer bar

CAPACITIES	V-6	V-8
Cargo volume (cu. ft.)		
with rear seat up	43.5	80.2
with rear seat down	80.2	80.2
Seating capacity	5	5
Fuel tank	21.0 gal.	21.0 gal.

STEERING	V-6	V-8
Power-assisted rack-and-pinion, 17:1 ratio		
Turning diameter	37.3 ft. (curb-to-curb)	37.3 ft. (curb-to-curb)

DIMENSIONS (IN INCHES)	V-6	V-8
Wheelbase	111.6	111.6
Length	190.1	190.1
Width	70.2	70.2
Height (4x2/4x4)	70.5/70.3	70.5/70.3
Track, front/rear	58.5/58.5	58.5/58.5
Overhang, front/rear	34.5/44.0	34.5/44.0
Axle Clearance	7.2	7.2
Headroom, front/rear	39.9/39.3	39.9/39.3
Legroom, front/rear	42.4/35.8	42.4/35.8
Shoulder room, front/rear	56.2/56.6	56.2/56.6
Hiproom, front/rear	52.3/51.6	52.3/51.6

TOWING CAPACITIES			
POWERTRAIN	DRIVETRAIN	AXLE RATIO**	MAX TRAILER TOWING
V-6	4 x 2	3.55/3.73	4,500 lbs./5,860 lbs.
V-6	Control-Trac	3.55/3.73	4,860 lbs./5,640 lbs.
V-8	4 x 2	3.73	6,600 lbs.
V-8	AWD	3.73	6,400 lbs.

FUNCTIONAL FEATURES	
Second Generation depowered dual airbags (Supplemental Restraint System)***	STD
100,000-mile scheduled tune-up intervals ¹	STD
Brake/shift interlock	STD
Battery saver	STD
SecuriLock™ anti-theft system	STD
Underbody-mounted full-size spare tire	STD
Speed-sensitive intermittent wipers	STD
Solar tint glass on windshield and front door windows	STD
Privacy glass™ on rear quarter, rear doors and liftgate window	STD
Skid plates (with 4x4 and AWD only)	STD
Full-time all-wheel drive (AWD) (V-8 only)	OPT
4x4 Control-Trac (V-6 ¹ only)	OPT
Engine block heater	OPT
EXTERIOR FEATURES	
Two-tone paint treatment with Medium Platinum lower accent color	STD
Front/rear Medium Platinum bumpers	STD
Fog lamps	STD
Bodyside moldings	STD
Dual power outside mirrors	STD
Bright grille with complex reflector headlamps	STD
Center High-Mounted Stop Lamp (CHMSL)	STD
Two-way liftgate	STD
Rear window dual intermittent wiper/washer/defroster	STD
Cast aluminum deep dish wheels	STD
P225/70R15 OWL all-season tires	STD
Running boards	OPT**
Luggage rack	OPT**
P235/75R15 All-terrain tire (Std. on V-8/Opt. with V-6 ¹)	
INTERIOR COMFORT AND CONVENIENCE FEATURES	
CFC-free air conditioner	STD
Rear door childproof safety locks	STD
Height-adjustable "D-ring" front shoulder safety belts	STD
Power windows with one-touch-down feature on driver's side and illuminated switches	STD
Power door locks with lock/unlock button in cargo area	STD
Accessory delay	STD
Illuminated entry system and cargo area dome light	STD
Full-floor console with dual front/rear cup holders	STD
Grab handles and coat hooks	STD
Left- and right-hand illuminated visor vanity mirrors	STD
Load floor tie-down hooks (four)	STD
Color-keyed scuff plates for all doors and liftgate	STD
Second 12-volt power point	STD
Floor mats	OPT**
Retractable cargo cover	OPT**
Overhead console	OPT**
Auto-dimming electrochromic rearview mirror (includes automatic on/off headlamps)	OPT
Electronics Group	OPT**
High-series floor console	OPT**
Power one-touch-open moonroof with shade	OPT

PREFERRED EQUIPMENT PACKAGES			
To make ordering easy, we've grouped certain options into the Preferred Equipment Packages (PEP) listed below. These convenient option packages make it easy to tailor Mountaineer to your exact specifications.			
FEATURES	650A	655A	660A
Floor mats	•	•	•
Luggage rack	•	•	•
Running boards	•	•	•
Driver's 6-way power sport bucket seat	OPT	•	•
Retractable cargo cover	OPT	•	•
Electronics Group includes Keyless Remote with fobs, driver's side exterior keypad, perimeter alarm, autolock/relock, puddle lamps (requires driver's 6-way power seat)	OPT	•	•
Overhead console includes digital compass, outside temperature display, front/rear map lights and storage compartment		•	•
High-series floor console includes rear heater and audio controls with front and rear cup holders		•	•
AM/FM stereo/cassette/single CD radio/Premium Sound System	OPT	•	
Appearance Group includes 3 tone-on-tone/2 two-tone paint choices, tape stripe and chrome steel wheels		OPT	•
Mach Audio System		OPT	•
Leather seating surfaces		OPT	•
OTHER AVAILABLE OPTIONS:			
5.0-liter OHV V-8 engine with 4-speed automatic O/D transmission	OPT	OPT	OPT
Full-time all-wheel-drive (AWD) (V-8 only)	OPT	OPT	OPT
4x4 Control-Trac (V-6 ¹ only)	OPT	OPT	OPT
3.73 limited slip axle/trailer towing package (Std. on V-8/Opt. with V-6 ¹)	OPT	OPT	OPT
P235/75R15 All-terrain tires (Std. on V-8/Opt. with V-6 ¹)	OPT	OPT	OPT
Six-disc CD changer		OPT	OPT
Integrated rear child safety seat (available only with leather seating surfaces)		OPT	OPT
Power one-touch-open moonroof with shade		OPT	OPT
Auto-dimming electrochromic rearview mirror (includes automatic on/off headlamps)		OPT	OPT

STD = Standard; OPT = Optional Feature; DLR = Dealer-Installed Accessory; ** = Included with package

**Engine/axle ratio combinations shown may not be available in all areas. All maximum trailer weights shown must be reduced by passenger and cargo weight in the towing vehicle. Additional equipment may be required. For specific information on recommended or required equipment and frontal area restrictions, see your dealer.

***Always wear your safety belt and secure children in the rear seat.

¹Under normal driving conditions with routine fluid/filter changes.

¹Denotes items included or optional in the PEPs.

¹Available Fourth Quarter 1997.

Callaway is a registered trademark of Callaway Golf Company.



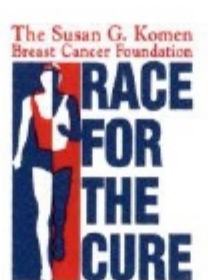
Cast Aluminum Deep Dish Wheel



Bright Chrome Steel Wheel (Appearance Group only)



Ford Credit offers a wide variety of financing and leasing programs to qualified buyers that can be arranged right at the dealership. Ask your dealer for the facts on these programs, or call Ford Credit Customer Service at 1-800-727-7000.



Mercury encourages you to get involved in the Race for the Cure® which benefits the Susan G. Komen Breast Cancer Foundation. Call 1-800-653-5355.

For more information on Mercury vehicles via the Internet enter: <http://www.mercuryvehicles.com>

SEATING			
Premium cloth front bucket seats with reclining seatbacks, lumbar adjustment, Mountaineer embroidery on front head restraints	STD		
60/40 split-folding rear seatback with head restraints	STD		
Driver's 6-way power cloth sport bucket seat, reclining front seatbacks with dual power lumbar adjustments and Mountaineer embroidery on head restraints	OPT**		
Driver's 6-way power luxury bucket seat with leather seating surfaces, reclining front seatbacks with dual power lumbar adjustments and Mountaineer embroidery on head restraints	OPT**		
INSTRUMENTATION			
Analog instrumentation (gauges include speedometer, tachometer, trip odometer, fuel, voltmeter, coolant temperature, oil pressure and warning lights)	STD		
Warning chimes for headlamps-on, key-in-ignition, and safety belt	STD		
Black, leather-wrapped steering wheel includes fingertip speed control with tap-up/tap-down feature	STD		
Tilt steering wheel	STD		
Ashtray lights	STD		
AUDIO SYSTEMS			
AM/FM stereo/cassette	650A	655A	660A
AM/FM stereo/single CD radio/Premium Sound System	STD	STD	STD
AM/FM stereo/cassette/single CD radio/Premium Sound System	OPT	PEP**	
Mach Audio System with AM/FM stereo/cassette/single CD radio and 7 speakers with 8" subwoofer and 145 watts (rms power) or 290 watts (peak power) includes power antenna		OPT**	PEP**
Six-disc CD changer	DLR	OPT**/DLR	OPT**/DLR

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.	



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Floor mats	•	•	•
Luggage rack	•	•	•
Running boards	•	•	•
Driver's 6-way power sport bucket seat	OPT	•	•
Retractable cargo cover	OPT	•	•
Electronics Group includes Keyless Remote with fobs, driver's side exterior keypad, perimeter alarm, autolock/relock, puddle lamps (requires driver's 6-way power seat)	OPT	•	•
Overhead console includes digital compass, outside temperature display, front/rear map lights and storage compartment		•	•
High-series floor console includes rear heater and audio controls with front and rear cup holders		•	•
AM/FM stereo/cassette/single CD radio/Premium Sound System	OPT	•	
Appearance Group includes 3 tone-on-tone/2 two-tone paint choices, tape stripe and chrome steel wheels		OPT	•
Mach Audio System		OPT	•
Leather seating surfaces		OPT	•
OTHER AVAILABLE OPTIONS:			
5.0-liter OHV V-8 engine with 4-speed automatic O/D transmission	OPT	OPT	OPT
Full-time all-wheel-drive (AWD) (V-8 only)	OPT	OPT	OPT
4x4 Control-Trac (V-6 ¹ only)	OPT	OPT	OPT
3.73 limited slip axle/trailer towing package (Std. on V-8/Opt. with V-6 ¹)	OPT	OPT	OPT
P235/75R15 All-terrain tires (Std. on V-8/Opt. with V-6 ¹)	OPT	OPT	OPT
Six-disc CD changer		OPT	OPT
Integrated rear child safety seat (available only with leather seating surfaces)		OPT	OPT
Power one-touch-open moonroof with shade		OPT	OPT
Auto-dimming electrochromic rearview mirror (includes automatic on/off headlamps)		OPT	OPT

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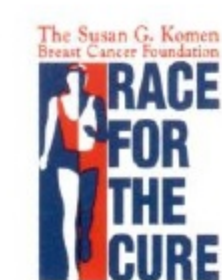
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Imagine yourself in a Mercury

Mercury 

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Buckle up—together we can save lives.