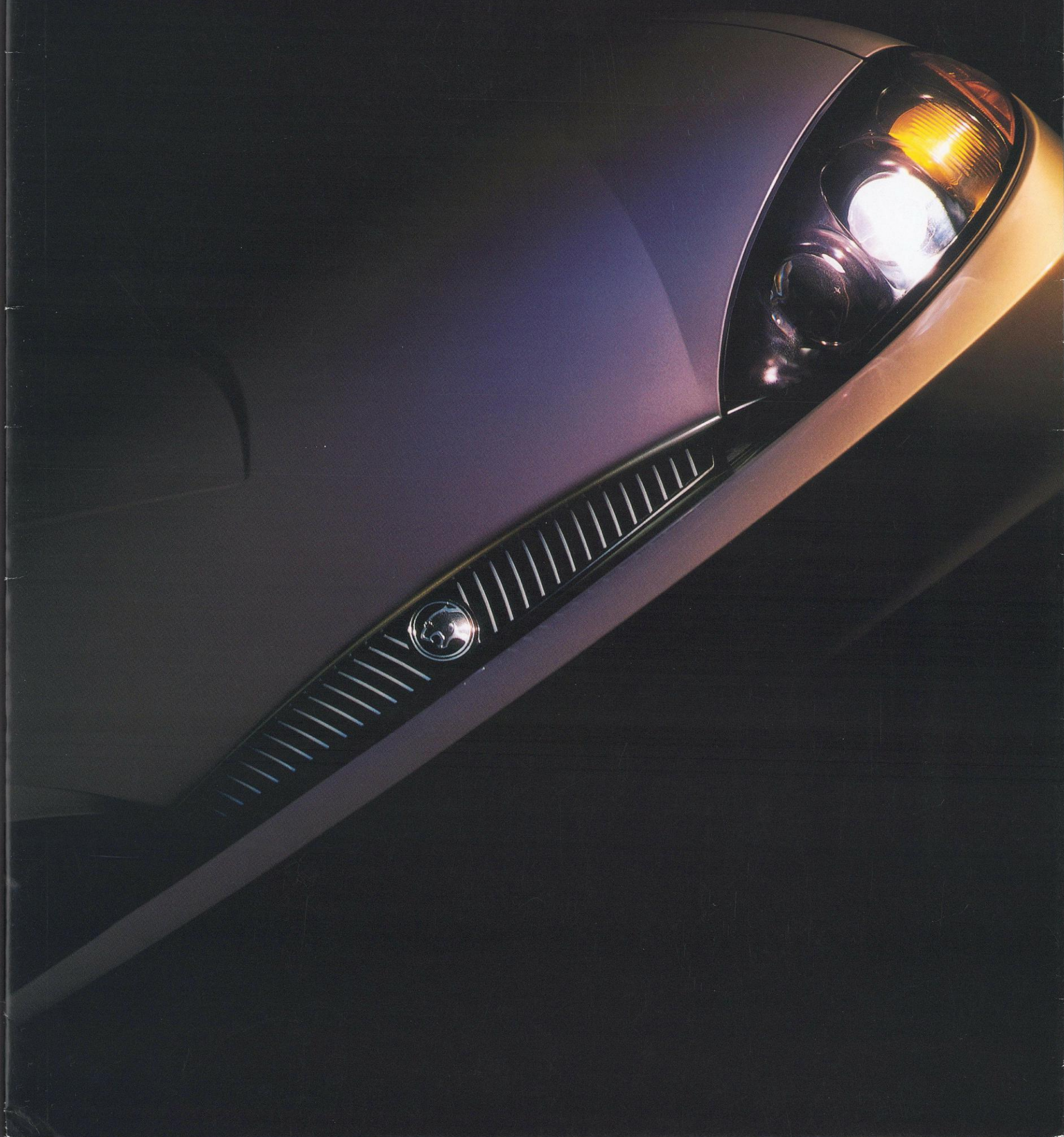


MERCURY COUGAR

1999





*Notice something different.*

Attention. You kind of enjoy it. In the clothes you wear. The music you listen to. Even the car you choose to drive. You just like to do things your own way. Maybe that's why you find the all-new Mercury Cougar so irresistible. Its New Edge design is a result of marrying sharp, crisp lines and smooth, sculpted shapes. In short, Cougar has been fashioned to attract attention. And, naturally since it's a Mercury, it comes well accessorized. With the kind of features that'll accommodate your busy and you-like-it-that-way lifestyle. So get used to all the stares. They come standard with Cougar, too.



*Get a grip.*

Just wait till you get hold of a new front-wheel-drive Cougar. This cat is built for some serious fun. Take the 24-valve 25L DOHC Duratec V-6 engine. Here's a quick, sophisticated powerplant that will truly excite you. The standard 5-speed manual is designed to let you fly through the gears. And its advanced suspension system with passive rear-wheel steering delivers a taut, sports-coupe feel. We could go on and on about the heated outside mirrors and trip computer, but you'll discover all that for yourself behind the wheel of your new Cougar.

Sit back and let the attitude begin.

The weekend's finally here. Now you're on your own time. That means it's time to fill up the hatchback and go. The split-fold rear seat makes it even easier to pack in stuff like snowboards, camping gear, or whatever. And a removable rear package tray comes standard.

Let's say you're cruising down a great stretch of road. It's a warm, sunny day. Only one thing could make this scene better: You open up the available power moonroof. Perfect.

And here's another breath of fresh air—a particulate air filtration system, air-conditioning and rear seat heat ducts all come standard.

Music's important. That's why Cougar comes with an AM/FM stereo cassette and 4 premium speakers. And, if that's not music to your ears, a single CD radio and a 6-disc CD changer are also available.

Right at your side you'll find everything you need—a cup holder, a handy slot for your cell phone and a power outlet. Hey, front door storage compartments are even included, too.

Somebody else may be eyeing your Cougar.

That's why it's nice to have the SecurLock™

passive anti-theft system. The correct encoded key has to be used or your Cougar simply won't start. Period.

Here's another great feature—the available

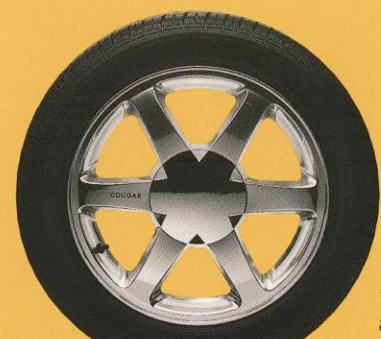
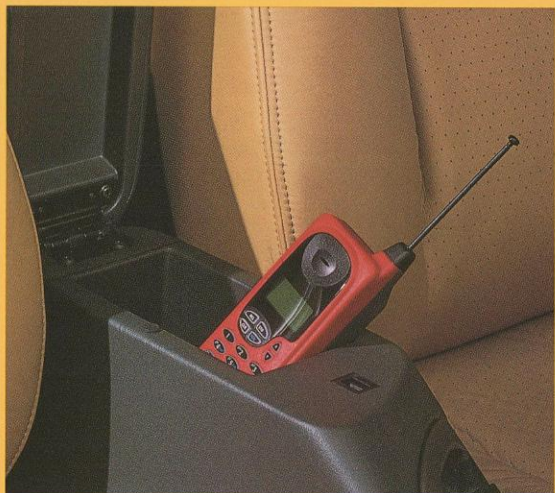
Remote Keyless Entry system. You can lock

and unlock doors, unlock the trunk and turn

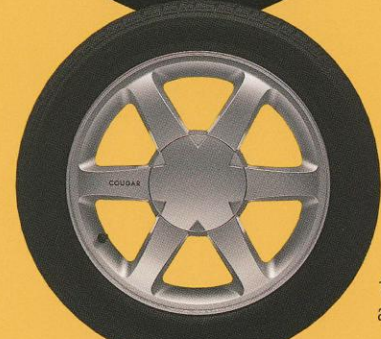
on inside lights from up to 33 feet away. For

your safety, a panic button sounds the horn

and flashes the exterior lights when pressed.



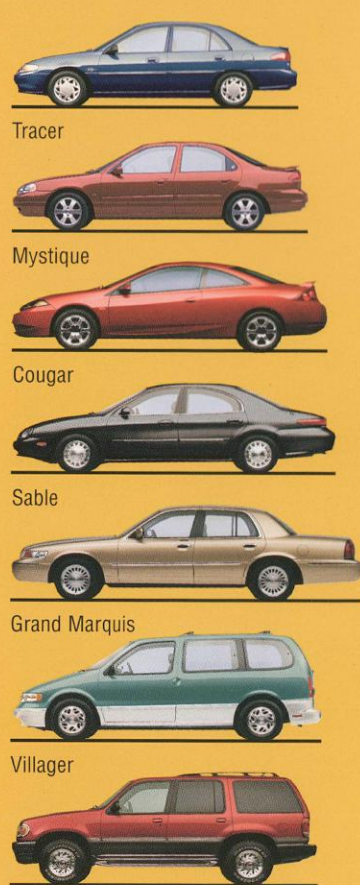
16" polished cast aluminum wheel



16" cast aluminum wheel



15" cast aluminum wheel



Mountainaire

For more information on Mercury vehicles via the Internet, enter: [www.mercuryvehicles.com](http://www.mercuryvehicles.com)

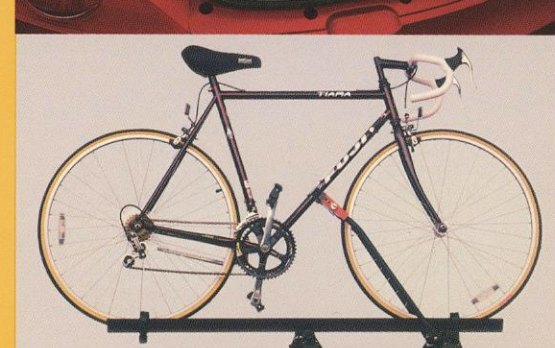
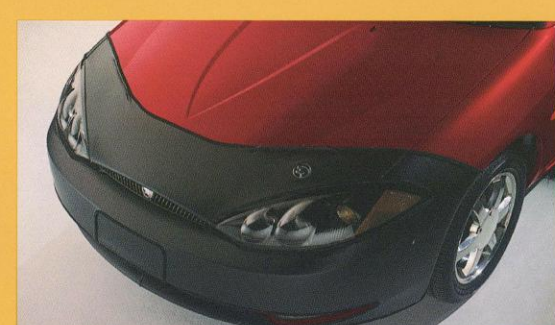
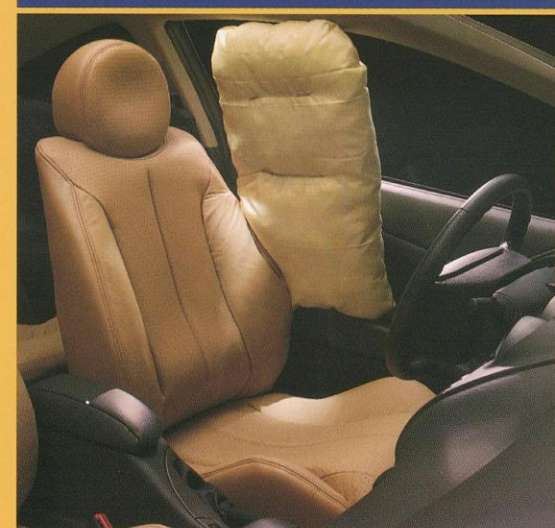
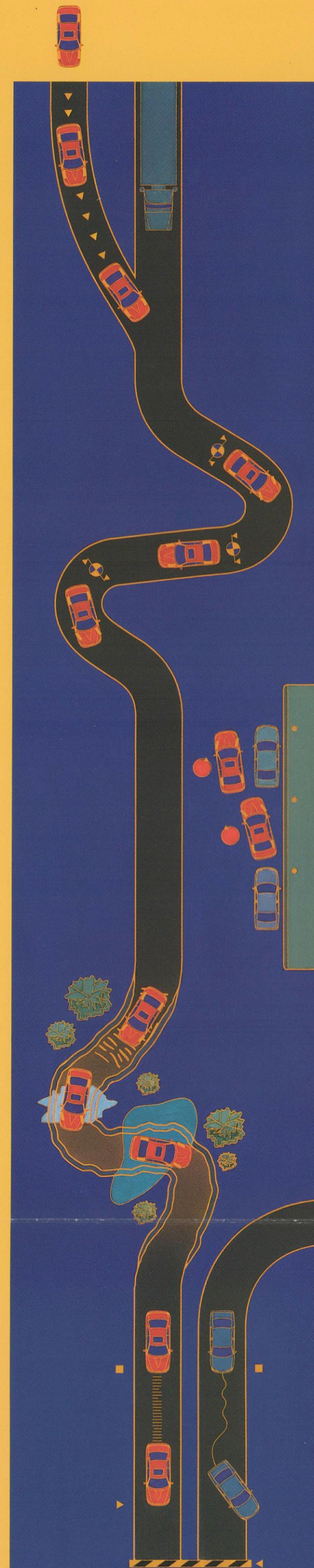
OUTSIDE	I-4	V-6
Body color dual power heated outside mirrors	STD	STD
Side repeat turn signal indicators	STD	STD
Wraparound projector headlamps	STD	STD
Fixed center roof antenna	STD	STD
Tinted glass	STD	STD
Rear window defogger	STD	STD
Color-keyed rear spoiler	GRP	GRP
Body-side moldings	OPT	OPT
Power tilt/slide moonroof	OPT	STD
Bright exhaust tip	STD	STD
Fog lamps	GRP	GRP
INSIDE	I-4	V-6
Air conditioning	STD	STD
Particulate air filtration system	STD	STD
Rear seat heat ducts	STD	STD
Driver's seat manual recline and power height adjustment	STD	STD
Passenger seat tilt/slide with memory	STD	STD
Remote hatchback release	STD	STD
Full length center console with storage, cup holder and power point, one touch-down driver's window	STD	STD
Trip computer includes: distance to empty, average fuel economy, average speed, trip odometer, and outside temperature display	STD	STD
Tilt steering column	STD	STD
Power door locks and power windows with illuminated switches, one touch-down driver's window	STD	STD
Full length center console with storage bin, cup holder, power point, armrest and rear airbag	GRP	GRP

INSIDE (CONTINUED)	I-4	V-6
Front door storage compartments	STD	STD
Cupholder removable rear package tray	STD	STD
Fully trimmed luggage compartment with lamp	STD	STD
Driver's footrest	STD	STD
Driver and passenger vanity mirrors w/cover on driver's side	STD	STD
Courtesy light delay	STD	STD
Front floor mats	STD	STD
Speed control with tap-up/tap-down feature	GRP	GRP
Leather-wrapped steering wheel and shift knob	GRP	GRP
Cloth-covered bucket seats	STD	STD
Premium cloth-covered bucket seats with manual lumbar adjustment and seatback map pockets	GRP	GRP
50/50 split fold rear seat	STD	STD
Variable intermittent wipers	STD	STD
Leather seating surfaces (requires power seat)	OPT	OPT
6-way power driver's seat with power lumbar	OPT	OPT
MUSIC	I-4	V-6
Four premium speakers	STD	STD
AM/FM stereo/cassette	STD	STD
AM/FM stereo/cassette with Premium Sound	OPT	OPT/GRP
AM/FM stereo/range CD radio (replaces cassette player)	OPT	OPT
6-disc CD changer (requires Premium Sound)	OPT	OPT
INTERIOR COLORS	I-4	V-6
Cloth	Graystone, Tan, Midnight Black	Graystone, Tan, Midnight Black
Leather	Tan, Medium Graphite	Tan, Medium Graphite

GRIGUES	I-4	V-6
Wheels and instrumentation with speedometer, tachometer, trip odometer, engine coolant temperature gauge, fuel gauge, low fuel warning light, and integrated trip computer	STD	STD
PEACE OF MIND	I-4	V-6
Second Generation dual air bags	STD	STD
Side air bags**	OPT	OPT
3-point lap/shoulder safety belt with height adjustable	STD	STD
Crash for front outboard occupants	STD	STD
3-point lap/shoulder safety belts for all rear seat occupants	STD	STD
SecurLock™ passive anti-theft system	STD	STD
Heavy gauge steel side impact door beams	STD	STD
Cross-car beam and rigid steering column support	STD	STD
Occupant protection coil with front and rear crumple zones	STD	STD
Front and rear color-keyed 5-mph impact bumpers	STD	STD
All-Speed Traction Control (requires ABS)	OPT	OPT
4-channel, 4-wheel disc anti-lock brake system (ABS)	OPT	OPT
WHEELS & TIRES	I-4	V-6
P205/60R15 black sidewall all-season tires	STD	STD
P215/50R16 black sidewall all-season "Performance" tires	GRP	GRP
15" cast aluminum wheels	STD	STD
16" cast aluminum wheels	GRP	GRP
16" polished cast aluminum wheels	OPT	OPT
STD—Standard Feature; OPT—Optional Feature; GRP—Included In Group.		
* Not Available with Sport Group.		
** Delayed availability.		
*** Under normal driving conditions with routine fluid/filter changes.		
Available only with Sport Group.		
Available fall 1998.		

ENGINES	I-4	V-6
Type	Zetec 16-valve DOHC I-4 with variable valve timing technology	Duratec 24-valve DOHC V-6
Displacement	2.0 liters	2.5 liters
Horsepower (SAE net)	125 @ 5500 rpm	170 @ 6250 rpm
Torque (ft.-lbs. SAE net)	130 @ 4000 rpm	165 @ 4250 rpm
Fuel delivery	Sequential multiport electronic fuel injection (SMPI)	Sequential multiport electronic fuel injection (SMPI)
Compression ratio	9.6:1	9.7:1
Engine control	EECV Electronic Engine Control	EECV Electronic Engine Control
Scheduled tune-up interval	100,000 miles***	100,000 miles***
CAPACITIES	I-4	V-6
Fuel tank	15.5 gal.	15.5 gal.
Oil	4.5 qts.	5.5 qts.
TRANSMISSIONS	I-4	V-6
Standard	5-speed manual overdrive	5-speed manual overdrive
Optional	4-speed electronic automatic overdrive	4-speed electronic automatic overdrive
BRAKES	I-4	V-6
Front	Ventilated disc	Ventilated disc
Rear	Disc	Drum
STEERING	I-4	V-6
Variable-rate power rack-and-pinion with low-friction ball joints and tapered ends		
SUSPENSION	I-4	V-6
Front—Fully independent, MacPherson compact strut located by lower A-arm and anti-roll bar		
Rear—Fully independent Quadralink system with strut-type coil spring/damper units, two transverse and one trailing arm per side incorporating passive rear-wheel steering and anti-roll bar		
DIMENSIONS (IN INCHES)	I-4	V-6
Wheelbase	106.4	106.4
Track, front/rear	59.3/58.7	59.3/58.7
Length	185.0	185.0
Width	69.6	69.6
Height	52.2	52.2
Cargo Capacity with Rear Seat Up... 14.5 cu. ft.		
Rear Seat Down... 24 cu. ft.		
Headroom, front/rear... 37.8/34.7		
Legroom, front/rear... 42.6/33.2		
Shoulder room, front/rear... 53.9/51.3		

I-4 CONVENIENCE GROUP
Speed control with tap-up/tap-down feature Rear window wiper/washer Remote Keyless Entry system Illuminated entry
V-6 CONVENIENCE GROUP
Includes all the I-4 Convenience Group equipment plus the following: AM/FM stereo/cassette with Premium Sound
V-6 SPORT GROUP
Leather-wrapped steering wheel and shift knob 16" tires and cast aluminum wheels Cool-keyed rear spoiler Premium cloth-covered bucket seats with manual lumbar support 4-wheel disc brakes Fog lamps Light Group—glove box lamp, map lamps, illuminated visor mirrors, auxiliary warning system, which includes displays for low washer fluid, brake pad wear, low outside temperature, bulb outage, door ajar, service reminder Full-length center console with storage bin, cup holder, power point, armrest and rear airbag Bright door sill trim plate
PRODUCT CHANGES
Following publication of this brochure, certain changes in standard equipment, options, prices and the line, 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 reserves the right to change product specifications at any time without incurring obligations.
Options 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.
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. Or contact us on the web at <a href="http://www.fordcredit.com">www.fordcredit.com</a> or <a href="http://www.fordcredit.com">www.fordcredit.com</a> .



You'll enjoy opening up Cougar on the highway. Its zippy 16-valve, 2.0L DOHC I-4 Zetec engine puts out 125 hp. Plenty of passing power here. For even more of a rush, the 24-valve, 2.5L DOHC V-6 Duratec engine delivers a thrilling 170 hp.

Without getting too technical on you, Cougar comes with a fully independent suspension system which features low friction front struts and Quadralink rear suspension. This gives Cougar a firm ride and responsive handling. In other words: fun to drive!

Precise steering lets you place the car exactly where you want it. New tires were even developed to help optimize steering and handling responsiveness.

No need to slip and slide through lousy weather. Optional Traction Control works with the anti-lock brakes to help keep you from slipping on wet and icy patches of road, at all speeds. In addition, available ABS helps provide more controlled emergency stopping on most road surfaces.

Naturally, Second Generation dual front

air bags come standard on Cougar. It's

also the only car in its class to offer side air

bags as well. (Always remember to wear

your safety belt and please secure children

in the rear seat.)

It's important to get your Cougar just right,

so you'll find dealer-installed accessories like a

front-end cover, a cargo organizer and a bike

rack. That's not all. You also can get a multi-

sport ski rack, multi-sport canoe carrier and

an envelope-style cargo net. See your

Mercury dealer about customizing your

Cougar to fit your lifestyle.

# Mercury Commitment<sup>SM</sup>

Imagine a comprehensive program  
dedicated to your complete satisfaction.

ROADSIDE ASSISTANCE

MERCURY VEHICLE LIMITED WARRANTY

MERCURY CUSTOMER ASSISTANCE CENTER


SPECIAL DELIVERY PROCESS

OWNER DELIVERY PROCESS

## WHAT IS THE MERCURY COMMITMENT<sup>SM</sup>?

It is the extra comforts of ownership,  
exemplified in a comprehensive benefits  
package. It is the assurance that meeting your  
driving needs will always be our  
ultimate objective.

Ask your dealer for complete details and a copy  
of the limited warranties.

Imagine yourself in a Mercury 

LITHO IN USA (1.2M) 5-98 P-1031 Buckle up—together we can save lives.

