

2001 MERCURY



2001 mercury

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WELCOME TO A WORLD THAT ALLOWS YOU TO EXPLORE YOUR TRUE INDIVIDUALISM.

Where classic sophistication meets modern innovation. Where creative and intelligent engineering solutions come together to create a forward-thinking line of vehicles that makes driving both fun and exciting. This is Mercury 2001. The place to go when you're ready for an engaging driving experience like no other. Where you can actually live life in your own lane.



Mercury Cougar in Silver Frost Clearcoat Metallic. Shown with available equipment.



- AM/FM stereo/single CD player with Premium Sound
- The newly designed Sport bucket seats provide comfort for both the driver and front seat passenger
- 50/50 split-fold rear seatback
- MacPherson strut independent front and Quadralink rear suspension systems

- SecuriLock™ passive anti-theft system
- Trip computer
- Wraparound projector and reflector headlamp system
- Available aluminum pedal pads¹
- Available all-aluminum 170-horsepower 2.5L DOHC 24-valve Duratec V6 engine
- Available 4-channel, 4-wheel disc Anti-lock Brake System (ABS)
- Cougar S² boasts a 2.5L DOHC 24-valve high output Duratec V6 engine, an AM/FM stereo/cassette/single CD player with Premium Sound, rear spoiler, dual exhaust system with bright exhaust tips, Sport bucket seats with leather seating surfaces, 17-inch machined aluminum wheels, unique badging and more

¹Included in the V6 Sport Group.

²Available first quarter 2001.

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mercury grand marquis

- Personal Safety System™
- Dual-stage driver/front passenger airbags¹
- Emergency inside trunk release
- Available remote keyless entry system with keypad²
- 4.6L SOHC V8 engine with improved output of 220 horsepower
- PrecisionTrac™ suspension system
- SecuriLock™ passive anti-theft system
- 8-way power driver's seat with driver power recliner
- Available power-adjustable brake/accelerator pedals
- Rear-wheel drive
- Available Anti-lock Brake System (ABS) with All-Speed Traction Control
- Vacation-sized trunk

¹Always wear your safety belt and secure children in the rear seat.

²Available on GS models and standard on LS models.





Mercury Grand Marquis in Silver Frost Clearcoat Metallic.



Mercury Mountaineer in Spruce Green Clearcoat Metallic with Estate Green Clearcoat Metallic accent. Shown with available equipment.



- 60/40 split-fold rear seatback
- Available 215-horsepower 5.0L OHV V8 engine
- 15-inch cast aluminum deep dish wheels
- Available Reverse Sensing System
- Tilt leather-wrapped steering wheel
- 4-wheel disc Anti-lock Brake System (ABS)
- SecuriLock™ passive anti-theft system
- Available side-impact head/chest airbags¹
- Speed-sensitive intermittent front windshield wipers
- Running boards
- 100,000-mile scheduled tune-up intervals²
- Power windows, door locks and exterior mirrors
- Available All-Wheel Drive (AWD)
- Available TravelNote® with HomeLink® Universal Transmitter

¹Always wear your safety belt and secure children in the rear seat.

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



mercury sable

- Personal Safety System™
- Achieved the government's five-star rating for frontal crash performance 3 years in a row
- Available 200-horsepower 3.0L DOHC 24-valve Duratec V6 engine
- Available flip-fold front center console with 6-passenger seating
- SecuriLock™ passive anti-theft system
- 100,000-mile scheduled tune-up intervals¹
- With 3rd-row seating, the Mercury Sable wagon can accommodate up to 8 passengers
- Particulate Air Filtration System
- Available MACH® Audio System with 6-disc CD changer and cassette player



- Available side-impact head/chest airbags²
- Available leather seating surfaces³
- Available power-adjustable foot pedals

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

²Always wear your safety belt and secure children in the rear seat.

³No charge option on LS Premium models.





Mercury Sable LS Premium Sedan in Silver Frost Clearcoat Metallic.



Mercury Villager Sport in Silver Clearcoat Metallic with Dark Shadow Grey Clearcoat Metallic accent. Shown with available equipment.

mercury villager



- Driver and passenger-side sliding doors
- Anti-Theft Alarm System
- In-Track™ rear sliding seat system
- 100,000-mile scheduled tune-up intervals¹
- Flip-out 2nd- and 3rd-row bodyside windows
- Remote keyless entry system with 2 key fobs
- Luggage rack
- Power front windows, door locks and exterior mirrors
- Available Quad-bucket front seats
- Available AutoVision® Entertainment System
- 170-horsepower 3.3L SOHC V6 engine
- Available 3-position parcel shelf with cargo net

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



cougar

No matter how you look at the 2001 Mercury Cougar, there's no doubt that it was built to impress. Most notable is the newly refined, sleek exterior with sharp, aerodynamic features. And one trip down your favorite stretch of road is all you'll need to confirm the fact that it's the perfect mix of design, comfort and performance. Of course, that's just one of the many reasons you'll want to get behind the wheel of the new Cougar.

grand marquis

The standard for Mercury luxury, Grand Marquis offers a peaceful, stress-free environment for any excursion—whether it be a cross-country trip or a quick errand in town. Elegant exterior body styling. Thoughtful interior amenities. Sophisticated safety and security features. All of which help make it equally pleasurable for both the driver and passengers. If you enjoy traveling in style, you'll enjoy traveling in the new Grand Marquis.

mountaineer

For those with a heightened sense of adventure, the 2001 Mercury Mountaineer offers a world of continuous discovery. Its responsive ride characteristics coupled with the sophisticated styling make it just as appropriate for solo trips as it is with friends or family. And the interior features will easily satisfy the needs of those who enter its luxurious confines. When it comes to a true multipurpose SUV, the obvious answer should be Mountaineer.

COMPLETE AND RETURN THIS CARD TO DISCOVER MORE ABOUT MERCURY FOR 2001.

FIRST NAME _____ MIDDLE INITIAL _____ LAST NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

E-MAIL ADDRESS _____

TELEPHONE _____

1. On which Mercury vehicle would you like more information?

- Mountaineer Sable Villager
 Grand Marquis Cougar

2. What vehicle do you currently drive?

YEAR (e.g., 2000) _____ MAKE (e.g., Mercury) _____ MODEL (e.g., Cougar) _____

3. How did you acquire your current vehicle?

- Purchase Lease, expiration date _____ / _____
MONTH (e.g., 10) YEAR (e.g., 2000)

4. When are you thinking of acquiring a new vehicle?

- 0-30 days 2-3 months 4-6 months
 7-12 months 1-2 years 2+ years
 No definite plans

5. How do you plan to acquire your next vehicle?

- Finance Lease Cash Other Undecided

6. How would you prefer to receive information from us?

- Posted Mail E-mail Please do not contact me



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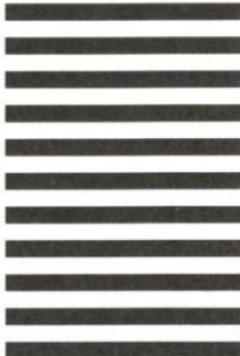
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sable

With a refined sophistication rarely seen on the road today, the Mercury Sable is a truly spectacular automobile. Thanks to an ideal blend of performance and technology, you'll find Sable is a pleasure to drive on a wide variety of surfaces. And whether you prefer the wagon or sedan, you'll certainly want to take note of the remarkable attention to detail that's evident in its design, both inside and out.

villager

It's not often that the words "minivan" and "performance" can be used in the same sentence. Unless, of course, you happen to be talking about the Mercury Villager. With a notable car-like feel, Villager is highly maneuverable and easy to drive—whether it be on the highway or in a tight parking lot. And with up to 66 different seat configurations available with the Sport and Estate models, Villager can accommodate up to seven passengers, making it the logical choice for any driving situation.

2001 mercury

It is where engineering meets performance. Where precision and innovation blend to create the perfect driving experience. And where your personal wishes and desires will not only be met, but exceeded. This is the world of Mercury 2001. And it is waiting for you.

THE MERCURY COMMITMENTSM REFERS TO 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 warranty.



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