

2002 Mercury Cougar





02 radical form of self-expression

06 technology

08 safety features

contents

10 amenities

16 specifications and features

17 exterior and interior colors

19 available equipment

Introducing the 2002 Mercury Cougar. For

the past 35 years, nothing has prowled the streets with the combination of style, comfort and performance quite like a Cougar.





Mercury Cougar V6 Sport Premium in Dark Shadow Grey Clearcoat Metallic.



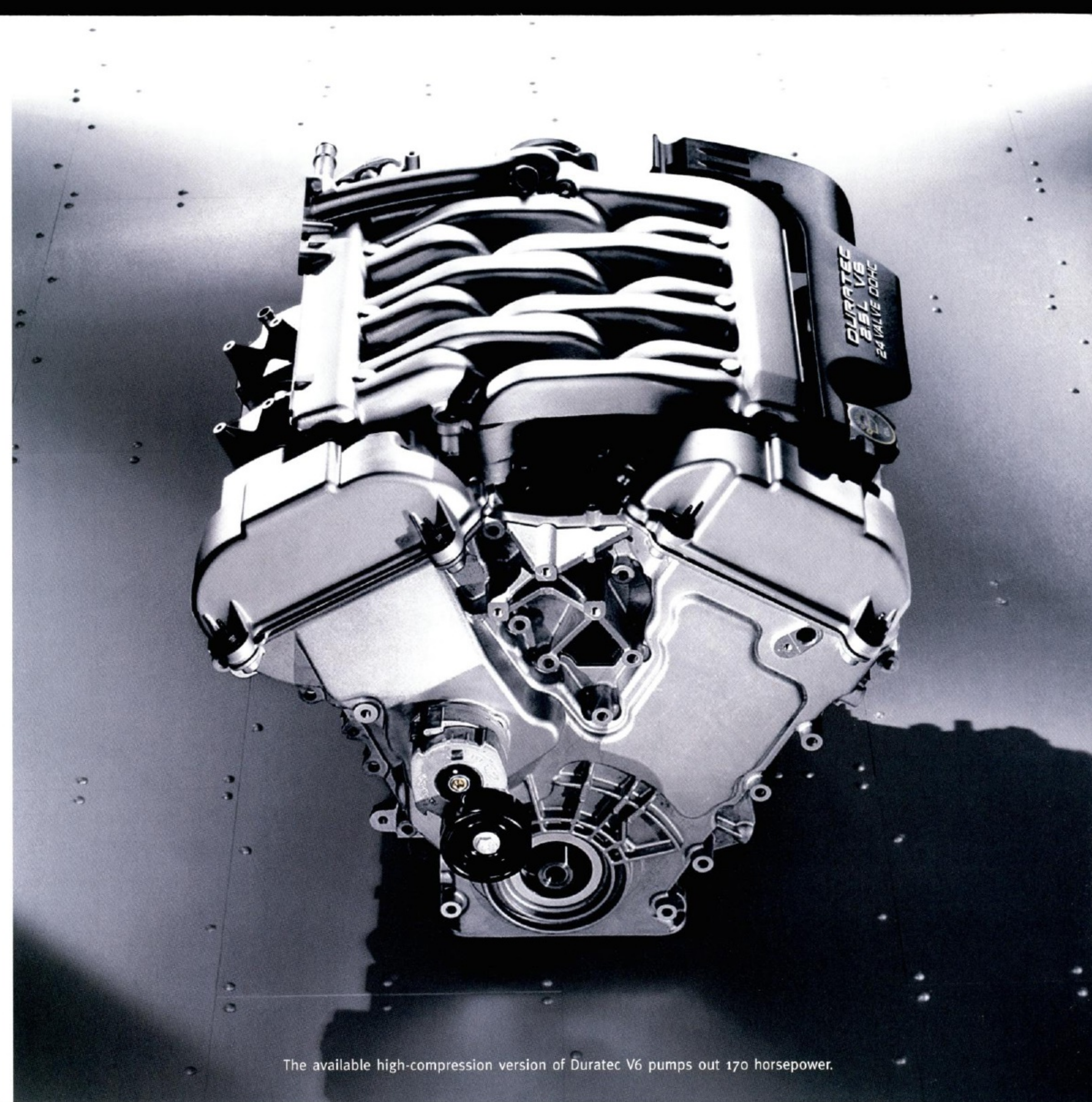




Mercury Cougar V6 Sport Premium in Black Clearcoat.



Whether you choose the 16-valve Zetec I-4 engine or the 2.5-liter DOHC 24-valve Duratec V6, you'll be tapping into the power of innovative thinking. These advanced engines apply multi-valve technology, dual overhead cams and multiport electronic fuel injection to maximize power and torque. And Duratec's aluminum cylinder head and block are made using the proprietary Cosworth-casting process. Developed for racing engines, the casting creates the close tolerances vital to durable, reliable engine performance.



The available high-compression version of Duratec V6 pumps out 170 horsepower.



Geared up: A 5-speed manual transaxle is standard on all models.



The key to control: MacPherson strut independent front suspension.



#### Stabilizer Bar

Cougar really shows off its fun side whenever things take a turn. To minimize body roll in hard cornering, Cougar's suspension system includes a stabilizer bar to help counter the lateral g-forces acting on the chassis. So Cougar feels taut and well-balanced as you carve through the curves.

#### Variable-Rate Power Steering

Cougar's rack-and-pinion power steering varies the rate of steering assist, depending on your driving circumstances. In tight, low-speed situations, the steering feel is light to the touch, so maneuvers such as parallel parking are easy to execute. As vehicle speeds increase, the rate of steering assist decreases, creating a reassuring sense of the road right there in the palms of the driver's hands.



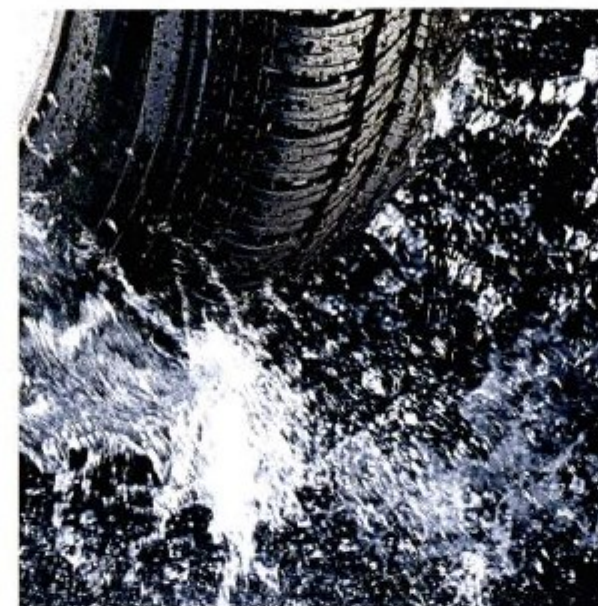
Cougar's driving dynamics are not just a performance story. They're part of why Cougar excels in the area of active safety: Simply put, a car with Cougar's precise handling, powerful braking and potent engine response has the means to help you maintain control under adverse conditions. Not all accidents can be avoided, so every Cougar includes dual front airbags<sup>1</sup>, cross-car beam and rigid steering column support to help maintain the driver airbag position in the event of certain frontal impacts.



#### 4-Channel, 4-Wheel Disc ABS<sup>2</sup>

Cougar's stopping power is via front ventilated disc and rear drum brakes<sup>2</sup> with the available Anti-lock Brake System (ABS). The ABS 4-channel sensors monitor each wheel, and in the event a wheel exceeds the braking threshold, the system automatically pumps the brake to help prevent wheel lock-up and preserve steering control.

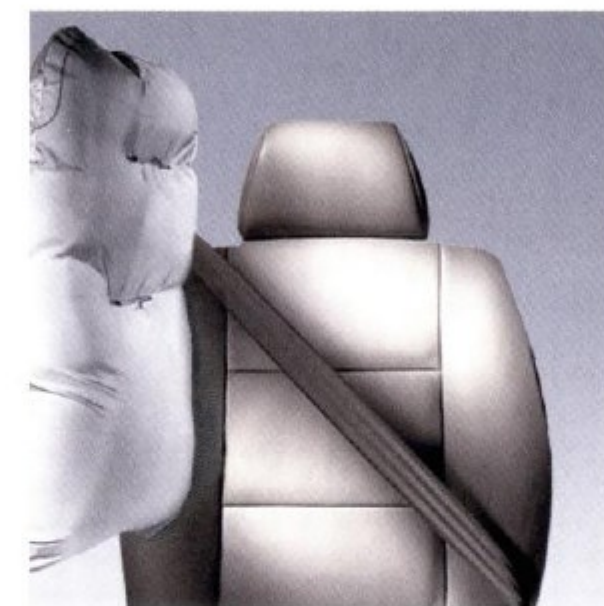
<sup>2</sup>Rear disc brakes are standard on Cougar V6 Sport models.



#### All-Speed Traction Control<sup>3</sup>

Cougar's available advanced All-Speed Traction Control adds steering and handling ability to driving on less-than-ideal road surfaces. Unlike systems designed to engage only at low vehicle speeds, Cougar's traction control monitors wheel spin at all speeds, then responds via a combination of engine output and braking controls to help a spinning drive wheel regain available traction.

<sup>3</sup>Requires ABS.



#### Side-Impact Airbags<sup>1</sup>

Cougar's available driver and front passenger side-impact head/chest airbags are part of a comprehensive restraint strategy that includes the most important safety feature of all: your safety belt. Cougar's Belt-Minder™ feature places sensors in the driver's safety belt latch to monitor usage, then sends a warning chime to remind you to buckle up.

<sup>1</sup>Always wear your safety belt and secure children in the rear seat.



#### Anti-Intrusion Door Beams

Cougar literally surrounds its passengers in an occupant protection cell. Heavy gauge steel anti-intrusion door beams enhance side-impact security, while front and rear crumple zones help dissipate impact force before it reaches the passenger compartment.



Settle into the aggressively sculpted Cougar interior and take a moment to soak in the streetwise attitude. Signs that this is a driver's paradise are everywhere. At your fingertips is power: power windows, power door locks, dual power-heated exterior mirrors, an available power sunroof and an available 6-way power driver's seat with power lumbar support. At your feet is the firm grip of available aluminum pedal pads, while all around you is air that flows through the Particulate Air Filtration System.



Mercury Cougar V6 Sport Premium in Silver Frost Clearcoat Metallic with Medium Graphite interior. Shown with available equipment.



Available 6-way power driver's seat adds power lumbar support.



Cougar's available Sport bucket front seats feel as good as they look.





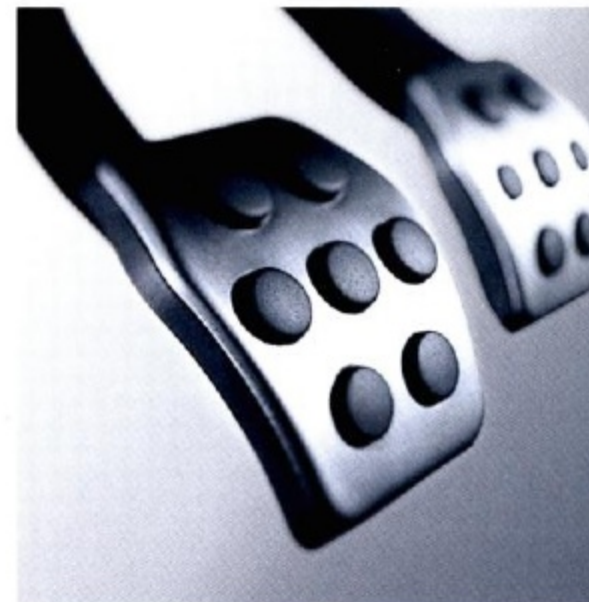
#### Trip Computer

Within Cougar's instrument cluster is an integrated trip computer that informs you at the touch of a button about your average speed, average fuel economy, distance to empty, trip odometer and outside temperature.



#### Hatchback/Split-Fold Seatback

The hatchback provides a wide opening to accommodate your luggage, groceries and other bulky items. And Cougar's 50/50 split-fold rear seatback makes it easier to carry skis, snowboards, a bicycle, guitar cases, or other oversized—but highly essential—cargo that goes where you go.



#### Aluminum Pedal Pads

Cougar's available aluminum driver's footrest, accelerator, clutch and brake pedal pads are a not-so-subtle peek into its performance soul. As you'll discover once you put these pedals to the metal.



Cougar's shapes are not shy. Neither is its premium sound system.

Rev it up: Cougar's bold instrument cluster includes a tachometer.

Brushed. Matted. Satin aluminum trimmed. One look tells you Cougar isn't cut from ordinary cloth.





Mercury Cougar V6 Sport Premium in Silver Frost Clearcoat Metallic.





106.4 in  
185.0 in



79.6 in

52.2 in

specifications

		I-4	V6 models
engines	Type	DOHC 16-valve Zetec I-4	DOHC 24-valve Duratec V6
	Displacement	2.0 liter	2.5 liter
	Horsepower (SAE net)	125 @ 5500 rpm	170 @ 6250 rpm
	Torque (SAE net)	130 lb-ft @ 4000 rpm	165 lb-ft @ 4250 rpm
	Fuel delivery	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection
	Compression ratio	9.6:1	9.7:1
	Engine control	EEC-V Electronic Engine Control	EEC-V Electronic Engine Control
	Scheduled tune-up interval	100,000 miles <sup>1</sup>	100,000 miles <sup>1</sup>
transaxle	Standard	5-speed manual transaxle	5-speed manual transaxle
	Optional		4-speed electronic automatic transaxle with overdrive and overdrive lockout
brakes	Standard	Power-assisted ventilated front disc and rear drum	V6—Power-assisted ventilated front disc and rear drum
			V6 Sport models—Power-assisted ventilated front and rear disc
	Optional		4-channel, 4-wheel disc ABS
steering		Variable-rate power rack-and-pinion with low-friction ball joints and tie-rod ends	
suspension	Front	Fully independent, MacPherson compact strut located by lower A-arm, stabilizer bar	Fully independent, MacPherson compact strut located by lower A-arm, stabilizer bar
	Rear	Fully independent Quadralink system with strut-type coil spring/damper units, 2 transverse and 1 trailing arm per side incorporating passive rear-wheel steering, stabilizer bar	Fully independent Quadralink system with strut-type coil spring/damper units, 2 transverse and 1 trailing arm per side incorporating passive rear-wheel steering, stabilizer bar
capacities	Fuel tank	15.5 gal	15.5 gal
	Cargo (rear seat up/down)	14.5 cu ft/24 cu ft	14.5 cu ft/24 cu ft
	Curb weight	2861 lb	3013-3201 lb
dimensions (inches)	Headroom	Front: 37.8	Rear: 34.7
	Legroom	Front: 42.6	Rear: 33.2
	Shoulder room	Front: 53.9	Rear: 51.3
	Hiproom	Front: 51.2	Rear: 46.1
	Length	185.0	185.0
	Track	Front: 59.3	Rear: 58.7
	Width (including mirrors)	79.6	79.6
	Height	52.2	52.2
	Wheelbase	106.4	106.4

exterior and interior colors

exterior



interior





## available equipment

### I-4—available equipment

- RADIO—AM/FM stereo/cassette/single CD player with premium sound system
- SPOILER—color-keyed rear spoiler
- SUNROOF—power tilt/slide sunroof

### V6—available equipment, in addition to or in place of the I-4 available equipment

- BRAKES—4-channel, 4-wheel disc Anti-lock Brake System (ABS)
- RADIO—AM/FM stereo/in-dash 6-disc CD changer
- TRANSAXLE—4-speed electronic automatic with overdrive and overdrive lockout



Cougar C2



Cougar XR

### V6 Sport—available equipment, in addition to or in place of the V6 available equipment

#### C2 feature vehicle, which includes:

- FLOOR MATS—carpeted front Dark Graphite with French Blue C2 logo
- INSTRUMENT CLUSTER—French Blue face
- LOGO—C2 logo on rear quarter window
- RADIO—AM/FM stereo/in-dash 6-disc CD changer with French Blue faceplate

#### XR feature vehicle, which includes:

- HOOD SCOOP—unique, color-keyed
- LOGO—red XR logo on rear quarter window
- SEATS—cloth-covered Sport bucket seats or unique Midnight Black leather seating surfaces with red center seat inserts and Cougar logo

- SEATS—unique French Blue diamond cloth-covered Sport bucket seats or available Midnight Black leather seating surfaces with Cougar logo
- SPOILER—unique color-keyed rear spoiler
- WHEELS—16-inch 6-spoke machined aluminum with color-keyed center caps

- SPOILER—unique color-keyed rear spoiler
- TIRES—P215/50ZR17 black sidewall all season
- WHEELS—17-inch 6-spoke aluminum, partially painted black with color-keyed center caps

### V6 Sport Premium and V6 Sport Ultimate—available equipment, in addition to or in place of the V6 Sport available equipment

- ALL-SPEED TRACTION CONTROL—requires ABS<sup>1</sup>
- SEATS—leather seating surfaces
- WHEELS—16-inch 6-spoke machined aluminum<sup>2</sup>

To ensure we're offering our customers the best service possible, we proudly offer the **Mercury Personal Consultant**. Just visit our Web site at [www.mercuryvehicles.com/pc](http://www.mercuryvehicles.com/pc) and one of our manufacturer's representatives will help with anything from price quotes to product features to arranging a test drive at your local dealer—at no cost or obligation.



**FORD CREDIT** Ford Credit provides the convenience of one-stop shopping with a variety of simple-to-understand purchase or Red Carpet Lease programs available right at the dealership. For more information, ask your dealer for details, or visit us on the Web at [www.fordcredit.com](http://www.fordcredit.com)



To help minimize the impact of this brochure on the environment, Mercury prints on recycle-grade coated paper that contains a minimum of 10% post-consumer waste.

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 reserves the right to change product specifications at any time without incurring obligations.

2002 EPA mileage estimates were unavailable when this brochure was printed. 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.

## standard equipment

### I-4—The I-4 and all Cougar models are equipped with the following standard equipment:

AIR CONDITIONING—manual temperature with illuminated controls  
AIRBAGS—dual front airbags<sup>4</sup>  
ANTENNA—fixed on roof center  
BELT-MINDER™—unfastened safety belt warning indicator  
BRAKES—power-assisted ventilated front disc and rear drum  
BUMPER—color keyed front/rear 5 mph impact  
CHILD-SAFETY SEAT TETHER ANCHORS  
CLOCK—electronic digital clock located in instrument cluster  
COAT HOOKS—rear  
CONSOLE—full length center console with storage bin, cupholders and power point  
COURTESY LIGHT DELAY  
DECKLID—remote hatchback release  
DEFROSTER—rear window  
DOOR BEAMS—heavy gauge steel anti-intrusion door beams, cross-car beam and rigid steering column support  
DOOR HANDLES—body colored  
DOOR TRIM—front door storage compartments with armrest  
DUCTS—rear heat floor outlets  
ENGINE—2.0-liter DOHC 16-valve Zetec I-4  
FLOOR MATS—carpeted front  
FOOTREST—driver's side  
GLASS—solar tinted  
HATCHBACK  
HEAD RESTRAINTS—fixed  
HEADLAMPS—wraparound projector and reflector lamp system  
INSTRUMENT CLUSTER—satin-aluminum face and graphics  
INSTRUMENT PANEL—analog instrumentation with speedometer, tachometer, trip odometer, engine coolant temperature gauge, fuel gauge, low fuel warning lamp and integrated trip computer  
LIGHTS—front interior courtesy lamp and luggage compartment lamp  
LOCKS—power door locks with illuminated switches and single key entry/ignition



15-inch 5-spoke  
cast aluminum



16-inch 6-spoke  
painted aluminum



16-inch 6-spoke  
machined aluminum



17-inch 6-spoke  
painted aluminum<sup>3</sup>

LUGGAGE COMPARTMENT—fully trimmed with lamp and mini-spare  
MIRRORS—day/night rearview mirror and exterior body-color dual power-heated mirrors  
MOLDINGS—color-keyed bodyside protection  
OCCUPANT PROTECTION CELL—with front and rear crumple zones  
PARTICULATE AIR FILTRATION SYSTEM  
RADIO—AM/FM stereo/single CD player with premium sound system  
REAR PACKAGE TRAY—carpeted and removable  
REMOTE KEYLESS ENTRY SYSTEM—2 key fobs with panic alarm button and illuminated entry  
SAFETY BELTS—3-point lap/shoulder safety belts with height-adjustable D-ring for front outboard passengers and 3-point lap/shoulder safety belts for all rear seat passengers  
SEATS—cloth-covered bucket seats with driver's seat manual recline, power height adjustment, tip/slide passenger seat and 50/50 split-fold rear seatback  
SECURILOCK™—passive anti-theft system  
SIDE REPEAT TURN SIGNAL INDICATORS  
SPEAKERS—4 premium  
SPEED CONTROL—fingertip controls with tap-up/tap-down feature  
STEERING WHEEL—tilt steering column and 4-spoke color-keyed wheel  
TIRES—P205/60R15 black sidewall all-season  
TRANSAXLE—5-speed manual  
TRIP COMPUTER—includes distance to empty, average fuel economy, average speed, trip odometer and outside temperature display  
VISORS—cloth covered with driver's side vanity mirror  
WARNING CHIME SYSTEM—key-in-ignition, headlamps-on and safety belt reminder  
WARNING LIGHT SYSTEM—parking brake, safety belt reminder, brake pressure alert, airbag<sup>4</sup>, high beam, check engine, low oil pressure, ignition-on and headlamps-on  
WHEELS—15-inch 5-spoke cast aluminum  
WINDOWS—power windows with illuminated switches and express-down driver's window  
WINDSHIELD WIPERS—2-speed with variable intermittent setting  
WIPER—rear window wiper/washer

### V6—In addition to or in place of the I-4 standard equipment, the V6 is equipped with the following:

ENGINE—2.5-liter DOHC 24-valve Duratec V6  
EXHAUST—stainless steel with brushed tip  
RADIO—AM/FM stereo/cassette/single CD player with premium sound system

### V6 Sport—In addition to or in place of the V6 standard equipment, the V6 Sport is equipped with the following:

BRAKES—power-assisted ventilated front and rear disc  
CONSOLE—full length center console with storage bin, cupholders, power point, center armrest and rear storage tray  
DOOR SILL—bright door sill trim plate  
FOG LAMPS  
FOOT PEDALS—driver's aluminum footrest, clutch, brake and accelerator pedal pads  
HEAD RESTRAINTS—height adjustable  
LIGHTS—glove box lamp, map lamps, overhead auxiliary warning system that includes displays for low washer fluid, frost warning, ice warning, door ajar and service reminder  
SEATS—cloth-covered Sport bucket seats with driver and front passenger seatback map pockets  
SPOILER—color-keyed rear spoiler  
STEERING WHEEL—leather-wrapped steering wheel and shift knob  
TIRES—P215/50R16 black sidewall all-season Performance tires  
VISORS—dual front vanity mirrors with covers and illuminated driver's side  
WHEELS—16-inch 6-spoke painted aluminum

### V6 Sport Premium—In addition to or in place of the V6 Sport standard equipment, the V6 Sport Premium is equipped with the following:

SEATS—cloth-covered 6-way power driver's seat with power lumbar support  
SUNROOF—power tilt/slide sunroof

### V6 Sport Ultimate—In addition to or in place of the V6 Sport Premium standard equipment, the V6 Sport Ultimate is equipped with the following:

AIRBAGS—driver and front passenger side-impact head/chest airbags<sup>4</sup>  
ALL-SPEED TRACTION CONTROL—requires ABS  
BRAKES—4-channel, 4-wheel disc Anti-lock Brake System (ABS)  
WHEELS—16-inch 6-spoke machined aluminum

<sup>1</sup> Under normal driving conditions with routine fluid and filter changes.  
<sup>2</sup> Unique feature available on the Cougar C2.  
<sup>3</sup> Unique feature available on the Cougar XR.  
<sup>4</sup> Always wear your safety belt and secure children in the rear seat.  
<sup>5</sup> Standard on V6 Sport Ultimate.





cougar



sable



grand marquis



villager



mountaineer



MERCURY

The Mercury Commitment<sup>SM</sup> 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.

Mercury Test Drive 888.566.8888

Customer Assistance 800.392.3673

Roadside Assistance 800.241.3673

[mercuryvehicles.com](http://mercuryvehicles.com)