



1994 MERCURYS

*"All this
and the quality
of a Mercury."*

MERCURY



To begin with, the Mercury Villager offers no fewer than 13 different seating/cargo carrying arrangements. With its innovative rear seat that slides on rails and locks into five different locations, you can easily rearrange the interior to suit yourself.

And that's only one of the reasons why Villager represents a new benchmark in minivan design. Among others: Villager combines front-wheel drive, V-6 power, standard four-wheel anti-lock brakes and a driver-side

VILLAGER

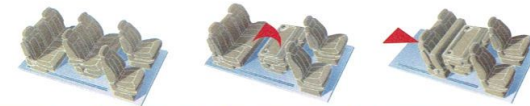
"If it were just another minivan, it wouldn't be a Mercury."

air bag to supplement safety belts. Villager is the minivan that drives like a car and also meets all federal passenger car safety standards.* But Villager's achievements go much further—even including an air conditioning unit that uses a non-ozone depleting refrigerant free of CFCs.

Villager sets a new standard for minivan usefulness and versatility, as well as passenger comforts. And Villager is now available in a richly equipped and distinctively styled Nautica model.

Shown here is an example of Villager's seating/cargo carrying versatility. From left: First, Villager's seven-passenger seating. Next, the second-row bench seat has been folded into a tray table. Finally, the rear seat, folded into storage position, has been moved forward on rails to provide increased load space.

Villager LS interior pictured in optional Mocha leather trim.



VILLAGER LS STANDARD FEATURES INCLUDE:

- Driver-side air bag to supplement safety belts
- 3.0-liter V-6 engine with multiport electronic fuel injection
- Electronically controlled 4-speed automatic overdrive transaxle
- Front-wheel drive
- 4-wheel anti-lock brakes
- Privacy glass in rear quarter windows and liftgate
- CFC-free air conditioner
- Roof-mounted luggage rack
- Flexible seating system
- Fingertip speed control
- Dual illuminated visor mirrors
- Dual power outside rearview mirrors
- Power door locks
- Analog instrument cluster with tachometer and trip odometer
- Battery saver
- AM/FM stereo cassette

*Except models with privacy glass due to window tinting.

Villager LS pictured in Jewel Green Clearcoat Metallic over Mocha Frost Clearcoat Metallic.





SABLE "Accept no substitutes."

Once in a great while, something new catches your eye and captures your imagination. Something that looks totally different than anything that's come before it, yet totally right.

Something like the first time you saw a Mercury Sable.

From the beginning, Sable had qualities that set it apart from the crowd. The right size. The right shape. And for drivers, the right feel.

Many of you recognized that Sable, indeed, had everything right. And from the looks of all those Sable-like cars on the road today, many of our competitors apparently fell in love with Sable, too. In fact, you could say that Sable forced other car manufacturers into the copier business.

Inside, both the accommodating Sable GS and the top-of-the-line Sable LS Sedan and Wagon provide all the room, comfort and amenities you expect in a Mercury. Equally comforting are Sable's many advanced safety features—it was the first car in its class to offer a dual bag Supplemental Restraint System and anti-lock brakes.* In addition, every Sable includes the satisfying performance of V-6 power, front-wheel drive and an agile independent suspension. All are good reasons to accept no substitutes. And to insist on Mercury Sable.



Sable offers you the no-cost option of five-passenger or six-passenger seating configurations. The five-passenger arrangement, pictured here in Sable LS with optional Mocha leather seating surfaces, includes front bucket seats and a center console with floor shift and cup holder. Some features shown may be optional.

SABLE LS STANDARD FEATURES INCLUDE:

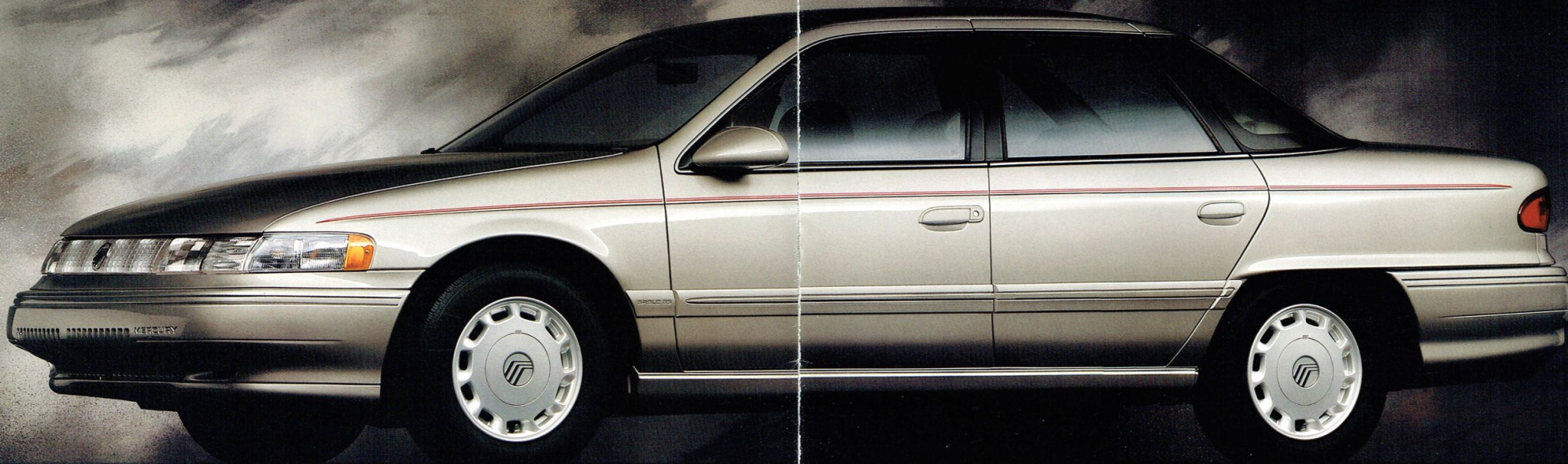
- Air bag Supplemental Restraint System for the driver and right front passenger
- 3.0-liter V-6 engine
- Electronically controlled 4-speed automatic transaxle
- Front-wheel drive
- 4-wheel independent suspension
- Front and rear stabilizer bars
- 4-wheel disc anti-lock brakes*
- Aluminum wheels
- Speed-sensitive, variable-assist power rack-and-pinion steering
- Analog instrumentation
- CFC-free air conditioner
- Electronic AM/FM cassette stereo
- Power driver's seat
- Tilt steering column
- Interval wipers
- Instrument panel mounted radio controls
- Rear child-proof door locks
- Rear window defroster
- Side window defoggers
- 5-mph impact bumpers
- Dual power mirrors



Sable Wagon includes all the style, room, ride and comfort of Sable Sedan, plus over 83 cubic feet of cargo capacity with the rear seat folded down. A Sable LS Wagon is pictured here in Light Evergreen Frost Clearcoat Metallic. Some features shown may be optional.

*Anti-lock brakes are standard on LS and optional on GS models.

Sable GS pictured in Champagne Clearcoat Metallic. Some features shown may be optional.





GRAND MARQUIS

*"The car that's known for room,
ride, comfort and power more than
lives up to its name."*

The fact is, the Mercury Grand Marquis doesn't just define the category of comfortable six-passenger sedans, it's in a cate-

gory all by itself. When judged on the all-important qualities of spaciousness, comfort and style, Grand Marquis quickly separates itself from the crowd. And when you consider its superb single overhead cam V-8 power, the gap grows even wider. The car that's known for room, ride, comfort and power more than lives up to its name.

Passengers and drivers alike benefit from the generous proportions of the six-passenger interior. To help ensure comfort for all, an advanced suspension delivers a more

comfortable and even smoother ride than any previous generation Grand Marquis. But like many features on

Grand Marquis, the suspension provides more than expected—exceptional handling and control are exhibited on demand.

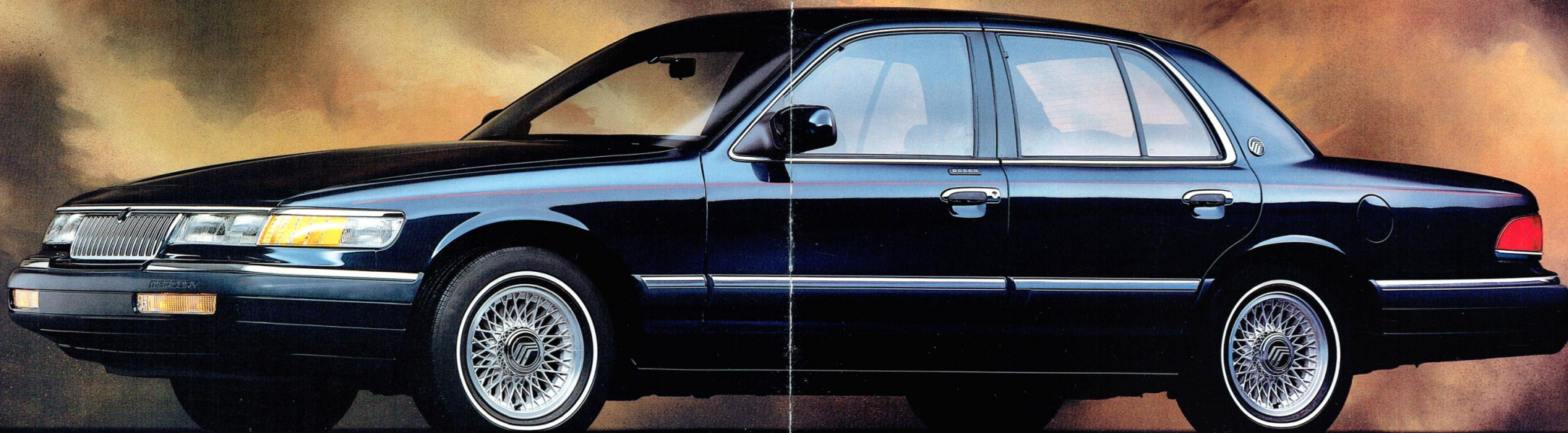
Further enhancing its appeal are a host of reassuring features such as a standard dual air bag Supplemental Restraint System, standard four-wheel disc brakes, and an available Anti-lock Brake System with electronic Traction Assist. All of these features are offered on your choice of models for 1994: the GS and LS.



Grand Marquis provides generous dimensions to accommodate six adults with ease—plus a rich array of amenities. The LS interior is pictured here with optional Opal Grey leather seating surfaces. Other equipment shown may be optional.

GRAND MARQUIS STANDARD FEATURES INCLUDE:

- Air bag Supplemental Restraint System for the driver and right front passenger
- 4.6-liter overhead cam fuel-injected V-8
- 4-speed electronic automatic overdrive transmission
- Rear-wheel drive
- Speed-sensitive, variable-assist power steering
- Automatic parking brake release
- Power remote-controlled outside rearview mirrors
- Power windows
- Automatic headlamp on/off/delay
- Full-size 6-passenger seating
- 20-gallon fuel tank
- CFC-free air conditioner
- Tilt steering wheel
- Electronic AM/FM stereo cassette radio with four speakers
- Two-speed/variable interval windshield wipers
- Rear window defroster
- Luggage compartment cargo net
- 6-way power driver seat



Grand Marquis LS pictured in Portofino Blue Clearcoat Metallic. Some features shown may be optional.



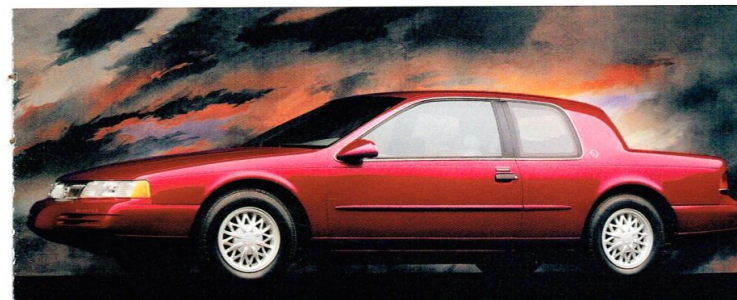
COUGAR XR7

*"Styling separates
it from everything
else on the
road today."*

Statistics indicate that over 3.8 million miles of roads interlink this vast country. However, what statistics fail to tell us is exactly how to get the most enjoyment out of all these city streets, country roads, highways and byways. That is a task best left to our imaginations. And the new 1994 Mercury Cougar XR7. Cougar XR7 is created for individuals who believe getting there is half the fun. It provides a host of luxuries that are best appreciated from a driver's perspective, as well as styling that separates it from everything else on the road today.

For 1994, Cougar XR7

includes an all-new wrap-around interior that brings added meaning to the term "driver's car." Also new is the peace of mind afforded by a standard dual air bag Supplemental Restraint System, as well as the added driver control of an optional electronic Traction Assist system. You may even opt for the added power of a newly available advanced overhead-cam 205-horsepower V-8 engine. There's a road nearby leading someplace you've never been before, and a car that can take you there like no other. The new 1994 Mercury Cougar XR7.



The new Cougar XR7 is pictured here in Electric Red Clearcoat Metallic with optional cast aluminum wheels. Other features shown may be optional.

COUGAR XR7 STANDARD FEATURES INCLUDE:

Air bag Supplemental Restraint System for the driver and front passenger

3.8-liter fuel-injected V-6

Electronically controlled 4-speed automatic overdrive transmission

Rear-wheel drive

Power-assist rack-and-pinion steering

4-wheel independent suspension

Front and rear stabilizer bars

Dual power remote-controlled mirrors

5-mph impact bumpers

Analog instrumentation

Console with leather-wrapped floor shift, armrest storage and cup holders

CFC-free air conditioner

Cloth and leather trim

Front seat power lumbar support

Electronic AM/FM stereo cassette radio with 4 speakers

Power windows

Tilt steering column

Dual beam map/dome lamp

Interval wipers

Cougar XR7's all-new wraparound instrumentation and controls are designed to enhance driver control. The standard interior, pictured here in Mocha, features a luxurious combination of cloth and rich leather trim. Some equipment shown may be optional.





TRACER

"The Mercury of small cars."

Typically, driving a small car means making big compromises in room, ride, comfort and amenities. Unless, of course, the small car you drive is a Mercury Tracer.

Tracer is, quite simply, the Mercury of small cars. Which means that, even though it's economical to own and operate, Tracer is designed and built to offer you more. As in more interior room than many cars in its class. Plus a surprisingly comfortable, nimble ride. And a lengthy list of standard features that you may not expect to find in a compact car.

Tracer is available as a Sedan, Wagon or performance-oriented LTS. Each offers the peace of mind of a driver-side air bag Supplemental Restraint System. Both the Sedan and Wagon include a responsive yet economical 1.9-liter 4-cylinder engine,* while the LTS provides the added boost of a dual-overhead-cam, 16-valve, 127-horsepower engine.

If you want a small car because you really like small cars, but don't like to sacrifice everything to drive one, Mercury Tracer provides the perfect solution.

The sporty 16-valve Tracer LTS is pictured here in Medium Royal Blue Clearcoat Metallic. Some features shown may be optional.

Tracer Wagon's 66.9 cubic feet of capacity with the rear seat folded down offers ample room for cargo. It's pictured here in Oxford White. Some features shown may be optional.

**See EPA statement in the back of this brochure. Model availability may be limited in some regions. See your Lincoln-Mercury dealer for details.*



TRACER STANDARD FEATURES INCLUDE:

- Driver-side air bag Supplemental Restraint System
- 1.9-liter SOHC 4-cylinder engine
- Sequential multi-port electronic fuel injection (SEFI)
- Distributorless electronic ignition
- 5-speed manual overdrive transaxle
- Front-wheel drive
- Power front disc/rear drum brakes
- 4-wheel independent suspension
- Front and rear stabilizer bars
- P175/65R14 steel-belted radial tires with full wheel covers
- Power rack-and-pinion steering
- 5-mph impact front and rear bumpers
- Individual reclining front seats
- Driver's seat tilt adjustment
- 60/40 split-fold rear seats with integral head restraints
- Electronic AM/FM stereo radio with integral clock
- 2-speed/variable interval windshield wipers
- Rear window defroster
- Remote releases for the fuel-filler door and trunk
- Dual power remote control mirrors
- Dual map lights
- Dual illuminated visor mirrors
- Light Group
- Side window demisters
- Rear seat heat ducts

Tracer is pictured here in Electric Red Clearcoat Metallic. Some features shown may be optional.





TOPAZ

**"It's a car
that's built
around a big
idea. Value."**

A big idea is sometimes a collection of smaller ones. That's certainly true of Mercury Topaz GS. It's a car that's built around a big idea. Value.

And this big idea is the sum total of lots of other ideas. Ideas ranging from big things like a 2.3-liter engine with sequential electronic fuel injection to smaller but thoughtful things like dual power remote rearview mirrors. Ideas such as four-wheel independent

suspension to smooth your way, and interval wipers to help you see your way clearly.

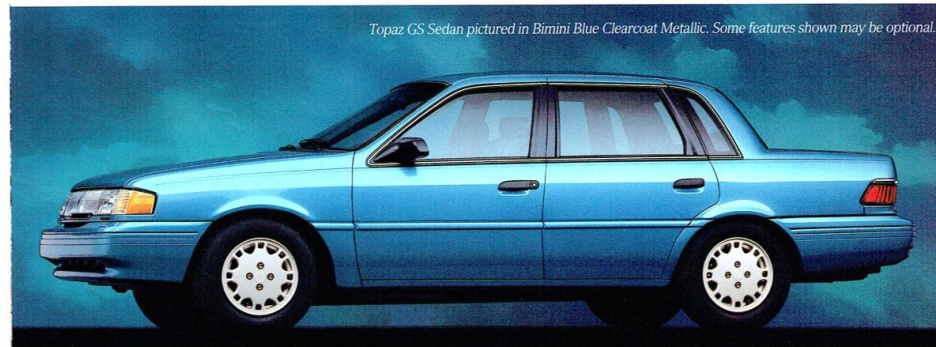
Whether as a sedan or coupe, Topaz GS is a car that treats

budgets with care and doesn't complain about the weather. It's also built with a concern for safety that lends peace of mind to both driver and passengers. In short, Topaz GS is a car that simply does everything well.

TOPAZ GS STANDARD FEATURES INCLUDE:

- 2.3-liter 4-cylinder engine
- Sequential electronic fuel injection
- 5-speed manual transaxle
- Front-wheel drive
- Power-assist rack-and-pinion steering
- Power front disc/rear drum brakes
- 4-wheel independent suspension
- Front sway bar
- Individual reclining front seats
- Dual power remote mirrors
- Electronic AM/FM stereo radio with integral clock
- Tachometer
- Interval wipers
- Removable cup holder
- Tinted glass
- Floor mats

Topaz GS Sedan pictured in Bimini Blue Clearcoat Metallic. Some features shown may be optional.



Topaz GS Coupe pictured in Bright Red. Some features shown may be optional.





CAPRI

*"It's like owning
your own
amusement ride."*

Driving a Mercury Capri or its more powerful twin, the turbo-charged Capri XR2, is like owning your own amusement ride. Simply put down the easy-to-operate soft top, turn the key and Capri instantly puts a smile on any road.

Capri ponies up all the wind-blown fun that only a convertible can generate. And it brings even more to the party with such performance features as a 16-valve, dual-overhead-cam engine, five-speed manual overdrive transaxle, four-wheel disc brakes and a four-wheel independent suspension. For an added kick, you can choose Capri XR2 with its 132-horsepower turbocharged engine and sport-tuned suspension.

And, since these Capris are also Mercurys, they come well-equipped with deluxe standard features like a standard dual air bag Supplemental Restraint System, power rack-and-pinion steering, power windows, dual power mirrors and reclining sport bucket seats.

Both Capri and Capri XR2 even include a back seat capable of holding an additional friend or two, an extra suitcase, or perhaps a cooler for the perpetual picnic you'll feel like having.

Of course, the real reason you'll want a Capri or Capri XR2 is that it's incredibly fun to drive. And that's reason enough.



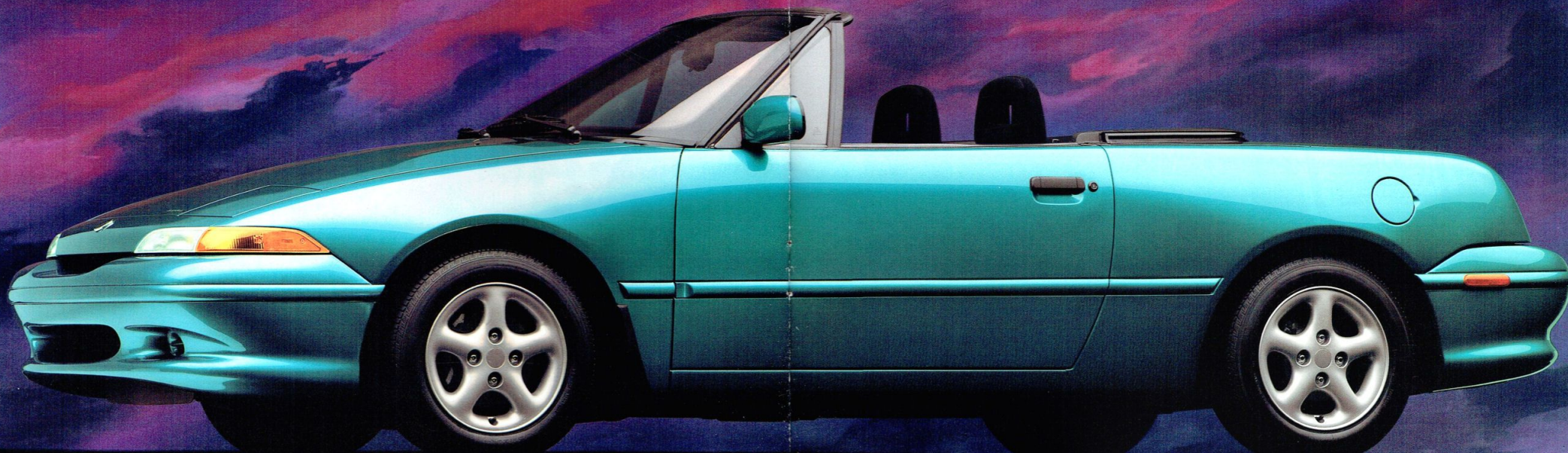
Model availability may be limited. See your Lincoln-Mercury dealer for details.

Capri XR2 pictured in Magenta Clearcoat.

CAPRI STANDARD FEATURES INCLUDE:

- Air bag Supplemental Restraint System for the driver and front passenger
- 16-valve DOHC 1.6-liter engine
- Multi-port electronic fuel injection
- 5-speed manual overdrive transaxle
- Front-wheel drive
- 4-wheel power disc brakes
- 4-wheel independent suspension
- Front and rear stabilizer bars
- Power-assist rack-and-pinion steering
- Leather-wrapped steering wheel
- Analog instrument cluster
- Dual reclining front sport bucket seats
- Driver-side adjustable lumbar support
- Lockable fold-down rear seat back
- Electronic AM/FM stereo radio
- One-piece soft vinyl top
- Power side windows
- Variable intermittent windshield wipers

Capri pictured in Reef Green Clearcoat Metallic.





**"Every Mercury is
built with your peace
of mind in mind."**

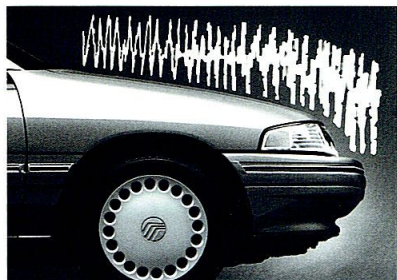
There's much to feel secure about when traveling in a Mercury. That's because every Mercury is built with your peace of mind in mind. And equipped with an abundance of safety features that help protect you and your passengers.

Mercury has a long-standing reputation for safety. Villager is a minivan that meets all federal passenger car safety standards* and includes a driver-side air bag to supplement safety belts and standard anti-lock brakes.

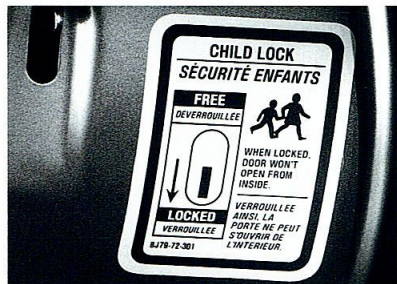
Sable was the first car in its class to offer dual air bags and anti-lock brakes. In fact, dual air bags are standard on Sable, Grand Marquis, Cougar XR7 and Capri, while anti-lock brakes are standard on Villager, and Sable LS and available on Grand Marquis, Sable GS, Cougar XR7 and Tracer LTS.

To put it in simpler terms, peace of mind is owning a Mercury.

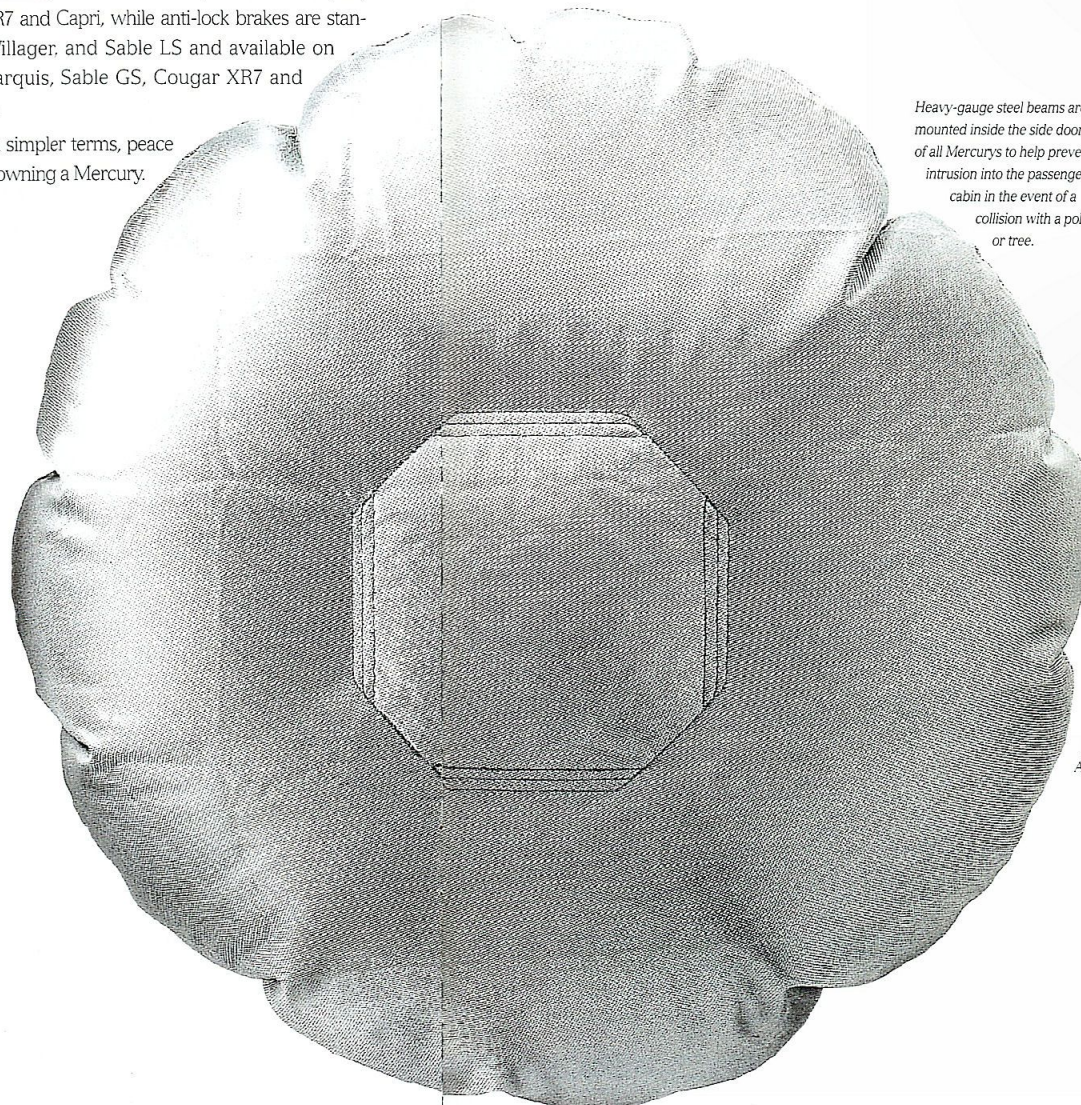
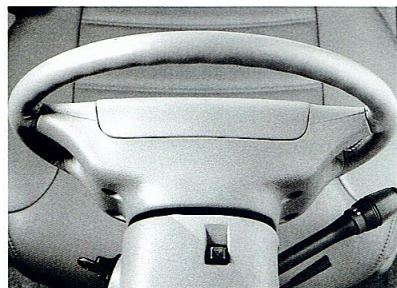
While inherently strong, all Mercurys include front "crumple zones" that help absorb the impact of a collision before it reaches the passenger compartment.



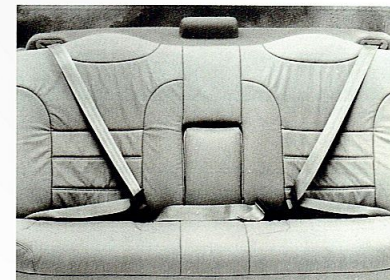
When activated, child-proof door locks in the rear doors of all Mercury sedans as well as Villager keep children in back from accidentally opening the doors from inside the car, while allowing parents to still open doors from the outside.



The steering column in every Mercury vehicle is designed to collapse to protect the driver in a frontal impact.



Every Mercury includes three-point lap and shoulder safety belts for rear outboard passengers.



Heavy-gauge steel beams are mounted inside the side doors of all Mercurys to help prevent intrusion into the passenger cabin in the event of a collision with a pole or tree.



**STANDARD MERCURY
SAFETY FEATURES
INCLUDE:**

- Driver-side air bag Supplemental Restraint System**
- 3-point lap/shoulder safety belts for front and rear outboard occupants***
- Manual lap safety belt for center occupants
- Brake/shift interlock with automatic transmission
- Hazard warning flasher
- High-mount stop lamp
- Front and rear crumple zones
- Safety designed A-pillars and roof
- Steel guard rails in side doors
- Safety-designed door hinges and safety door latches
- Child-proof rear door locks
- Child seat tether anchorages
- Energy-absorbing steering column and steering wheel
- Adjustable front head restraints
- Impact-absorbing laminated safety glass windshield
- Tempered safety glass for side and rear windows

Every Mercury offers the security of a driver-side air bag Supplemental Restraint System.** In the unfortunate event of certain moderate to severe frontal collisions, it inflates in about 1/20 of a second, or less time than it takes to blink an eye, to greatly reduce the risk of head and chest injuries to the driver. Of course, it can't do its job properly unless you do yours first: Always wear your safety belt.

*Except models with privacy glass due to window tinting.

**Air bag optional on Topaz GS models. Sable, Grand Marquis, Cougar XR7 and Capri models are also equipped with a standard air bag for right front passengers.

***Tracer and Topaz GS models include passive motorized belts with lap belts for front occupants.

SPECIFICATIONS

VILLAGER

SABLE

GRAND MARQUIS

COUGAR XR7

TRACER

TOPAZ

CAPRI

DRIVETRAIN CONFIGURATION ENGINES	FRONT ENGINE/FRONT-WHEEL DRIVE	FRONT ENGINE/FRONT-WHEEL DRIVE		FRONT ENGINE/REAR-WHEEL DRIVE	FRONT ENGINE/REAR-WHEEL DRIVE		FRONT ENGINE/FRONT-WHEEL DRIVE		FRONT ENGINE/FRONT-WHEEL DRIVE		FRONT ENGINE/FRONT-WHEEL DRIVE	
Type	SOHC V-6	60-degree OHV V-6	90-degree OHV V-6 w/balance shaft (optional)	SOHC V-8	90-degree OHV V-6	SOHC V-8 (optional)	SOHC Inline-4	DOHC 16-valve Inline-4	OHV Inline-4	60-degree OHV V-6 (optional)	DOHC 16-valve Inline-4	Turbocharged, intercooled DOHC 16-valve Inline-4
Displacement	3.0 liters	3.0 liters	3.8 liters	4.6 liters	3.8 liters	4.6 liters	1.9 liters	1.8 liters	2.3 liters	3.0 liters	1.6 liters	1.6 liters
Horsepower (SAE net)	151 @ 4800 rpm	140 @ 4800 rpm	140 @ 3800 rpm	190 @ 4200 rpm (210 @ 4600 rpm with Trailer Tow III or Handling package)	140 @ 3800 rpm	205 @ 4500 rpm	88 @ 4400 rpm	127 @ 6500 rpm	96 @ 4200 rpm	130 @ 4800 rpm*	100 @ 5750 rpm	132 @ 6000 rpm
Torque (SAE net)	174 lb.-ft. @ 4400 rpm	165 lb.-ft. @ 3250 rpm	215 lb.-ft. @ 2200 rpm	260 lb.-ft. @ 3200 rpm (270 lb.-ft. @ 3400 rpm with Trailer Tow III or Handling package)	215 lb.-ft. @ 2400 rpm	265 lb.-ft. @ 3200 rpm	108 lb.-ft. @ 3800 rpm	114 lb.-ft. @ 4500 rpm	126 lb.-ft. @ 2600 rpm	150 lb.-ft. @ 3000 rpm*	95 lb.-ft. @ 5500 rpm	136 lb.-ft. @ 3000 rpm
Fuel delivery	Multi-point electronic fuel injection	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Multi-port electronic fuel injection	Multi-port electronic fuel injection
Compression ratio	9.0:1	9.3:1	9.0:1	9.0:1	9.0:1	9.0:1	9.0:1	9.0:1	9.0:1	9.3:1	9.4:1	7.9:1
Engine control	Electronic engine control	Electronic engine control	Electronic engine control	Electronic engine control	Electronic engine control	Electronic engine control	Electronic engine control	Electronic engine control	Electronic engine control	Electronic engine control	Electronic engine control	Electronic engine control
TRANSAXLE/TRANSMISSION	TRANSAXLE	TRANSAXLE		TRANSMISSION	TRANSMISSION		TRANSAXLES		TRANSAXLES		TRANSAXLES	
Automatic	Electronic four-speed automatic overdrive with overdrive lockout	Electronically controlled four-speed automatic overdrive with modulated lock-up converter in second, third and fourth gears		Electronically controlled four-speed automatic overdrive with 100 percent lockup in fourth gear.	Electronically controlled four-speed automatic overdrive		Electronically controlled four-speed automatic overdrive with lockup torque converter		Three-speed, wide ratio		Electronically controlled four-speed automatic overdrive with lockup torque converter (N/A Capri XR2)	
Manual	N/A	N/A		N/A	N/A		Synchronized five-speed overdrive with self- adjusting hydraulic clutch		Five-speed with self-adjusting clutch linkage		Synchronized five-speed overdrive with self- adjusting hydraulic clutch on Capri, cable on XR2	
SUSPENSION												
Front	Independent MacPherson nitrogen gas-pressurized struts with front stabilizer bar	Independent MacPherson nitrogen gas- pressurized struts with coil springs, tension struts, stabilizer bar, lower control arm and cast knuckle (Sedan and Wagon)		Independent SLA with ball joints, anti-dive control geometry, coil springs, nitrogen gas-pressurized shocks and stabilizer bar	Long spindle SLA with upper "A" arm, lower arm, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, front sub-frame		Independent MacPherson struts with strut- mounted coil springs and stabilizer bar		Independent MacPherson nitrogen gas-pressur- ized hydraulic struts with strut-mounted coil springs, stabilizer bar, forged lower control arms and cast steering knuckles		Independent nitrogen gas-pressurized, hydraulic MacPherson struts with strut-mounted coil springs and stabilizer bar. Anti-dive geometry and negative offset design	
Rear	Hotchkiss leaf suspension with nitrogen gas-pressurized shocks	Sedan—Independent MacPherson strut non- driven with strut-mounted coil spring, stabilizer bar, tension strut, parallel control arms and two-piece cast spindle with forged stem Wagon—Independent short and long arm (SLA), nitrogen gas-pressurized shocks, stabilizer bar, variable-rate coil springs and two-piece cast spindle with forged stem		Four-bar link, rubber-cushioned pivots, rubber- insulated coil springs, nitrogen gas-pressurized shocks and stabilizer bar	Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, rear sub-frame		Independent MacPherson struts, strut-mounted coil springs with twin trapezoidal links and stabi- lizer bar		Independent parallel four-bar with MacPherson nitrogen gas-pressurized hydraulic struts, coil springs, parallel suspension arms and double tension struts. (Rear stabilizer bar with 3.0L engine)		Independent twin trapezoidal link with gas-pres- surized hydraulic struts, strut-mounted coil springs and stabilizer bar. Self-stabilizing geom- etry design	
STEERING												
Type	Power-assist rack-and-pinion with 17.5:1 ratio	Speed-sensitive, variable-assist power rack-and-pinion with 16.0:1 ratio		Power speed-sensitive, variable-assist with 16.4:1 ratio	Power-assist rack-and-pinion on V-6 with 14.1:1 ratio, variable-assist speed-sensitive power rack-and-pinion with optional V-8		Power-assist rack-and-pinion with 17.0:1 ratio		Power-assist rack-and-pinion with 18.3:1 ratio (on center)		Power-assist rack-and-pinion with 17.6:1 ratio, 16.04:1 ratio on XR2	
DIMENSIONS (IN INCHES)	SEDAN	WAGON					SEDAN AND LTS	WAGON	COUPE	SEDAN	CAPRI	CAPRI XR2
Wheelbase	112.2	106.0	106.0	114.4	113.0		98.4	98.4	99.9	99.9	94.7	94.7
Overall length	189.9	192.2	193.0	212.4	199.9		170.9	171.3	176.7	177.0	167.1	167.1
EXTERIOR COLORS												
	GS Exterior Colors—Glacier White • Silver Clearcoat Metallic • Medium Platinum Clearcoat Metallic • Electric Red Clearcoat Metallic • Mocha Frost Clearcoat Metallic • Medium Mocha Clearcoat Metallic • Jewel Green Clearcoat Metallic • Crystal Blue Clearcoat Metallic • Twilight Blue Clearcoat Metallic LS Two-Tone Exterior Colors—Electric Red/ Silver • Jewel Green/Silver • Silver/Crystal Blue • Glacier White/Mocha Frost • Mocha Frost/Medium Mocha • Crystal Blue/Twilight Blue • Silver/Twilight Blue • Medium Platinum/Black • Medium Mocha/Mocha Frost • Jewel Green/Mocha Frost LS Monotone Colors—Glacier White • Silver • Electric Red Nautica Exterior Colors—Twilight Blue/Glacier White • Glacier White/Twilight Blue	Opal Grey Clearcoat Metallic • Vibrant White Clearcoat • Indigo Clearcoat Metallic • Light Evergreen Frost Clearcoat Metallic • Opal Frost Clearcoat Metallic • Champagne Clearcoat Metallic • Electric Red Clearcoat Metallic • Moonlight Blue Clearcoat Metallic • Deep Jewel Green Clearcoat Metallic • Midnight Green Clearcoat Metallic		Black Clearcoat • China Blue Clearcoat Metallic • Plum Mist Clearcoat Metallic • Tourmaline Green Clearcoat Metallic • Opal Frost Clearcoat Metallic • Champagne Clearcoat Metallic • Portofino Blue Clearcoat Metallic • Tucson Bronze Clearcoat Metallic • Eclipse Blue Clearcoat Metallic • Electric Red Clearcoat Metallic • Garnet Red Clearcoat Metallic • Vibrant White Clearcoat	Black Clearcoat • Electric Red Clearcoat Metallic • Vibrant White Clearcoat • Opal Frost Clearcoat Metallic • Champagne Clearcoat Metallic • Light Evergreen Frost Clearcoat Metallic • White Opalescent Clearcoat • Deep Jewel Green Clearcoat Metallic • Moonlight Blue Clearcoat Metallic • Indigo Clearcoat Metallic • Teal Clearcoat Metallic		Sedan and Wagon—Cayman Green Clearcoat Metallic • Bright Red • Black • Oxford White • Iris Clearcoat Metallic • Opal Frost Clearcoat • Royal Blue Clearcoat Metallic • Brilliant Blue Clearcoat Metallic • Tucson Bronze Clearcoat Metallic • Bright Calypso Green Clearcoat Metallic • Electric Red Clearcoat Metallic LTS Exterior Colors—Black • Oxford White • Cayman Green Clearcoat Metallic • Iris Clearcoat Metallic • Royal Blue Clearcoat Metallic • Electric Red Clearcoat Metallic • Bright Calypso Green Clearcoat Metallic • Sunrise Red Clearcoat		2-Door Exterior Colors—Black • Oxford White • Bright Red • Bimini Blue Clearcoat Metallic** • Cayman Green Clearcoat Metallic** • Opal Grey Clearcoat Metallic** 4-Door Exterior Colors—Black • Light Blue • Oxford White • Bright Red • Twilight Blue Clearcoat Metallic** • Mocha Frost Clearcoat Metallic** • Bimini Blue Clearcoat Metallic** • Cayman Green Clearcoat Metallic** • Electric Red Clearcoat Metallic** • Caribbean Green Clearcoat Metallic** • Opal Grey Clearcoat Metallic** • Silver Clearcoat Metallic**		Cardinal Red Metallic • Dark Charcoal Clearcoat Metallic • Reef Green Clearcoat • Magenta Clearcoat • Cobalt Blue Clearcoat • Dynamic White	
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 Lincoln-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.											
EPA Statement: 1994 EPA mileage estimates were unavailable when this publication was printed. The 1994 Mercurys, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information.												
INTERIOR COLORS												
	Crystal Blue • Smoke • Mocha	Opal Grey • Mocha • Garnet • Evergreen • Royal Blue		China Blue • Opal Grey • Mocha • Garnet • Portofino Blue	Mocha • Ruby Red • Opal Grey • Portofino Blue • Evergreen		Sedan and Wagon Interior Trim Colors—Opal Grey • Mocha • Royal Blue LTS Interior Trim Color—Opal Grey		Crystal Blue • Mocha • Opal Grey • Ruby *Manual transaxle; automatic transaxle (V-6 HP=135@4800 rpm, Torque=150@4250) **Extra cost paint		Black Convertible Roof Colors—Black • White	

EPA Statement: 1994 EPA mileage estimates were unavailable when this publication was printed. The 1994 Mercurys, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information.



WHAT MAKES A MERCURY A MERCURY.

*It is our goal to bring you something better: better interior room and comfort,
better ride and handling, better styling and performance.*

*In short, fully equipped, more complete vehicles,
from the economical Tracer to the spacious Villager.
Cars and minivans that please both drivers and passengers.*

*And today, of course, that goal of being better
encompasses advances in safety and technology.
All of which give you a better idea of the meaning of the words,
"All this and the quality of a Mercury."*

Capri



Tracer



Topaz



Cougar XR7



Sable



Grand Marquis



Villager



MERCURY
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