



LINCOLN-MERCURY



***“For
Business
or
Pleasure,
We
Bring You
Our
Best”***



Enjoy the Elegance ...

of the **Lincoln Mark VIII**. The Mark VIII will make a statement about you and your business. It's a luxury sport coupe that is engineered for excellence.

Experience:

- The quiet power of a four-cam, 32-valve, 280 horsepower V-8 engine.
- Interior appointments engineered for convenience.
- The safety of driver and right front passenger side air bag Supplemental Restraint System* (SRS) concealed in the plush dash.
- Availability of an integrated voice-activated cellular phone.
- Four-wheel anti-lock brakes (ABS) help assure short, straight stops.
- A premium sound system for your listening pleasure.
- The protection of a 4-year/50,000-mile warranty with no deductible.**

From top to bottom, the Mark VIII is quality in design. From the wraparound driver-oriented "cockpit," the chlorofluorocarbon-free (CFC) air conditioning, solar glass and speed sensitive variable-assist power steering, to the microcomputer-controlled air spring suspension, the Mark VIII can satisfy business or personal needs, while providing you and your passengers extraordinary comfort and safety.

*Always wear your safety belt.

**Ask your dealer for a copy of the limited warranty.



It's Not Just Any Minivan ...

It's a **Mercury Villager**. If your business needs are diverse and always changing, the Mercury Villager is what you need. Its flexibility is impressive with multiple configurations for passengers or cargo.

Enjoy:

- The freedom of 13 different seating or cargo arrangements.
- The safety of a driver side air bag Supplemental Restraint System *(SRS).
- The responsiveness of its 3.0 liter 151 horsepower fuel-injected V-6 engine.
- A suspension system enhanced with gas-filled shocks all around.
- The comfort and convenience of captain's chairs in front.
- The assurance of front-wheel drive.
- Four-wheel anti-lock brake system (ABS) is standard.
- An electronic AM/FM stereo cassette to enhance your listening environment.

- Easy-to-reach cup holders, and storage bin with safety net.

For those who want distinctive colors and appointments, Mercury offers the Nautica Villager. The Villager will easily accommodate your business and personal transportation needs.

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RED CARPET LEASE ... A REAL BENEFIT FOR THE BUSINESS PERSON



Three Excellent Reasons You Should Consider Red Carpet Lease For Your Business Use Vehicle.

1. When your term is complete, you can return your leased vehicle, and lease again. That's a real plus for the professional person whose time is limited.
2. In most cases, you can purchase the vehicle at the end of the lease.
3. You can sell the vehicle on your own ... then keep the profits.

Also, You Should Know That:

- You can lease your vehicle from any Lincoln-Mercury dealer.
- Should you exercise the option of buying the vehicle at the end of the lease, it will be at a price negotiated before you drove it away.
- Assuming you take proper care of your vehicle, your cost will not exceed the contract amount. There are no hidden costs. However, there can be charges for mileage in excess of 15,000 miles per year or wear and tear. Ask your leasing consultant for details.
- All Red Carpet Leases are closed-end leases, in which the lessor bears the market risk. The "Rule of 5" also applies.
- Vehicles may **not** be leased for uses non-applicable to normal business activities such as taxi-cab and ambulance companies. Ask your lease consultant for further details.
- Vehicles may **not** be leased if the vehicle will be used for public transportation or sub-leased or transferred to another person.

CONSIDER THE LEASING ALTERNATIVE

Financing decisions are important. Whether your business needs one vehicle or several, it makes sense to consider the possibility of leasing. Leasing can meet your driving needs because it can be as flexible as you like.

The Difference Between Buying and Leasing Can Save You Money!

- When you lease a vehicle, you lease it for an agreed amount of time, and you pay for its decrease in estimated value between the time you take delivery and the time you return it, plus lease charges. In essence, you pay only for the portion that you use.
- When you buy a vehicle, on the other hand, the purchase payments are based on the entire cost of the vehicle.

It is important that your decision be best for your business or transportation needs. The difference between buying and leasing is important because it means you *may pay less* per month, but there are also other reasons to choose leasing.

Little or No Down Payment

Most leases do not require a large down payment. In many cases, with Ford Credit's Red Carpet Lease, all you will need is the first month's lease payment and a refundable security deposit. That can save your growing business a lot of money.

Tax Law Changes

Whatever your business, you need to maximize your profitability, and leasing can help. In the past, the tax laws made it an advantage to buy because you could write off your interest expense. On retail sales contracts, sales tax is due at time of sale. In many states taxes for leasing are not due until the monthly payment is made.

A New Car More Often

To get affordable purchase payments many people finance their vehicles for four or more years. If they decide to sell after three years, they can be in a position called "upside down." That is, they may owe more on the car than it is worth. When you lease, you simply return the car at the end of the contract, and drive off with another. That way, you get more car, more often and the lowest cost for driving.

Advance Payment Program

The Red Carpet Lease Advance Payment Program allows those who might otherwise be cash buyers the convenience of making lease payments in one single, lower, up-front payment. The program enables a lower initial cash outlay compared to a cash purchase and all of the benefits of a Red Carpet Lease. Ask your lease consultant to provide you with details of the Advance Payment Program.

Toll-Free Lincoln Commitment Hotline

Have a question about leasing any Lincoln luxury automobile for business use or about the Lincoln Commitment? Call toll-free 1-800-521-4140 to have your questions answered. Knowledgeable operators are standing by and ready to assist.

OTHER RED CARPET LEASE ADVANTAGES

- Your vehicle has the same bumper-to-bumper warranty as if you had purchased it.**
- A generous mileage allowance; a real plus for the business person.
- Additional mileage flexibility with unused mileage refund.
- Ford Auto Club Membership gives you additional benefits offering your employees added peace of mind.
 - 24-hour Toll-Free Service
No matter where you are in the Continental United States - 1-800-348-5220
 - Emergency Road and Tow Service
Up to \$75.00 for Mercury and \$100.00 for Lincoln leases
 - Emergency Lock-Out Service
The key to your security
 - Alternative Transportation
Reimbursed up to \$75.00 per occurrence for Mercury and \$100.00 for Lincoln leases
 - Emergency Travel Expense Reimbursement
Coverage if over 100 miles from home and offered by the Associates Insurance Company
 - Custom Trip Routing
Maps to help you reach your destination
 - Hotel/Motel Discounts
50% discount off retail rates at participating hotels and motels nationwide

When you consider all the facts, the leasing advantage is clear. Stop in at your Lincoln-Mercury dealer and ask your leasing consultant how Red Carpet Leasing will satisfy your business transportation needs.

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The key to your security

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Coverage if over 100 miles from home and offered by the Associates Insurance Company

-Custom Trip Routing

Maps to help you reach your destination

-Hotel/Motel Discounts

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- The responsiveness of its 3.0 liter 151 horsepower fuel-injected V-6 engine.
- A suspension system enhanced with gas-filled shocks all around.
- The comfort and convenience of captain's chairs in front.
- The assurance of front-wheel drive.
- Four-wheel anti-lock brake system (ABS) is standard.
- An electronic AM/FM stereo cassette to enhance your listening environment.

- Easy-to-reach cup holders, and storage bin with safety net.

For those who want distinctive colors and appointments, Mercury offers the Nautica Villager. The Villager will easily accommodate your business and personal transportation needs.

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EVERYTHING YOU COULD WANT ... AND MORE

... in the famous **Lincoln Continental**. Famous for comfort and luxury, the Continental has a heritage of excellence. It's a perfect choice for the executive who wants spacious, comfortable seating and easy maneuverability in an exceptional sedan.

Experience:

- The safety of driver and right front passenger side air bag Supplemental Restraint System* (SRS) and a four-wheel anti-lock brake system (ABS).
- The control of speed-sensitive rack-and-pinion steering.
- A 3.8 liter V-6 that delivers 160 horsepower and performance at 4400 rpm.
- The assurance of front-wheel drive traction.
- Over 100 cubic feet of interior space and a microprocessor controlled self-levelling air suspension system for your driving comfort.
- Solar tint glass to help reduce ultraviolet rays.

The new Lincoln Continental is not only an exceptional choice for the business person who needs power and comfort, it makes good sense as well. It's environmentally designed with new features, such as a chlorofluorocarbon-free (CFC) based air conditioning system.

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THE HERITAGE ... THE ULTIMATE LUXURY

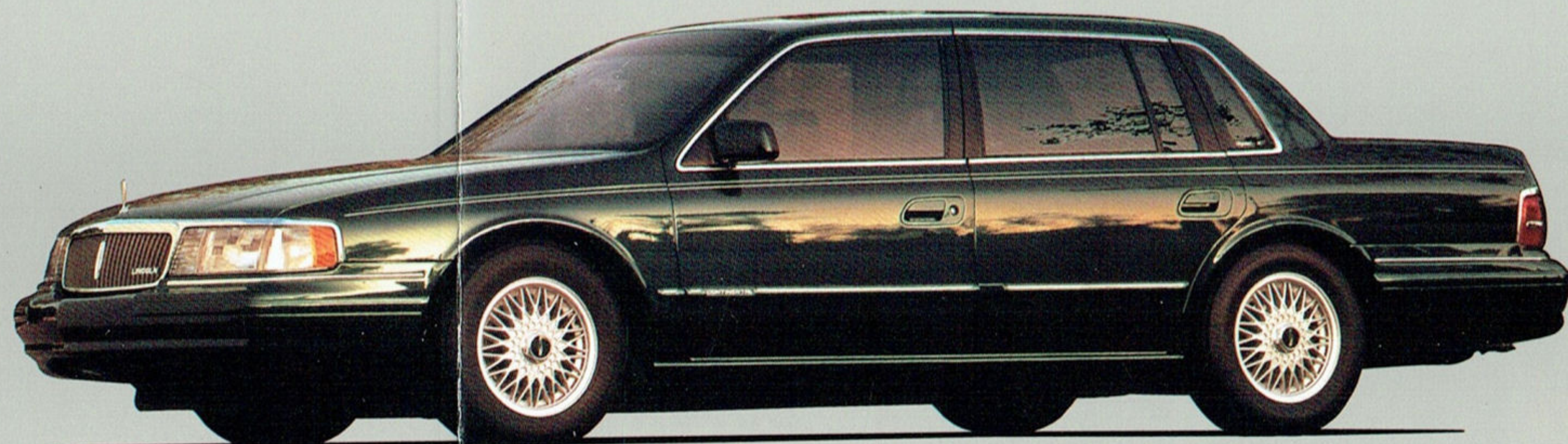
... the **Lincoln Town Car**! This top-of-the-line luxury model not only offers beauty and luxury; it's practical too, with interior and trunk space that can satisfy all your needs, business or personal.

Experience:

- A refined and spacious interior that seats six comfortably.
- The safety of driver and right front passenger side air bag Supplemental Restraint System* (SRS) and a four-wheel anti-lock brake system (ABS).
- An exceptionally responsive 4.6 liter V-8 with automatic overdrive that develops 210 horsepower.
- Standard six-way power seats and power windows.
- An electronic AM/FM stereo with cassette player.
- Availability of an integrated voice-activated cellular phone.

Three models are available to suit your needs: the Cartier Series, the Executive Series, and the Signature Series, each designed and engineered to set you apart from drivers of other luxury cars.

* Always wear your safety belt.



SOME BUSINESSES NEED MORE

... they need a funeral coach or a limousine. Whether you select the Town Car in the Executive or Signature Series, it can be stretched to satisfy your specifications up to 7100 lbs. GVWR.

- The 418 Heavy Duty Package provides the equipment necessary for your funeral coach or limousine conversion.
- A microprocessor-controlled air suspension system adjusts automatically to provide proper ride height and road holding.
- Through its Qualified Vehicle Modifier (QVM) Program, Lincoln-Mercury works with coachbuilders to help them comply with Federal Motor Vehicle Safety Standards and encourage the use of warranted Ford components or parts whenever possible.



THE EXCEPTIONAL MERCURY IS YOURS

... in the **Mercury Grand Marquis**. With an extensive list of standard features, you'll find the Grand Marquis an excellent blend of technology and comfort provided by an advanced suspension system. Limousine-style doors, flush glass, and impressive distances between fuel stops** all combine to give you the power and comfort you expect from a Mercury.

- Power, spaciousness, comfort and "apart from the crowd" full-size American style.
- Traditional rear-wheel drive performance with a four-speed electronically controlled automatic transmission.
- Speed-sensitive power variable-assist steering adds to maneuverability and safety.
- 190 horsepower from its standard V-8 engine with overhead cams.
- Includes the availability of an anti-lock brake system (ABS) and electronic traction control to prevent rear-wheel spin.
- Driver and right front passenger side air bag Supplemental Restraint System* (SRS).
- Luxury sound insulation and electronic AM/FM stereo with cassette.

The Grand Marquis' size, comfort, power and maneuverability will assure you that Mercury means excellence in business transportation.

* Always wear your safety belt.

**EPA estimated 20 city/29 hwy mpg.



IF YOU NEED PRACTICALITY WITH OUTSTANDING VALUE

... drive the **Mercury Tracer**! The Tracer offers a perfect blend of the benefits of a compact and roominess of larger sedans.

- The peace of mind of driver side air bag Supplemental Restraint System* (SRS).
- Front and rear stabilizer bars and front disc, rear drum brakes.
- Dual electric mirrors.
- A 1.9 liter displacement engine with sequential electronic fuel injection (SEFI).
- AM/FM stereo with four speakers is standard.
- A four-wheel independent suspension system adds to your comfort.
- Rear heat ducts assure the comfort of your passengers.
- Five passenger comfort with 60/40 split fold-down rear seat for added versatility.

Choose the LTS and you truly get the best of both worlds, with dual overhead cam, 16-valve engine, four-wheel disc brakes and available anti-lock brake system (ABS). The Tracer is an excellent car for the growing business.

* Always wear your safety belt.



TREAT YOURSELF TO SOME EXCITEMENT

If you are a business person with a flair for fun, look at the **Mercury Capri**. With a standard 5-speed manual transmission and multi-port electronic fuel-injection (EFI) ... the Capri is fun to drive. Select either the Capri or the Capri XR2, and the statement you make is clear ... you enjoy life and have no problem mixing business with pleasure.

IF YOU ARE LOOKING FOR RELIABILITY

... **Mercury Topaz** fills the bill. Because of its reliability, it's great for business use. Available as a sedan or coupe, the Topaz delivers satisfaction. From the 2.3-liter engine with sequential electronic fuel injection (SEFI), to power remote mirrors, this car is one that simply does everything well.



IF SPORT LUXURY IS YOUR GAME

... then **Mercury Cougar XR7** is the name you should get to know.

- All-new interior and wraparound instrumentation and controls for enhanced driver comfort and control.
- 3.8 liter fuel-injected V-6 engine or the optional 4.6 liter V-8 overhead-cam 205 horsepower engine for added performance.
- Driver and right front passenger side air bag Supplemental Restraint System* (SRS).
- Power windows and door locks.
- Reclining front bucket seats.
- Front power lumbar support.

With a host of luxuries, and proven performance, the Cougar XR7 was made for those who want to travel in style.



AFFORDABLE LUXURY CAN BE YOURS

... in the **Mercury Sable**. This car has won the hearts of business people and professionals all over America. Advanced safety features, front-wheel drive and agile independent suspension are among the list of standard features. Both the GS or top-of-the-line LS offer the room, comfort and amenities needed for business use or pleasure driving.

- A roomy interior with no-cost option of five or six passenger seating.
- Standard four-wheel disc anti-lock brakes (ABS) on the LS model.
- First in its class with a driver and right front passenger side air bag Supplemental Restraint System* (SRS).
- Easy to see, easy to reach, easy to read interior controls.
- Chlorofluorocarbon-free (CFC) air conditioning in both the GS and the LS models.
- A brake/shift interlock that prevents inadvertent shifting out of park.
- Heavy gauge steel side beams and child-proof door locks.

For those who need more space, Sable is available in a wagon, too, with available rear-facing third seat for additional seating capacity! Whether for business or pleasure, you'll find what you need in the Sable or Sable Wagon - the comfort, power and peace of mind of a Mercury.

* Always wear your safety belt.

