

RCURY

COUGAR

1999





A close-up photograph of a car's side mirror, showing the mirror housing and the glass. The background is dark with light streaks, suggesting motion. The text "Notice something different." is written in a yellow, cursive font in the upper left corner.

*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.*

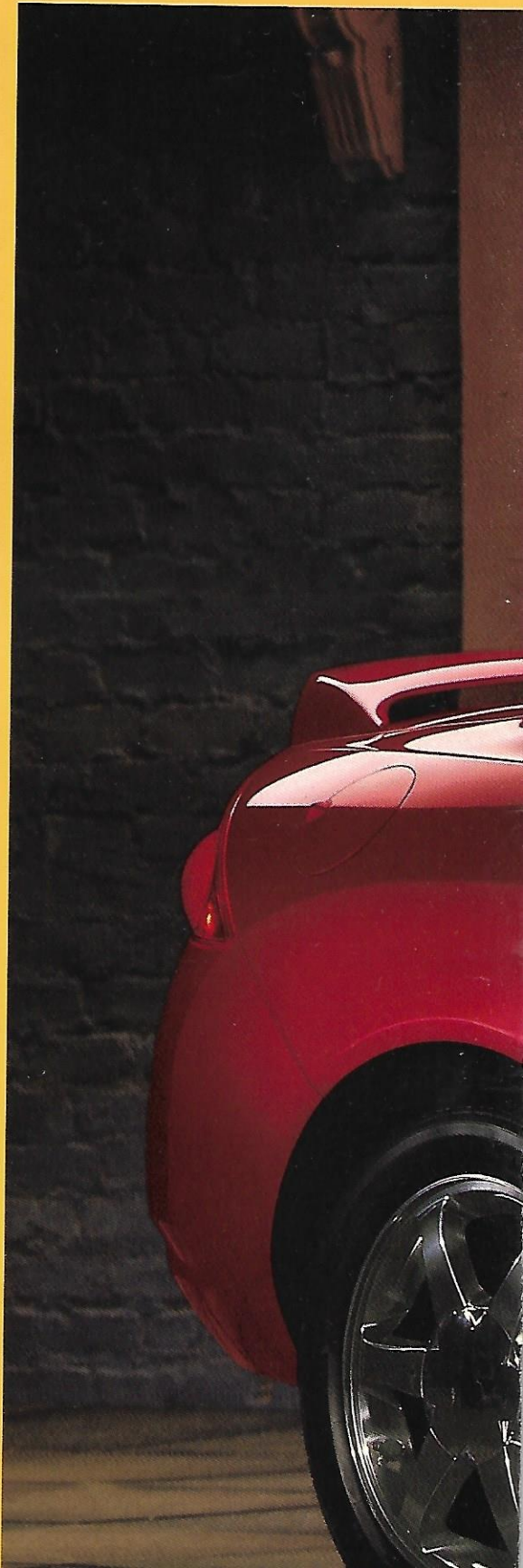
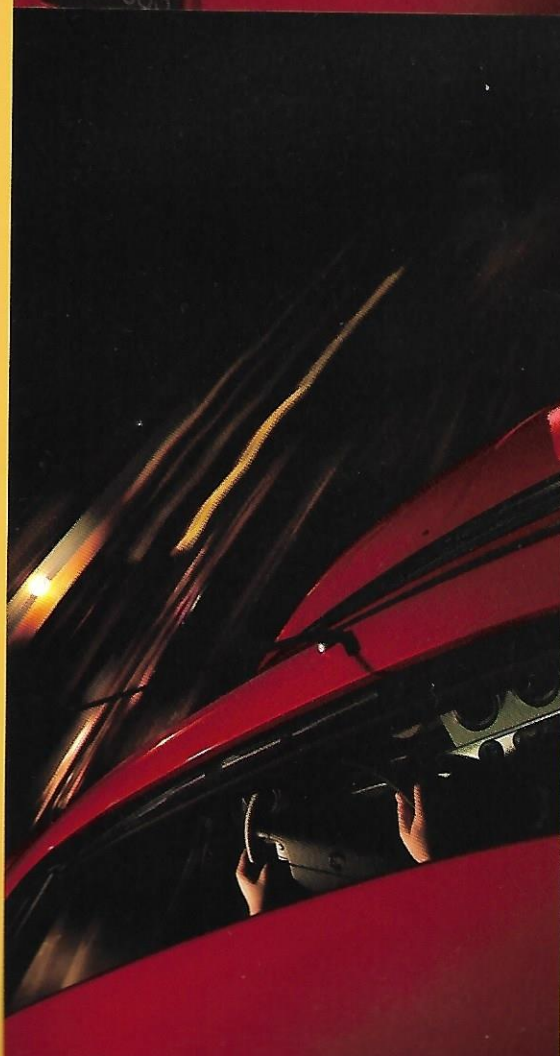
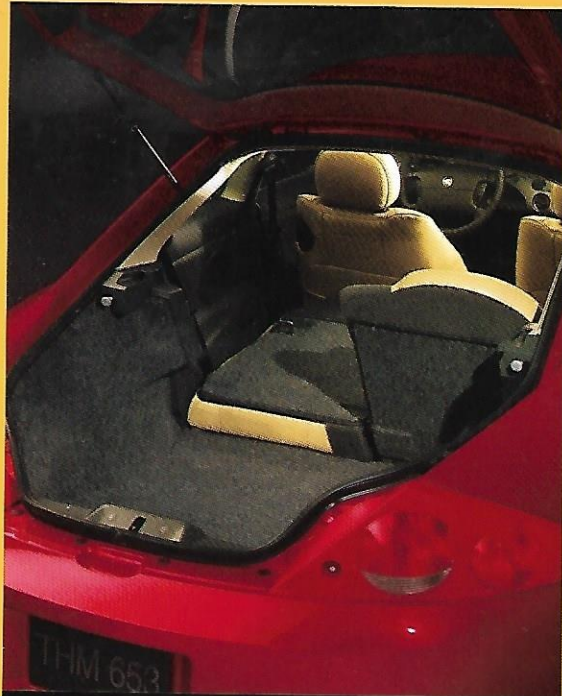
Just wait till you get hold of a new front-wheel-drive Cougar. This cat is built for some serious fun. Take the 24-valve 2.5L DOHC Duratec V-6 engine. Here's a quick, sophisticated powerplant that will truly excite you. The standard 5-speed manual is designed to let you fly through the gears. And its 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

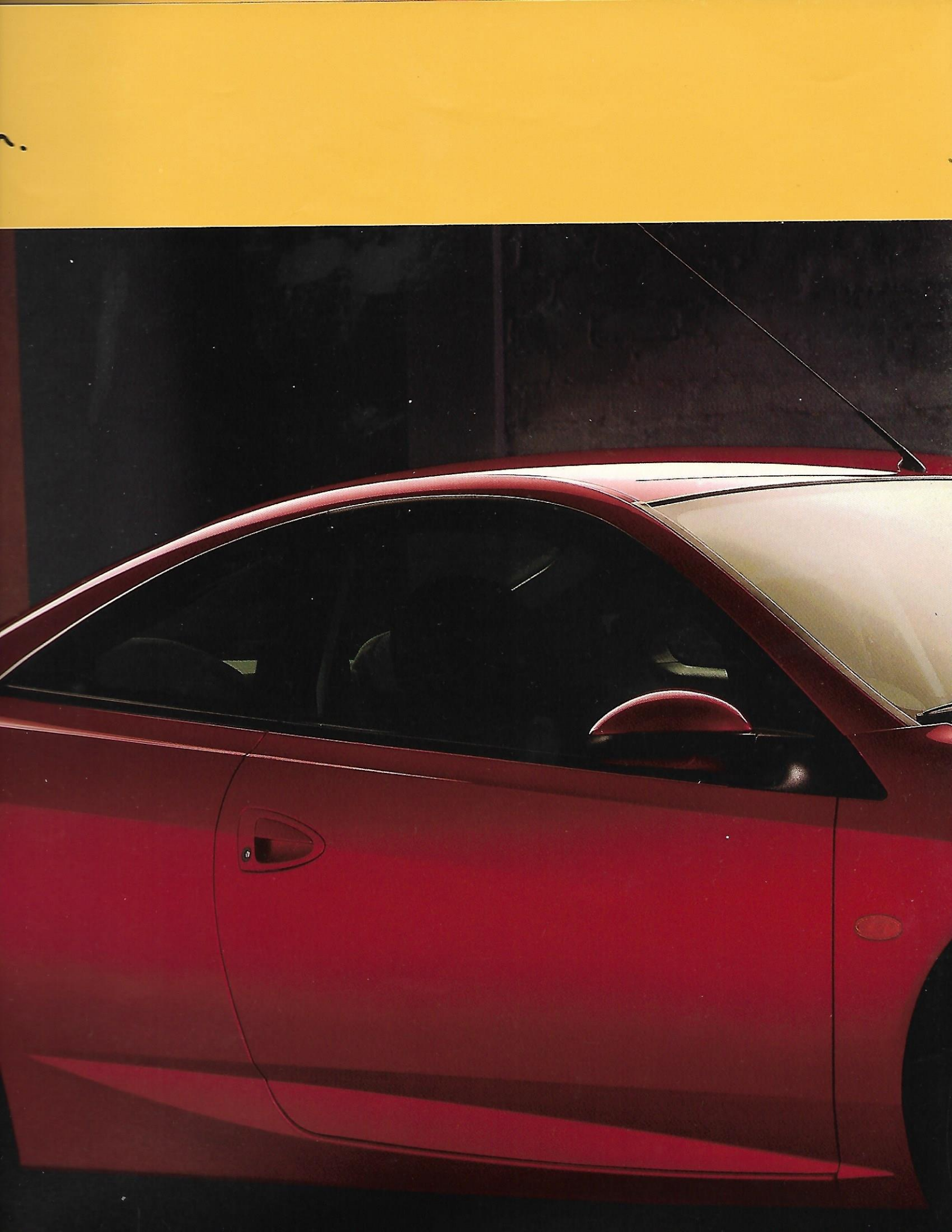
and's finally here. Now you're on  
time. That means it's time to fill up  
back and go. The split-fold rear seat  
is easier to pack in stuff like  
tools, camping gear, or whatever.  
Available rear package tray

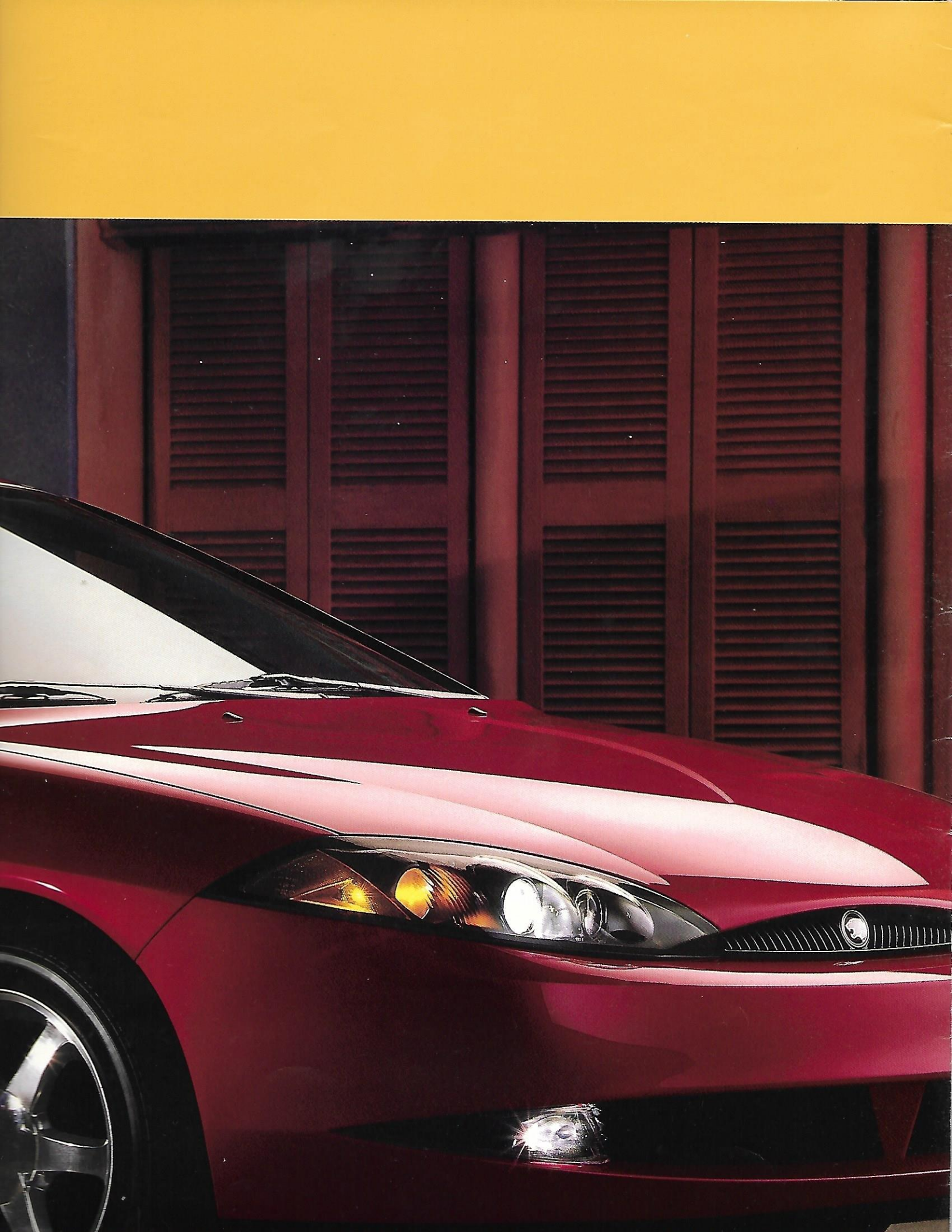
Standard  
You're cruising down a great stretch  
on a warm, sunny day. Only one  
thing can make this scene better. You open  
the available power moonroof. Perfect.

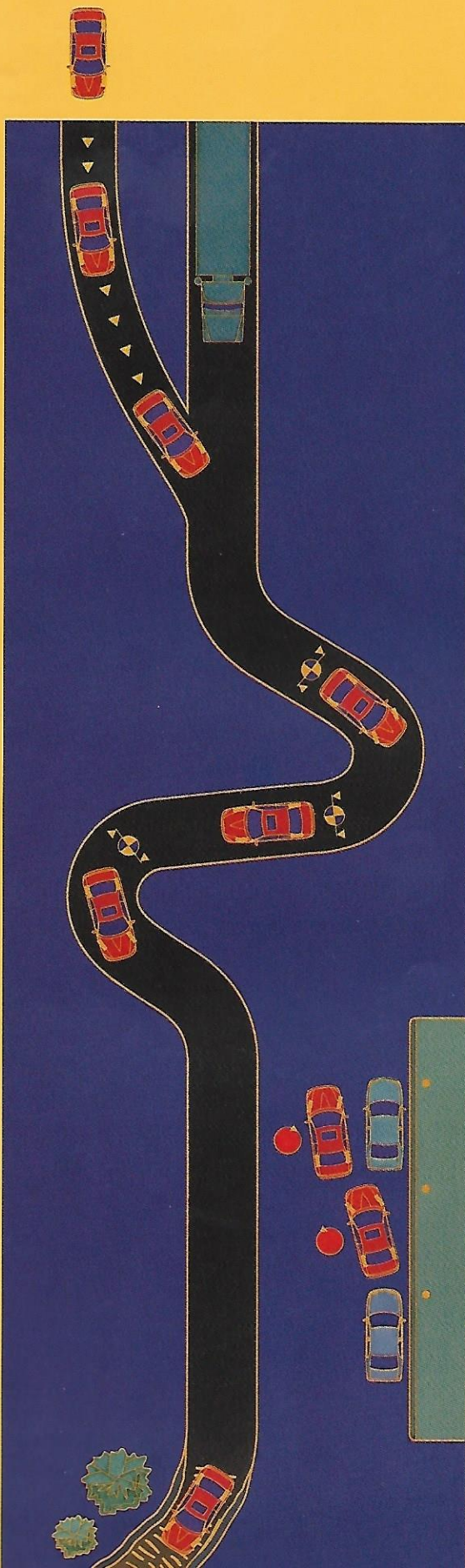
Another breath of fresh air—a par-  
ticle filtration system, air-conditioning  
and heat ducts all come standard.











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.

to your ears, a single CD radio and CD changer are also available.

ur side you'll find everything you  
up holder, a handy slot for your  
and a power outlet. Hey, front  
e compartments are even



else may be eyeing your Cougar.

it's nice to have the SecuriLock™

theft system. The correct encod-

to be used on your Cougar simply

Period.

er great feature—the available

less Entry system. You can lock

doors, unlock the trunk and turn

lights from up to 33 feet away. For

a panic button sounds the horn

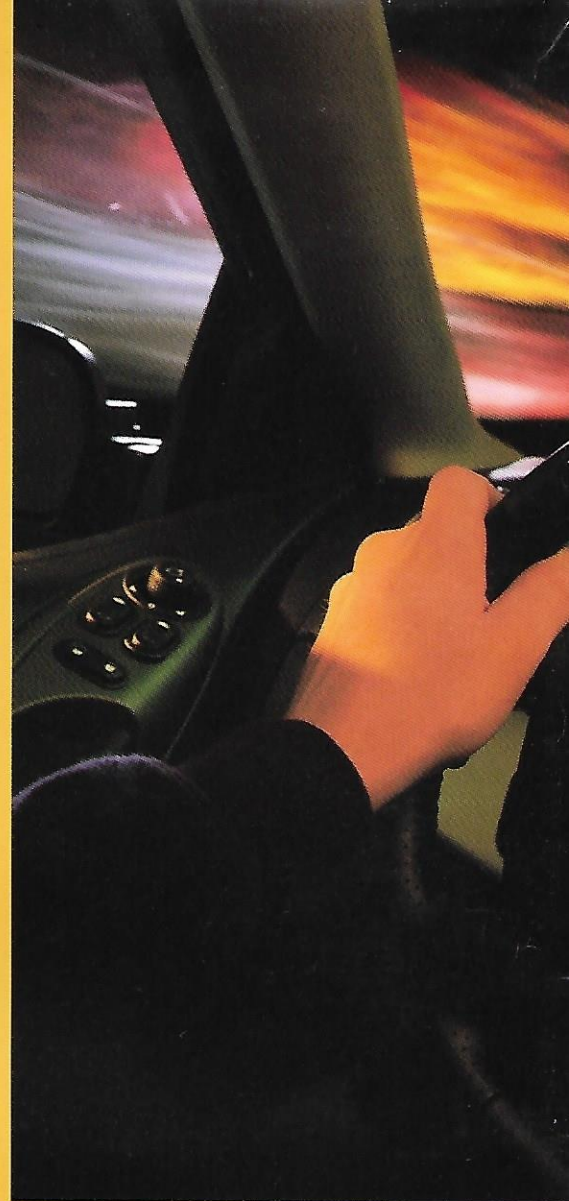
the exterior lights when pressed.



16" polished cast aluminum wheel



16" cast aluminum wheel



Tracer



Mystique



Cougar



Sable



Grand Marquis



Villager

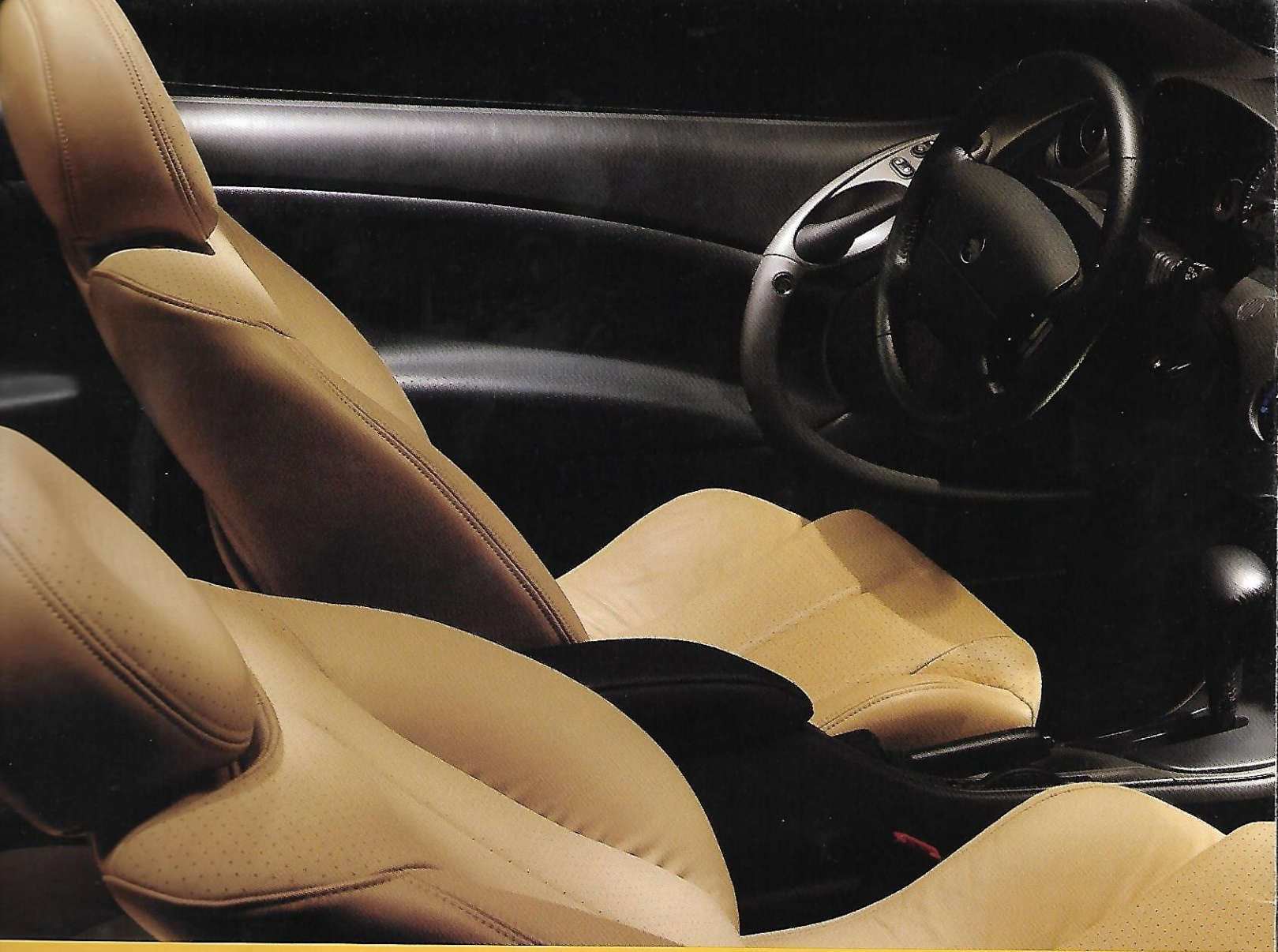




	<b>I-4</b>	<b>V-6</b>
Dual power heated outside mirrors	STD	STD
Turn signal indicators	STD	STD
High beam projector headlamps	STD	STD
Rear roof antenna	STD	STD
Power windows	STD	STD
Power window defroster	STD	STD
Power rear spoiler	OPT	GRP
Power door lockings	OPT	OPT
Power side moonroof	OPT	OPT
Power door lock tip		STD
		GRP
	<b>I-4</b>	<b>V-6</b>
Power door lock tip	STD	STD
Air filtration system	STD	STD
Power door lock heat ducts	STD	STD
Power door lock manual recline and power height adjustment	STD	STD
Power door lock seat tip/slide with memory	STD	STD
Power door lock latchback release	STD	STD
Power door lock locks and power windows with illuminated switches, power window down driver's window	STD	STD
Power door lock After includes: Power door lock empty, average fuel economy, Power door lock speed, trip odometer, and outside Power door lock temperature display	STD	STD
Power door lock Power window column	STD	STD
Power door lock Center console with storage, cup holder and power point	STD	STD
Power door lock Center console with storage bin, cup holder, power point, Power door lock and rear ashtray		GRP

<b>INSIDE (CONTINUED)</b>	<b>I-4</b>	<b>V-6</b>
Front door storage compartments	STD	STD
Carpeted 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
Cloth-covered bucket seats	STD	STD
Premium cloth-covered bucket seats with manual lumbar adjustment and seatback map pockets		GRP
50/50 split-fold rear seat	STD	STD
Variable intermittent wipers	STD	STD
Leather seating surfaces (requires power seat)		OPT †
6-way power driver's seat with power lumbar		OPT †
<b>Music</b>	<b>I-4</b>	<b>V-6</b>
Four premium speakers	STD	STD
AM/FM stereo/cassette	STD	STD
AM/FM stereo/cassette with Premium Sound	OPT	OPT/GRP
AM/FM stereo/single CD radio (replaces cassette player)	OPT	OPT
6-disc CD changer (requires Premium Sound)	OPT	OPT
<b>INTERIOR COLORS</b>	<b>I-4</b>	<b>V-6</b>
Cloth	Greystone, Tan, †† Midnight Black	Greystone, Tan* †† Midnight Black
Leather		Tan, Medium Graphite

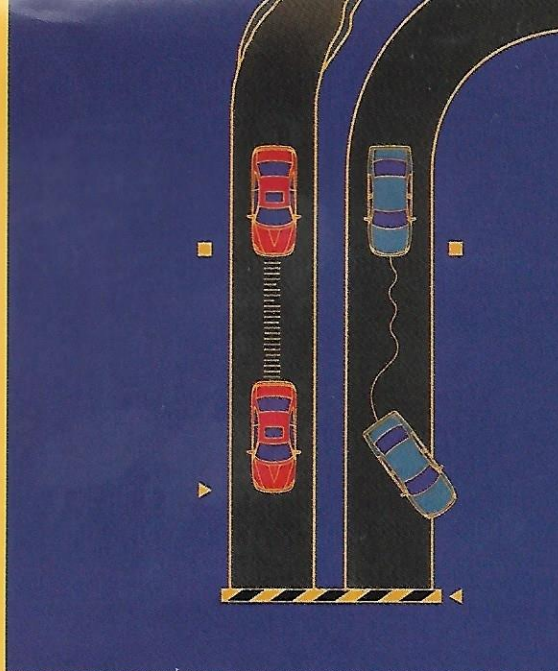




	<b>I-4</b>	<b>V-6</b>
with speedometer, engine coolant gauge, low fuel gauge, and trip computer	STD	STD
Air bags	STD	STD
Safety belt with height-adjustable head protectors	OPT	OPT
Safety belts for all rear seats	STD	STD
Anti-theft system	STD	STD
Impact door beams	STD	STD
Steering column support with front and rear air bags	STD	STD
5-mph impact bumpers	STD	STD
ABS (requires ABS)		OPT
Anti-lock Brake System (ABS)	OPT	OPT
Winter tires	<b>I-4</b>	<b>V-6</b>
Winter all-season tires	STD	STD
Winter all-season "Performance" tires		GRP
Aluminum wheels	STD	STD
Aluminum wheels		GRP
Aluminum wheels		OPT

OPT=Optional Feature; GRP=included in Group. STD=Standard Equipment.

	<b>I-4</b>	<b>V-6</b>
<b>ENGINES</b>		
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 multi-port electronic fuel injection (SMPFI)	Sequential multi-port electronic fuel injection (SMPFI)
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***	100,000 miles***
<b>CAPACITIES</b>		
Fuel tank	15.5 gal.	15.5 gal.
Oil	4.5 qts.	5.5 qts.
<b>TRANSAXLES</b>		
Standard	5-speed manual overdrive	5-speed manual overdrive
Optional		4-speed electronic automatic overdrive
<b>BRAKES</b>		
Front	Ventilated disc	Ventilated disc
Rear	Drum	Drum
<b>STEERING</b>		
Variable-rate power rack-and-pinion with low-friction ball joints and tie-rod ends		
<b>SUSPENSION</b>		
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		
<b>DIMENSIONS (IN INCHES)</b>		
Wheelbase	106.4	Cargo Capacity with Rear Seat Up . . . 14.5 cu. ft.
Track, front/rear	59.3/58.7	Rear Seat Down . . . . . 24 cu. ft.



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.)

**CONVENIENCE GROUP**  
 with tap-up/tap-down feature  
 wiper/washer  
 Entry system

**CONVENIENCE GROUP**  
 the I-4 Convenience Group equipment plus the  
 FM stereo/cassette with Premium Sound

**SPORT GROUP**  
 and steering wheel and shift knob  
 cast aluminum wheels  
 or spoiler  
 covered bucket seats with manual lumbar support  
 takes

glove box lamp, map lamps, illuminated visor  
 warning system, which includes displays for:  
 brake pad wear, low outside temperature, bulb  
 service reminder)  
 er console with storage bin, cup holder, power  
 and rear ashtray  
 trim plate

**CHANGES**  
 tion of this brochure, certain changes in  
 ment, options, prices and the life, or product  
 e occurred which would not be included in these  
 your dealer is your best source for up-to-date  
 coin Mercury reserves the right to change product  
 at any time without incurring obligations.

Options shown or described in this brochure  
 extra cost and may be offered only in combination



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>

comprehensive program  
to your complete satisfaction.

ASSISTANCE

VEHICLE LIMITED WARRANTY

CUSTOMER ASSISTANCE CENTER

DELIVERY PROCESS

DELIVERY PROCESS

THE MERCURY COMMITMENT<sup>SM</sup>?

extra comforts of ownership,

and in a comprehensive benefits

It is the assurance that meeting your

needs will always be our

objective.

dealer for complete details and a copy

of limited warranties.