

MERCURY GRAND MARQUIS





*The ride says it all.*

just where you're going, but how

it gets there that counts. This is what

Mercury Grand Marquis such a

comfortable automobile. It has a

reputation for a smooth ride

exceptional comfort. And of

course, a powerful V-8 engine. So it's

not surprising that it has the highest

customer loyalty of any vehicle in its class.\*

Is there a better way to enjoy yourself, on

the way to enjoying yourself?



See the link  
page 8 for the  
year Mercury  
ranked highest for





GRAND MARQUIS LS

GDM-JVZ  
MERCURY

MERCURY









certs. Weekend getaways and long  
vacations. Simply put, you're pre  
hard to pin down. But one thing  
certainly be said about you — you  
enjoy socializing. Knowing that  
it's great to have a vehicle that can  
handle everyone? A vehicle like the  
Mercury Grand Marquis. It has a gen  
erous interior few cars seem to hav  
these days. Enough room to seat  
people comfortably. And this is  
ordinary space. It's filled with the  
kind of features you'll take pleasur  
in. So go ahead. Indulge yourself  
with something you deserve.











# Appointments you'll enjoy

Make driving extra comfortable,

the steering wheel adjusts

smoothly and effortlessly to your

preferred driving position.

The exterior keypad allows you to

lock and unlock doors by entering

your own personal code (standard on

models available on GS). Or use the

optional Keyless Entry system's key fob

to not only lock and unlock doors,

but also turn on interior lights and opens

the trunk from a distance. It even

includes a panic button.

The optional disc CD changer is available for

the Grand Marquis LS. Now you can

enjoy rich, clear sound, wherever















Here's the kind of power you're looking for. Grand Marquis comes equipped with a smooth, quiet V-8 engine. And it's the only vehicle in its class with a standard V-8!

What makes this car such a joy to drive? It's due in large part to the PrecisionTrac™ suspension system. With the Watt's linkage rear suspension, you'll find the ride and handling very impressive indeed.

Speed-sensitive power steering helps you maneuver — especially in tight spaces.

Available Traction Control (requires ABS) helps you maintain directional stability and steering control through



... support comes standard on LS.

...nger's side is available with LS

... Premium Package. What's more,

...d Marquis comes with

...way power driver's seat

...power recliner which is

...ted through controls

...veniently located at

...side.

...e ultimate in comfort,

...o your Grand Marquis LS with

...ble soft, supple,

...er seating surfaces. It'll take your

...o the next level of comfort.



16" chromed locking wheel covers



16" teardrop alloy wheels



16" luxury chromed wheel covers



Tracer



Mystique



Cougar



Sable



Grand Marquis



Villager



Mountaineer





### FUNCTIONAL FEATURES

	GS	LS
Second Generation dual air bags*	STD	STD
100,000-mile scheduled tune-up intervals**	STD	STD
Brake/shift interlock	STD	STD
Stainless steel extended-life exhaust system	STD	STD
Luxury sound insulation	STD	STD
Solar tint glass	STD	STD
Stalk-mounted control on steering column for turn signals, headlamp high beam, flash-to-pass, windshield wiper/washer	STD	STD
Anti-lock Brake System (ABS)	OPT	OPT/PKG
All-Speed Traction Control (requires ABS)	OPT	OPT/PKG
Handling Package	OPT	OPT
Engine block heater	OPT	OPT
Rear air springs with load leveling suspension		OPT

### EXTERIOR FEATURES

	GS	LS
5-mph impact bumpers front/rear	STD	STD
Complex reflector headlamps with crystalline lenses and parking lamps	STD	STD
Dual power outside fold-away mirrors	STD	STD
Cornering lamps	STD	STD
Narrow bodyside molding with bright insert	STD	
Wide bodyside molding with bright insert		STD
Upper bodyside paint stripes	OPT	STD
Keyless exterior keypad (Included with Remote Keyless Entry)	OPT	STD

### AUDIO SYSTEMS

	GS	LS
AM/FM stereo/cassette	STD	STD
Concealed radio antenna	STD	STD
Premium AM/FM stereo/cassette/Premium Sound with Radio Data System (RDS)		OPT/PKG
AM/FM stereo with single-disc CD player	OPT	
6-disc radio-controlled CD changer		OPT

### INSTRUMENTATION

Backlit analog instrumentation with speedometer, fuel gauge, temperature gauge, voltmeter, oil pressure gauge, odometer and trip odometer

Warning lights for low fuel, check engine, fail-safe cooling, emissions system, air bag readiness alert, safety belts, parking brake, ABS and Traction Control (if equipped)

Reminder chimes for headlamps-on, key-in-ignition, and safety belt

Digital instrumentation with built-in message center

### INTERIOR COMFORT AND CONVENIENCE FEATURES

CFC-free air conditioner

Height-adjustable front outboard shoulder safety belts

Tilt steering wheel

Rear door childproof safety locks

Power windows with driver's side express-down

Autolamp on/off delay lighting system

Automatic parking brake release

Door map pockets

Passenger visor mirror

Luggage compartment, glove box, dual instrument panel courtesy and dome lights

Dual cup holders

Interval windshield wipers with fluidic washer system

Rear window defroster

Rear seat heat ducts

Fingertip speed control with tap-up/tap-down feature

Illuminated entry system

Power lock group (Includes power door locks and decklid release)

Front and rear carpeted floor mats

Harvest Gold  
Clearcoat Metallic



Toreador Red  
Clearcoat Metallic



Spruce Green  
Clearcoat Metallic











Optional ABS provides straighter  
 stops and greater steering control  
 during emergency stopping on  
 slippery road surfaces.

Among comparable basic large cars  
 tested, Grand Marquis is the only  
 car with a double five star crash test  
 rating — the government's highest  
 possible rating.<sup>†</sup>

**LS PREMIUM PACKAGE**

- Teardrop alloy wheels
- Leather-wrapped steering wheel
- Electronic automatic temperature control
- 8-way power passenger seat with power recliner and power lumbar support
- Electrochromic (auto-dimming) inside rearview mirror with compass

**LS ULTIMATE PACKAGE**

- Includes all of the Premium Package equipment plus the following:
- Anti-lock Brake System (ABS)
- All-Speed Traction Control (requires ABS)
- Digital instrumentation
- Premium AM/FM stereo/cassette/Premium Sound with Radio Data System (RDS)

**HANDLING PACKAGE**

- 3.27 axle ratio
- 16" lacy-spoke cast aluminum wheels with P225/60TR16 black sidewall "Handling" tires
- Dual exhaust (with 215 HP engine rating)
- Rear air suspension with unique springs
- Unique tuned suspension (shocks, spring rates, stabilizer bars)

**Ford Credit** **Red Carpet Lease**

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).

**Mercury Cycling Team**

The Mercury Cycling Team is hitting the streets and will be participating in races from coast to coast. Look for this pro cycling team in your area.

For more information on Mercury vehicles via the internet enter: [www.mercuryvehicles.com](http://www.mercuryvehicles.com).



For LS models, an available universal  
 programmable garage door opener  
 located on the visor can control up to  
 three garage doors or turn on headlights  
 with additional equipment.

A dealer installed cargo net helps  
 keep your trunk organized and  
 prevents groceries and packages  
 from sliding around.

<sup>†</sup>Driver and passenger front crash test. Government star rating. See [www.safercar.gov](http://www.safercar.gov) for details.



dedicated to your complete satisfaction.

ROADSIDE ASSISTANCE

MERCURY VEHICLE LIMITED WARRANTY

MERCURY CUSTOMER ASSISTANCE CENTER

SPECIAL DELIVERY PROCESS

OWNER DELIVERY PROCESS

WHAT IS THE MERCURY COMMITMENT?

It is 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

Imagine yourself in a Mercury 

LITHO IN USA (500K) 8-98 P-6818 Buckle up—*together we can save lives.*



**50%**  
TOTAL RECOVERED FIBER  
10% POST CONSUMER FIBER

