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**1994 MERCURY  
GRAND MARQUIS**

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

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**"When you compare the Grand Marquis with its competition, you find it really doesn't have any."**

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

But no doubt the first thing that will impress you about the Grand Marquis is its sleek and stylish appearance. With

aerodynamics as the driving force behind its form, designers specified wide, limousine-style doors that arc into the roof leaving hardly a seam. Its flush glass provides an unobstructed surface for wind to rush by. Even the door handles are recessed into the body. The result

gives passengers a quieter place to ride and contributes to Grand Marquis' ability to travel impressive distances between fuel stops.\*

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 driver and right front passenger air bag Supplemental Restraint System (SRS), standard four-wheel disc brakes, available Anti-lock Braking System (ABS) and available electronic Traction Assist. All of these features are offered on your choice of models for 1994: the GS and LS. When you compare the Grand Marquis with its competition, you find it really doesn't have any.

\*See the EPA statement in the back of this brochure.

**GRAND MARQUIS  
STANDARD FEATURES  
INCLUDE:**

- 4.6-liter overhead cam fuel-injected V-8
- Driver and right front passenger air bag Supplemental Restraint System
- 4-speed electronic automatic overdrive transmission
- Rear-wheel drive
- Speed-sensitive, variable-assist power steering
- Automatic parking brake release
- Power remote-controlled outside mirrors
- Power windows
- Automatic headlamp on/off/delay



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





**"Grand Marquis'  
190-hp overhead  
cam V-8 heads  
a long list of  
driver-pleasing  
engineering  
features."**

As impressive as Grand Marquis is for outstanding passenger room and a cavernous trunk, its technology is equally impressive. Both GS and LS models move easily down the road with an assurance that's provided by 190 horsepower.

Grand Marquis' 190-hp overhead cam V-8 with sequential multi-port fuel injection heads a long list of

driver-pleasing engineering features. Like a standard four-speed electronic automatic transmission which not only shifts seamlessly, but enables the driver to lock out its overdrive gear by depressing a button on the transmission selector lever. This feature provides a "second" gear which is especially useful when you desire added engine braking

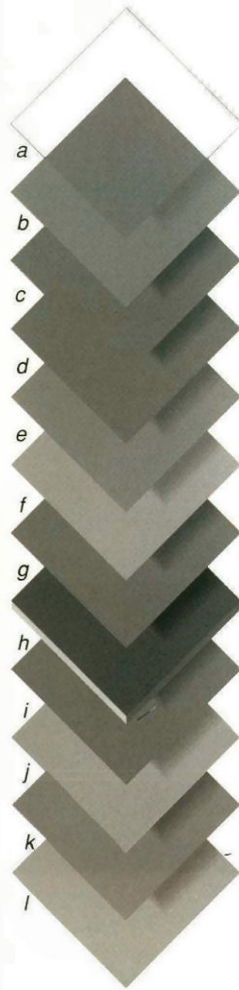
for driving in hilly terrain. Permitting overdrive to engage reduces engine speed by a third, making for even quieter and more economical highway cruising.\*

In addition, large power-assisted four-wheel disc brakes deliver decisive stopping power. And speed-sensitive power steering provides extra steering assist at slow speeds for maneuvers like parking while reducing assist at highway speeds to improve road feel—highly desirable for positive

steering control. Such complete engineering makes itself known best through a solid and responsive feel from the driver's seat.

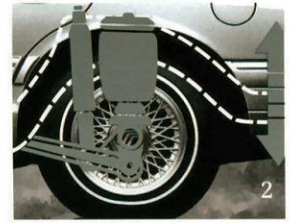
Other notable standard features include a 20-gallon fuel tank to increase the distance between fuel stops, automatic headlamps that turn themselves on and off when activated, power remote-controlled outside mirrors, power windows, and a cargo net that gently, but firmly, holds parcels in place.

\*See the EPA statement in the back of this brochure.



Grand Marquis' body panels are protected by a multi-step, state-of-the-art finishing process that includes, from top:

- a. Clearcoat
- b. Base coat
- c. Body spray primer
- d. Chip-resistant primer on frontal surfaces
- e. Urethane chip protective coating on lower bodyside
- f. Primer coat
- g. Phosphate coating
- h. Galvanizing layer
- i. Base metal
- j. Galvanizing layer
- k. Phosphate coating
- l. Primer



1. The optional Trailer Tow III package transforms Grand Marquis into a heavy-duty towing vehicle. Special equipment for this purpose includes dual exhaust that boosts engine horsepower, rear air suspension and auxiliary coolers for the transmission and power steering.

2. Optional on LS, rear air spring suspension not only provides a more comfortable ride, but also automatically adjusts rear ride height to suit heavier loads. These adjustments help to ensure a smooth ride and predictable handling under varying load conditions.

3. Grand Marquis' technically advanced single overhead camshaft (SOHC) V-8 produces 190 horsepower and 260 lb-ft of torque from 4.6 liters. Horsepower increases to 210 and torque to 270 lb-ft with dual exhaust available in LS Trailer Tow III or Handling packages.

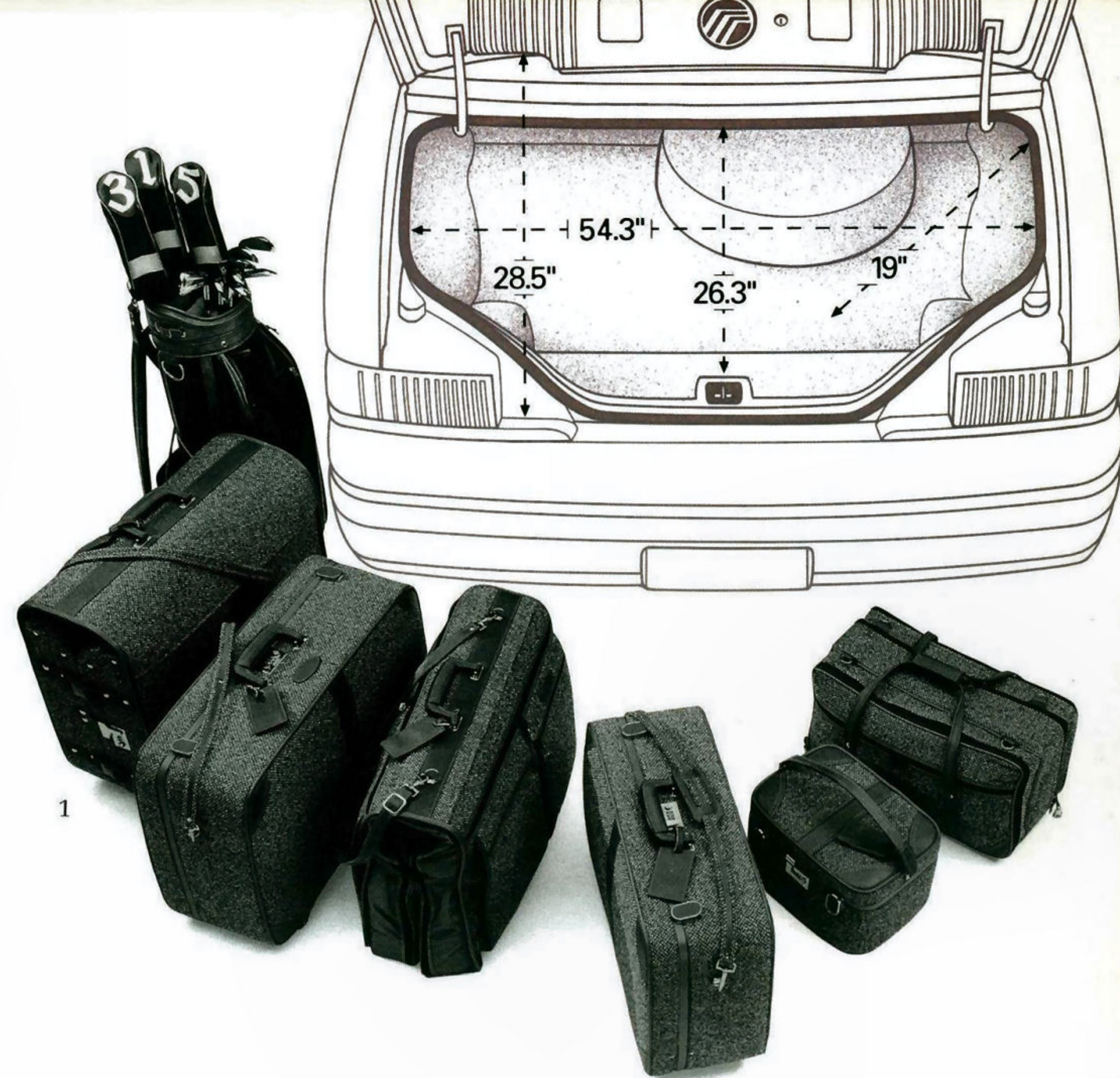
**GRAND MARQUIS  
STANDARD FEATURES  
INCLUDE:**

- Nitrogen gas-pressurized shock absorbers
- Low-profile halogen headlamps
- Limousine-style doors with flush glass windows
- Full-size 6-passenger seating
- Bumpers tested at 5-mph impact
- Protective bodyside molding
- Long-life stainless steel exhaust system
- 20-gallon fuel tank



Grand Marquis GS pictured in Garnet Red Clearcoat Metallic with locking radial spoke wheel covers. Some features shown may be optional.





1. An enormous 20.6 cubic foot trunk swallows virtually any road-going luggage with a low lift-over height for easy loading and unloading, and a cargo net to secure small items.
2. The standard analog instruments shown here can be replaced by an optional electronic cluster included as part of the electronic group available in LS models.
3. Adjustable D-rings for the driver and right front passenger improve shoulder belt fit and comfort.
4. Cup holders slide out from the lower center of the dash to provide a secure place for beverages.
5. Standard power windows include an express-down feature for the driver's window.
6. Standard tilt steering column adjusts to your driving position.
7. Grand Marquis LS front seat shown in standard Portofino Blue fabric upholstery.
8. Grand Marquis GS front seat shown in standard Garnet fabric upholstery.
9. Grand Marquis LS front seat shown with optional Opal Grey leather seating surfaces.



- GRAND MARQUIS STANDARD FEATURES INCLUDE:**
- CFC-free air conditioner
  - Tilt steering column
  - Electronic AM/FM cassette radio
  - Power remote-controlled outside rearview mirrors
  - 2-speed variable interval windshield wipers
  - Courtesy light switches for all doors
  - Fold-down front- and rear-seat center armrests
  - Rich cloth upholstery
  - Luggage compartment cargo net

Room is essential to comfort. To this end, Grand Marquis provides generous dimensions to accommodate six adults with ease—plus a rich array of amenities. In keeping with Mercury tradition, both drivers and passengers receive special treatment. Consider, for example, the rich cloth seating together with standard GS

**“Grand Marquis provides generous dimensions to accommodate six adults with ease—plus a rich array of amenities.”**

features like tilt steering, power remote-controlled outside mirrors, power driver's seat and electronic AM/FM stereo cassette. A

convenient express-down power window feature fully lowers the left front window with a brief touch of the driver's window switch. And the air conditioner uses a non-ozone depleting refrigerant free of CFCs.

Such thinking anticipates the needs of drivers and their passengers. So do Grand Marquis' other standard features, like the cup holders that slide out from the dash to conceal your valuables and door pockets that store often accessed items like maps, sunglasses and cassette tapes.

Gauges and controls are easy to see, as is the world outside. The logical layout of Grand Marquis' instrumentation clearly displays vital information. Major controls for the headlamps and interval wipers are large and simple to operate. Designers even increased the size of the radio controls for easier use.

In addition to all the Grand Marquis GS offers, the LS includes twin comfort front seats in luxury cloth or, if you choose, supple leather trim. And its six-way power driver's seat has a power recliner and power lumbar adjustment. A select list of options is also available on both models. A complete list of features and options, including value-packed Preferred Equipment Packages, is on pages 10 and 11.

This list, however, would not be complete without a compendium of Grand Marquis safety features. For more on this important subject, please turn the page.



Grand Marquis LS interior pictured with optional Opal Grey leather seating surfaces. Other equipment shown may be optional.



You'll be pleased to note that Grand Marquis places a reassuring emphasis on the safety of both driver and passengers. Included in its array of safety equipment are four-wheel disc brakes which deliver fade-resistant stopping performance. With the available



Anti-lock Braking System (ABS), an on-

**"Grand Marquis places a reassuring emphasis on the safety of both driver and passengers."**

board computer electronically manages braking performance to help shorten stopping distances and improve driver control during heavy brake application—even on slippery roads.

Included with ABS,

electronic Traction Assist employs computer-controlled intervention of the rear brakes to help prevent wheel spin. Thus it improves traction and stability on slick roads and boat launches. Enhancing your driving control is the goal behind ABS and electronic Traction

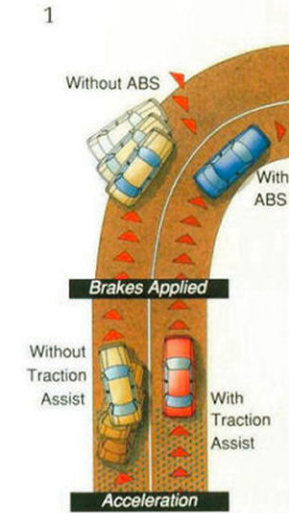
Assist, placing them among the most useful of Grand Marquis' many safety-oriented options.

Grand Marquis' structure is built upon a sturdy perimeter frame. Each front roof pillar has been tested to meet a static force equal to 5,000 pounds, an amount greater than the car's total weight. And Grand Marquis meets 1997 Federal Dynamic Side Impact Standards.

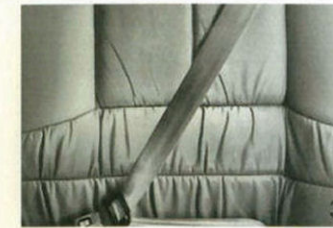
However, while inherently strong, the body includes structures in the front and rear that are designed to "crumple" on impact, absorbing energy during a collision before it reaches the passenger compartment.

Safety belts provide key protection in all types of collisions. And, working in combination with properly worn safety belts, Grand Marquis' standard driver- and right front passenger-side air bag Supplemental Restraint System (SRS) inflates quicker than the blink of an eye for an added measure of protection in certain moderate to severe frontal collisions.

1. Grand Marquis' available anti-lock braking system helps drivers maintain steering control during hard braking, even in less-than-ideal conditions. And it includes electronic Traction Assist which helps the driving wheels grip slippery surfaces rather than spinning during acceleration.



2. The available keyless entry system includes two key ring transmitters which allow you to remotely lock and unlock all doors, release the trunk and switch on the illuminated entry system from distances up to 33 feet, plus a remote panic alarm which sounds the horn and flashes exterior lamps intermittently.



3. Rear lap/shoulder safety belts enhance security for outboard rear passengers.

steering delivers excellent road feel with the right amount of assist for all driving maneuvers from tight parking situations to twisty country roads.

4. Four-wheel disc brakes provide fade-resistant stopping performance.

7. Both front and rear bumpers are built to withstand impacts up to five mph.

5. Grand Marquis meets 1997 Federal Dynamic Side Impact Safety Standards.

8. Optional cornering lamps activate with the turn signals to

6. Speed-sensitive power

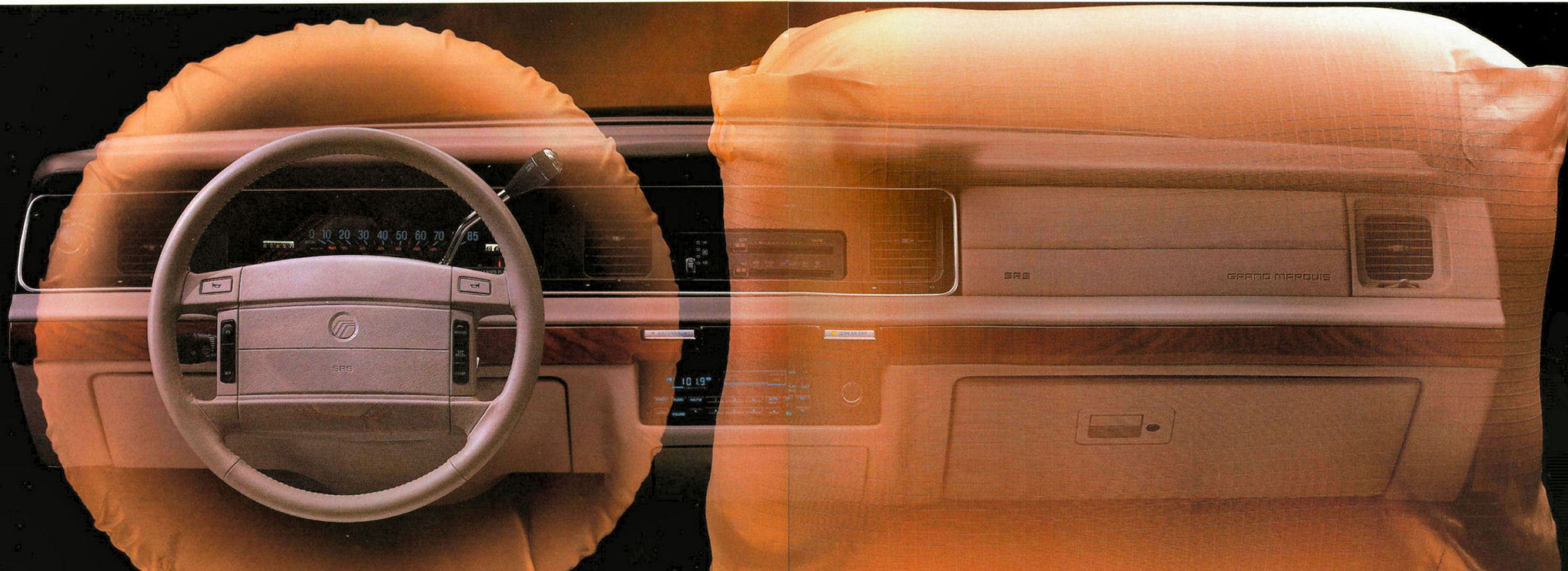
increase visibility when rounding corners for an added margin of night driving



9. Front and rear crumple zones are designed to deform on impact to help dissipate the energy of a collision before it reaches the passenger compartment.

**GRAND MARQUIS STANDARD FEATURES INCLUDE:**

- Driver and right front passenger air bag Supplemental Restraint System
- Power assisted 4-wheel disc brakes
- Meets 1997 Federal Dynamic Side Impact Safety Standards
- Child safety locks on rear doors
- Energy absorbing steering column and steering wheel
- Head restraints for front and rear outboard passengers
- Body-on-frame construction
- Lap/shoulder safety belts for front and rear outboard passengers
- Manual lap safety belts for center occupants
- Safety-designed A-pillars and roof



A standard driver and right front passenger air bag Supplemental Restraint System (SRS) offers added protection when used in combination with safety belts. In moderate to severe front-end collisions, the air bag inflates in less time than it takes to blink an eye.



**Drive what you really want to drive.**

More and more people are choosing a Red Carpet Lease from Ford Credit as an alternative to buying a new Mercury.



That's because a Red Carpet Lease allows a qualified customer to drive a brand-new

Mercury more often for a lot less than you'd think. Which means you can afford to drive what you really want to drive. When you fulfill your lease, you can return the car and lease another brand-new vehicle all over again. Ask for all the benefits of a Red Carpet Lease at your Lincoln-Mercury dealer.

**Assurance that travels with you.**

Every new Mercury includes the assurance of an emergency Roadside Assistance Program provided by Ford Auto Club, Inc. during the 3-year/36,000-mile bumper-to-bumper warranty period. Help is a toll-free phone call away 24 hours a day, anywhere in the continental United States should you need any towing assistance, fuel delivery, tire change, a jump start or even help when you've locked yourself out of your car. Ask your Lincoln-Mercury dealer for complete details on the Ford Roadside Assistance Program and a copy of the limited warranty.

FUNCTIONAL FEATURES	GS	LS
	SEDAN	SEDAN
Driver-side air bag Supplemental Restraint System	S	S
Right front passenger air bag Supplemental Restraint System	S	S
Lap/shoulder safety belts for front and rear outboard occupants	S	S
4.6 liter SOHC V-8 engine	S	S
4-speed electronic automatic overdrive transmission	S	S
Power 4-wheel disc brakes	S	S
Speed-sensitive, variable-assist power steering	S	S
Maintenance-free battery	S	S
95-amp alternator	S	S
Luxury sound insulation	S	S
Tinted glass	S	S
Stalk-mounted control on steering column for turn signals, headlamp beams, flash-to-pass, washer/wipers	S	S
Anti-lock Brake System (ABS) with electronic Traction Assist	0	0
Rear air suspension	0	0
Handling package	0	0
Trailer Tow III with 5,000-lb. load capacity	0	0
Engine block heater	0	0
<b>EXTERIOR FEATURES</b>		
5-mph impact bumpers	S	S
Lower bodyside urethane protection	S	S
Wide bodyside molding with bright insert	S	S
Halogen headlamps	S	S
Upper bodyside paint stripes	0	0*
Cornering lamps	0*	0*
Rear license plate frame	0*	0*



Shown here are the Grand Marquis sound systems as follows:

1. A standard electronic AM/FM stereo with cassette and four speakers.
2. The High-Level electronic AM stereo/FM stereo/cassette system includes a power amplifier (80 watts total power) and six speakers, optional on LS.

INTERIOR COMFORT AND CONVENIENCE FEATURES	GS	LS
	SEDAN	SEDAN
CFC-free air conditioner	S	S
Cargo net	S	S
Rear door child safety locks	S	S
Power windows	S	S
Express-down power driver window	S	S
Automatic headlamp on/off delay system	S	S
Automatic parking brake release	S	S
Driver footrest	S	S
Tilt steering column	S	S
Twin comfort seats with dual recliners, cloth trim	S	S
Luxury twin comfort seats with high-level cloth and rear seat head restraints	S	S
6-way power driver's seat (including power lumbar and recliner on LS)	S	S
Door map pockets	S	S
Rear seat center armrest	S	S
2 rear seat ashtrays	S	S
Passenger visor mirror	S	S
Dual courtesy lights on instrument panel	S	S
Courtesy light switches on all doors	S	S
Trunk, glovebox, front ashtray lights	S	S
Electronic digital clock	S	S
Power outside mirrors	S	S
Dual cup holders	S	S
Color-keyed carpeting	S	S
Carpeted luggage area	S	S
Spare tire cover	S	S
Interval wipers	S	S
Keyless entry with two remotes	0	0
Fingertip speed control	0*	0*
Leather seating surfaces	0	0
Leather-wrapped steering wheel (requires speed control)	0	0*
6-way dual power seats with power lumbar and power recliner	0	0
CFC-free automatic temperature control (available only as part of electronic group)	0	0
Electronic group includes electronic instrumentation, Tripminder® computer, automatic temperature control air conditioner, heavy-duty battery	0	0
Luxury light group includes dual illuminated visor mirrors with dual secondary visors for front/side coverage, rear seat reading lamps, engine compartment light and dual-beam map/dome light	0	0*
Illuminated entry system	0	0*
Power lock group includes door locks and decklid release	0*	0*
Rear window defroster	0*	0*
Front carpet floor mats	0*	0*
Rear carpet floor mats	0*	0*

SOUND SYSTEMS	GS	LS
	SEDAN	SEDAN
Electronic AM stereo/FM stereo radio with cassette	S	S
High-Level electronic AM/FM stereo cassette audio system with power amplifier, total 80 watts RMS	0	0
Power antenna	0	0
<b>INSTRUMENTATION</b>		
Analog instrumentation with speedometer, fuel gauge, odometer and trip odometer	S	S
Warning lights for low fuel, emissions system and air bag readiness (available only as a part of electronic group)	S	S
Electronic instrumentation with built-in message center (available only as a part of electronic group)	0	0
<b>WHEELS AND TIRES</b>		
P215/70R15 white sidewall, all-season, steel-belted radials	S	S
Luxury full wheel cover	S	S
Locking radial spoke wheel covers	0	0
P225/70R15 WSW tires (included and only available with Handling Package)	0	0
Conventional size spare wheel and tire (aluminum wheel spare requires optional cast aluminum wheels)	0	0
Cast aluminum wheels	0*	0*
<b>TRAILER TOW III OPTION</b>		
5,000-lb. capacity includes • Rear air spring suspension • Heavy-duty battery • Heavy-duty cooling • Dual exhaust • Trailer wiring harness • Power steering fluid cooler • Transmission oil cooler • Heavy-duty flashers • Conventional spare tire • Heavy-duty U-joints • 3.27 Traction-Lok Axle (replaced with 3.27 conventional axle when trailer tow is ordered in conjunction with ABS/Traction Assist)	0	0
<b>HANDLING PACKAGE OPTION</b>		
Includes: • Dual exhaust • 3.27 axle • Anti-lock Brake System with Traction Assist • Upsized front and rear stabilizer bars • P225/70R15 WSW tires • Cast aluminum wheels • Rear air suspension w/unique springs • Unique tuned suspension (shocks, spring rates) • Unique steering gear	0	0

\*Option available only as part of a Preferred Equipment Package.

S Standard feature 0 Optional feature

\*See the EPA statement in the back of this brochure.

PREFERRED EQUIPMENT PACKAGES	
To make ordering easy we've grouped certain options together into the Preferred Equipment Packages listed below. And priced them to offer sticker price savings over ordering these items individually.**	
<b>GS SEDAN PREFERRED EQUIPMENT PACKAGE 157A</b>	
Fingertip speed control	•
Power lock group	•
Electric rear window defroster	•
Front carpet floor mats	•
Rear carpet floor mats	•
<b>LS SEDAN PREFERRED EQUIPMENT PACKAGE 172A</b>	
Fingertip speed control	•
Power lock group	•
Electric rear window defroster	•
Illuminated entry system	•
Luxury light group	•
Front carpet floor mats	•
Rear carpet floor mats	•
Bodyside paint stripe	•
Leather-wrapped steering wheel	•
Power radio antenna	•
Front cornering lamps	•
Rear license plate frame	•
Cast aluminum wheels	•
<b>EXTERIOR COLORS</b>	
China Blue Clearcoat Metallic • Champagne Clearcoat Metallic • Garnet Red Clearcoat Metallic • Electric Red Clearcoat Metallic • Plum Mist Clearcoat Metallic • Tourmaline Green Clearcoat Metallic • Black Clearcoat • Opal Frost Clearcoat Metallic • Vibrant White Clearcoat • Eclipse Blue Clearcoat Metallic • Portofino Blue Clearcoat Metallic • Tucson Bronze Clearcoat Metallic	
<b>INTERIOR COLORS</b>	
Opal Grey • China Blue • Mocha • Garnet • Portofino Blue	
**Specific content is subject to change throughout model year. Consult your dealer for the most up-to-date information. Based on official AAMA specifications.	
<b>PRODUCT CHANGES</b>	
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.	



Option Availability: 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.

DIMENSIONS (in inches)										CAPACITIES				BRAKES		STEERING		
Wheelbase	Overall length	Overall height	Overall width	Track, front/rear	Headroom, front/rear	Legroom, front/rear	Shoulder room front/rear	Hiproom, front/rear		Cargo volume	Fuel	Oil (with filter)	Engine coolant	Curb weight	Front	Rear	Power assisted 4-wheel hydraulic with tandem diaphragm, integral vacuum booster	Power speed-sensitive variable-assist with prelubricated low-friction steering axis
114.4	212.4	56.8	77.8	62.8/63.3	39.4/38.1	42.5/38.8	60.5/60.3	59.7/59.0		20.6 cu. ft.	20.0 gal.	5.0 qt.	13.6 qt.	GS 3,787 lbs. LS 3,796 lbs.	Front Rear	11.1-inch disc 11.2-inch disc		
ENGINE		Type	Displacement	Horsepower (SAE net)		Torque (SAE net)		Fuel delivery	Compression ratio	Engine control	TRANSMISSION			SUSPENSION				
	SOHC V-8	4.6 liters	190 @ 4,200 rpm (210 @ 4,600 rpm with Trailer Tow III or Handling Package)	260 lb-ft @ 3,200 rpm (270 lb-ft @ 3,400 rpm with Trailer Tow III or Handling Package)	Sequential multi-port electronic fuel injection	9.0:1	EEC-IV electronic engine control	Electronically-controlled four-speed automatic overdrive with 100 percent lockup in fourth gear and overdrive lockout. No scheduled maintenance	Independent S.L.A. with ball joints, anti-dive control geometry, coil springs, nitrogen gas-pressurized shocks and stabilizer bar	Four-bar link, rubber-cushioned pivots, rubber-insulated coil springs, nitrogen gas-pressurized shocks and stabilizer bar								

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







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WHAT MAKES A MERCURY A MERCURY.

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*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."*

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Capri



Tracer



Topaz



Cougar XR7



Sable



Grand Marquis



Villager



**MERCURY**

ALL THIS AND THE QUALITY OF A MERCURY

