

MERCURY

A large, stylized title 'MERCURY' in white, bold, sans-serif font. A cougar is walking from left to right, its body positioned behind the letters 'E', 'R', 'C', 'U', and 'Y', appearing to walk through them. The cougar is shown in profile, with its tail and legs visible.

COUGAR SABLE TOPAZ TRACER GRAND MARQUIS



The whole idea behind Mercury Cougar was to make it a quick, highly responsive automobile. One that was fulfilling to drivers, pleasing for passengers and

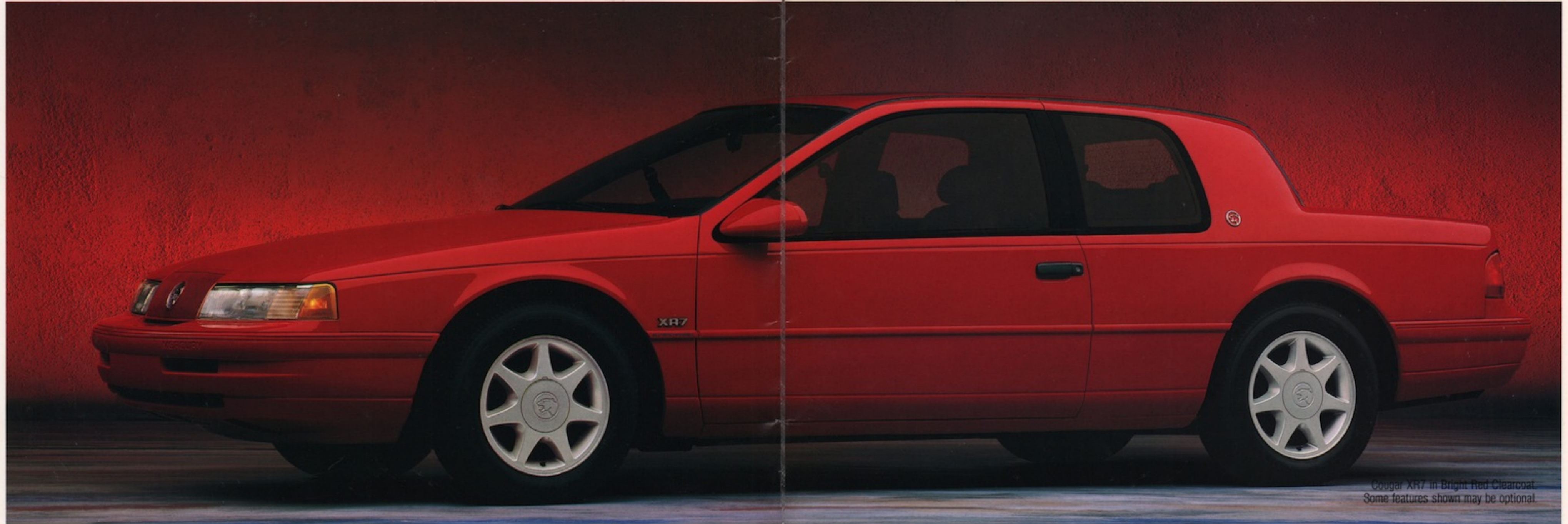
nothing less than a joy to look at. It was an idea that required not only a special vision, but also the advanced engineering and technology to go with it.

And the 1990 Cougar's credentials definitely measure up to the vision. Cougar XR7, for example, has a supercharged 210-horsepower engine, an Anti-lock Braking

System (ABS), speed-sensitive steering and automatic/firm ride control. A truly impressive array of automotive technology.

Cougar was designed from the start to move beyond other cars in its class. We suggest that you slip behind the wheel and see just how far it takes you.

MERCURY COUGAR. BEWARE OF CAT.



Cougar XR7 in Bright Red Clearcoat. Some features shown may be optional.



Cougar XR7 interior with optional Ebony leather seating surfaces. Some features shown may be optional.

Cougar LS is the luxury-minded car with the distinctive Cougar breed. Its lengthy list of standard conveniences includes air conditioning, power side windows and dual power outside mirrors. And you can order popular options in preselected groups by choosing one of Mercury's Preferred Equipment Packages (PEP), which saves you time and offers sticker price savings over ordering these items individually. Shown in Light Titanium Clearcoat Metallic. Some features may be optional.



The 1990 Sable LS is that rare breed of automobile that welcomes families and drivers alike. For, though it accommodates six people in comfort, the most rewarding seat to occupy is the driver's seat.

One of the main reasons is Sable's four-wheel independent suspension. It cushions you from bumps, but still keeps you in touch with the road. You get handling that is rewarding to drivers.

Sable's precise rack-and-pinion steering, its newly designed, driver-oriented instrument panel and its supportive seats are other features that make it an exceptionally enjoyable car to

drive. Get behind the wheel of Sable. You'll find why it's a great road car that also just happens to be a great family sedan.

MERCURY SABLE. IT MAKES SIX COMFORTABLE AND ONE OF THEM ECSTATIC.



Sable LS in Woodrose Clearcoat Metallic. Some features shown may be optional.



Sable's new driver-oriented instrument panel puts all instruments and controls exactly where you'd expect them to be. Some features shown may be optional.

Sable GS not only accommodates families comfortably, it accommodates family budgets as well. A new option on sedan models that's of special interest to families is a four-wheel disc Anti-lock Brake System (ABS) that can help the driver retain steering control during maximum braking. Shown in Deep Titanium Clearcoat Metallic. Some features may be optional.



Because families come in many sizes with many different hauling needs, Mercury offers three distinctive wagons to choose from: the sleek Sable wagon, the

spacious Grand Marquis Colony Park wagon and the affordable Tracer wagon.

The 1990 Sable wagon is as sleekly shaped as the Sable

sedan, yet it truly works like a wagon. With the rear seat folded down, it has a maximum cargo capacity of 81 cubic feet. And it has front-wheel drive, fuel-injected

V-6 power and a suspension designed for excellent ride and handling. Features like these mean that Sable wagon makes getting your load there half the fun.

MERCURY WAGONS. THREE SMART WAYS TO PUT IT ALL BEHIND YOU.



Sable LS wagon in Twilight Blue Clearcoat Metallic. Some features shown may be optional.

The 1990 Grand Marquis Colony Park wagon offers abundant space inside for six passengers, which can be increased to eight with optional inboard facing rear seats. Or fold down the rear seat and utilize a cargo area that's over seven feet long and four feet wide. Colony Park is powered by a 5.0-liter V-8. It becomes an impressive towing vehicle when ordered with the Trailer Tow III option. Shown in Woodrose Clearcoat Metallic. Some features may be optional.



The 1989 1/2 Tracer wagon may be compact in size, but when you fold down the 50/50 split rear seat there's a generous 57.6 cubic feet of cargo space that makes it a real workhorse for hauling things around. Standard equipment includes a 1.6-liter overhead cam engine, five-speed manual transmission, power-assisted rack-and-pinion steering, power-assisted front disc/rear drum brakes and four-wheel independent suspension. Shown in Oxford White. Some features may be optional.

If you're the kind of person who believes in managing your money wisely, the 1990 Topaz LTS is the kind of car you'll want to invest your money in.

That's because it offers a high level of practical value for a car in its price range. Inside, there's seating for five adults and a number of appointments that

indicate you won't have to compromise comfort to stay within your budget. Outside, its sleek, aerodynamic lines are not only attractive, they help reduce wind noise and increase fuel

efficiency.* And if you live in a region where inclement weather is a factor, Topaz four-door models are available with optional all-wheel drive.

Whether you need room for the family or comfort for the long commute, you'll find that Topaz is good news for the small investor.

*See EPA statement in back of catalog.



Topaz LTS includes such standard luxuries as air conditioning and a Premium Sound system. Some features shown may be optional.

MERCURY TOPAZ. AN INVESTMENT THAT OFFERS DAILY DIVIDENDS.



Topaz LTS in Wild Strawberry Clearcoat Metallic. Some features shown may be optional.

Topaz GS is the affordable car that's not only equipped to drive, it's equipped to *enjoy* with such standard items as an electronic AM/FM stereo radio with four well-placed speakers, dual remote power side mirrors, overhead map lights, interval wipers and tinted glass. You can enhance your Topaz by selecting a Preferred Equipment Package with popular options in preselected groups that offer sticker price savings over ordering items individually. Shown in Spinnaker Blue. Some features may be optional.



The 1989½ Tracer has a way of making a lot of other small cars look...well, small. That's because Tracer comes with 68 standard features. It's so complete, in fact,

there are only a few options from which to choose.

It all adds up to a delightful blend of practicality and fun. Features include front-wheel

drive, an overhead-cam 1.6-liter engine with multi-port electronic fuel injection, four-wheel independent suspension, five-speed manual transmission or optional

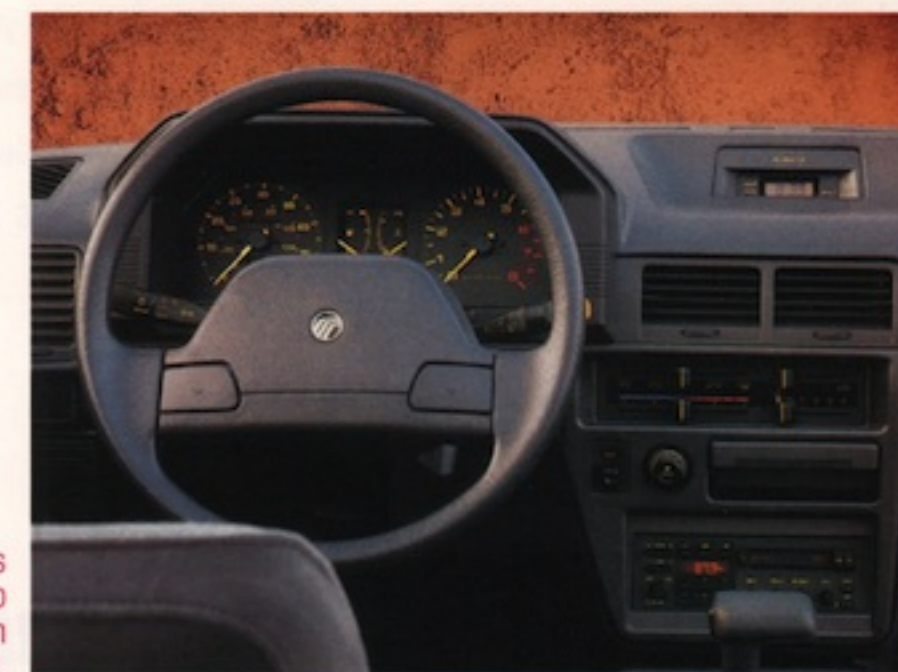
three-speed automatic and power-assisted front disc/rear drum brakes.

Mercury Tracer. The small car that thinks big.

MERCURY TRACER. THE SMALL CAR THAT THINKS BIG.



Tracer four-door hatchback in Light Canyon Red. Some features shown may be optional.



Tracer's instrumentation and controls are located to be easily accessible to the driver. Some features shown may be optional.

Tracer is available in three convenient body styles—two-door hatchbacks (pictured at right), four-door hatchbacks (pictured above) and a four-door wagon mentioned in greater detail on page 7. All Tracer models are protected by a 6-year/60,000-mile powertrain warranty and a 6-year/100,000-mile corrosion warranty. Ask a Lincoln-Mercury dealer for a copy of these limited warranties and take the time to read them.

Tracer two-door in Black. Some features shown may be optional.



It's big. In fact, Grand Marquis offers more interior room than 98% of today's automobiles.

Yet Grand Marquis' comfort comes from more than sheer size. Slip

into its spacious interior and you'll discover such elegant touches as twin comfort seats with dual recliners, two-way headrests and individual armrests.

Other features that characterize this traditional full-sized American car include a powerful 5.0-liter V-8 engine with electronically controlled sequential multi-port fuel injection, solid full-frame

construction, power brakes and nitrogen gas-pressurized shocks.

If you're looking for more of a good thing in an automobile, try the 1990 Grand Marquis on for size.

MERCURY GRAND MARQUIS. A GRAND EXAMPLE OF A FULL-SIZED AMERICAN CAR.

Grand Marquis LS interior in Shadow Blue Cloth. Some features shown may be optional.



Grand Marquis LS sedan in Light Blue Clearcoat Metallic. Some features shown may be optional.

Grand Marquis offers an all-new instrument panel with new climate controls, new backlit instrument cluster, side window demisters and a larger capacity glove box. Also new is a standard driver-side air bag Supplemental Restraint System. This system, when combined with properly used safety belts, can help provide added protection against head and chest injuries that could occur in moderate to severe frontal impacts.



COUGAR

Front engine/rear-wheel drive

ENGINE	LS	XR7
Type	V-6	Supercharged intercooled V-6
Displacement	3.8 liters	3.8 liters
Horsepower (SAE net)	140 @ 3800 rpm	210 @ 4000 rpm
Torque (SAE net)	215 lb-ft @ 2400 rpm	315 lb-ft @ 2600 rpm
Fuel delivery	Sequential multi-port electronic fuel injection	
Compression ratio	9.0:1	8.2:1
Engine control	EEC-IV, electronic engine control	

TRANSMISSIONS

Automatic	4-speed automatic overdrive, 4th gear overdrive reduces engine speed by one-third to improve highway fuel economy
Manual	5-speed with overdrive 5th gear, synchronized reverse, self-adjusting clutch (XR7 only)

SUSPENSION

Front	Long spindle SLA with upper "A" arm, lower arm, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers (automatic/firm ride control on XR7), front sub-frame
Rear	Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers (automatic firm/soft adjustable on XR7), rear sub-frame

STEERING

Type	Electronic, speed-sensitive, variable-assist power.
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DIMENSIONS

Wheelbase	113.0 inches
Overall length	198.7 inches

COUGAR COLORS

Standard Exterior Colors

Black • Bright Red Clearcoat • Alabaster • Oxford White

Optional Clearcoat Colors

Light Titanium Clearcoat Metallic • Currant Red Clearcoat Metallic • Deep Titanium Clearcoat Metallic • Light Crystal Blue Clearcoat Metallic • Sandalwood Frost Clearcoat Metallic • Medium Sandalwood Clearcoat Metallic • Twilight Blue Clearcoat Metallic

XR7 Monochromatic Exterior Colors

Black • Bright Red Clearcoat • Oxford White

Interior Colors

Ebony • Light Sandalwood* • Currant Red • Crystal Blue

*Not available on XR7

SABLE

Front engine/front-wheel drive

ENGINE	STANDARD	OPTIONAL
Type	3.0L V-6 60 degree OHV	3.8L V-6 90 degree OHV with balance shafts
Displacement	3.0 liters	3.8 liters
Horsepower (SAE net)	140 @ 4800 rpm	140 @ 3800 rpm
Torque (SAE net)	160 lb-ft @ 3000 rpm	215 lb-ft @ 2200 rpm
Fuel delivery	Multi-port electronic fuel injection	Sequential multi-port electronic fuel injection
Compression ratio	9.3:1	9.0:1
Engine control	EEC-IV, electronic engine control	

TRANSMISSION

Automatic	Four-speed automatic overdrive with electronically controlled converter bypass clutch and torque converter lock-up in third and fourth gears
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SUSPENSION

Front	Independent MacPherson nitrogen gas-pressurized struts with coil springs, tension struts, stabilizer bar and lower control arm (sedan and wagon)
Rear	Sedan—Independent parallel four-bar arm design, nitrogen gas-pressurized struts, stabilizer bar and coil springs Wagon—Independent short and long arm, nitrogen gas-pressurized shocks, stabilizer bar and variable-rate coil springs

STEERING

Type	Power-assist rack-and-pinion with 15.25:1 overall ratio
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DIMENSIONS

	SEDAN	WAGON
Wheelbase	106.0 inches	106.0 inches
Overall length	192.2 inches	193.2 inches

SABLE COLORS

Standard Exterior Colors

Black • Currant Red • Oxford White

Optional Clearcoat Colors

Light Titanium Clearcoat Metallic • Currant Red Clearcoat Metallic • Light Crystal Blue Clearcoat Metallic • Deep Titanium Clearcoat Metallic • Woodrose Clearcoat Metallic* • Twilight Blue Clearcoat Metallic • Medium Woodrose Clearcoat Metallic* • Sandalwood Frost Clearcoat Metallic • Medium Sandalwood Clearcoat Metallic

Standard Interior Colors

Ebony • Crystal Blue • Currant Red • Light Sandalwood • Cinnabar*

*Not available on Sable wagon models.

TOPAZ

Front engine/front-wheel drive/optional all-wheel drive

ENGINE	LS/GS	LTS/XR5
Type	2.3L HSC Inline 4-cylinder	2.3L HSO Inline 4-cylinder
Displacement	2.3 liters	2.3 liters
Horsepower (SAE net)	98 @ 4400 rpm	100 @ 4400 rpm
Torque (SAE net)	124 lb-ft @ 2200 rpm	130 lb-ft @ 2600 rpm
Fuel delivery	Multi-port electronic fuel injection	
Compression ratio	9.0:1	9.0:1
Engine control	EEC-IV, electronic engine control	

TRANSMISSIONS

Manual	Five-speed with self-adjusting clutch linkage
Automatic	Three-speed

SUSPENSION

Front	Independent MacPherson nitrogen gas-pressurized struts with strut-mounted coil springs, stabilizer bar, forged lower control arms and cast steering knuckles
Rear	Independent parallel four-bar with MacPherson nitrogen gas-pressurized struts, coil springs, parallel suspension arms and double bayonet tie rods

STEERING

Type	Power-assist rack-and-pinion with 18.3:1 overall ratio on center
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DIMENSIONS

	TWO-DOOR	FOUR-DOOR
Wheelbase	99.9 inches	99.9 inches
Overall length	176.7 inches	177.0 inches

TOPAZ COLORS

Standard Exterior Colors GS and LS

Black • Oxford White • Medium Red • Spinnaker Blue • Alabaster

Optional Clearcoat Colors GS and LS

Deep Titanium Clearcoat Metallic • Light Titanium Clearcoat Metallic • Wild Strawberry Clearcoat Metallic • Medium Sandalwood Clearcoat Metallic • Sandalwood Frost Clearcoat Metallic • Twilight Blue Clearcoat Metallic • Crystal Blue Clearcoat Metallic

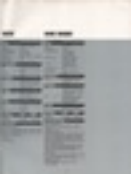
Standard Interior Colors

Crystal Blue • Light Sandalwood • Titanium • Scarlet

Exterior Colors XR5 and LTS**

Wild Strawberry Clearcoat Metallic • Light Titanium Clearcoat Metallic • Twilight Blue Clearcoat Metallic • Oxford White • Deep Titanium Clearcoat Metallic • Black

**All feature complementing lower Tu-Tone with quad-band tape stripes on XR5 and tri-band tape stripes on LTS.



MERCURY

Customer satisfaction with Mercury cars may be attributed to the personalized attention given by the sales and service staffs at Lincoln-Mercury dealerships and to the Lincoln-Mercury Quality Commitment program. Its goal is to achieve outright industry leadership in customer satisfaction. We want Lincoln-Mercury customers to be the most pleased in the entire automotive industry.

An integral part of the Lincoln-Mercury Quality Commitment is the 6-year/60,000-mile powertrain and 6-year/100,000-mile corrosion warranty. The warranty is limited. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

Motorcraft QUALITY PARTS

Genuine Ford and Motorcraft original equipment replacement parts are engineered and manufactured to Ford's high specifications. They're your best assurance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production.



The optional Ford Extended Service Plan covers selected components on new Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection offered that it could pay for itself the first time it is needed. Ask your participating Lincoln-Mercury dealer for complete details of the plan, which is available on cars sold and normally operated in the 50 United States and Canada.



Participating Lincoln-Mercury dealers offer the Lifetime Service Guarantee, which guarantees their work on your Mercury for as long as you own it. This means that you pay for a covered repair once and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Ask your Lincoln-Mercury dealer for a copy of this limited warranty, and take time to read it.


EPA statement. Final 1990 EPA mileage estimates were not available for all cars when this publication was printed. Your Mercury, however, should post good mileage figures. 1989½ Mercury Tracer EPA estimates: 28 mpg city, 35 mpg highway. Actual mileage will vary with maintenance, options, driving conditions and driving habits. Ask your Lincoln-Mercury dealer for the latest information. **Buckle up— together we can save lives.** Buy or lease your Mercury from your Lincoln-Mercury dealer.

Specifications and descriptions used were in effect when this publication was approved for printing.

Lincoln-Mercury Division reserves the right to discontinue options at any time or change specifications, equipment or designs without notice and without incurring obligation.

Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options.

Availability of some features may be subject to a slight delay.

LINCOLN-MERCURY DIVISION 

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Quality is Job 1.