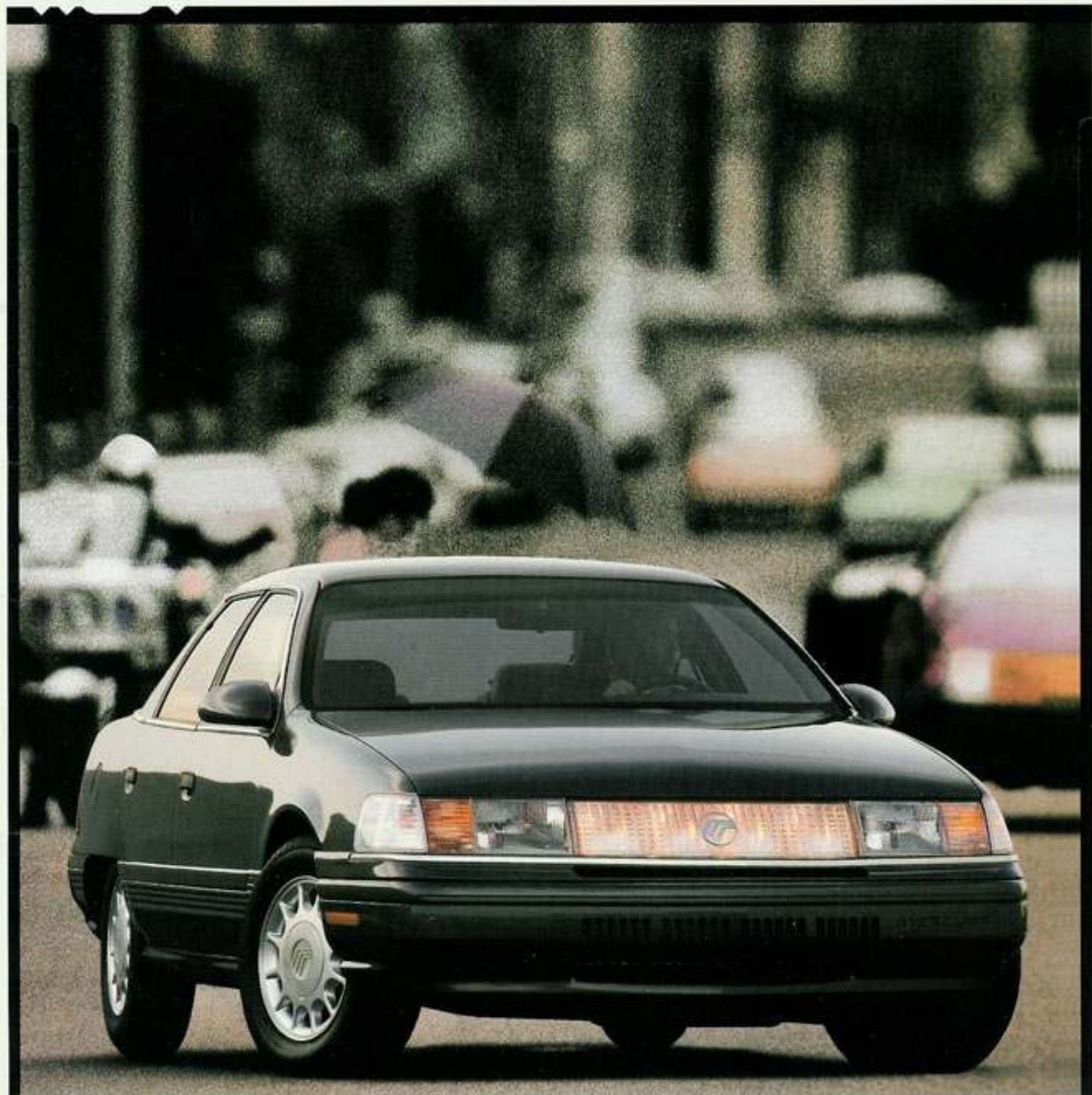


MERCUURY

'91

SABLE



Sable.

Perhaps the Most Copied Car
in the World.

*The 1991 Sables shown below
are clockwise from upper left:
Sable LS with Luxury Trim
Option in Medium Titanium
Clearcoat Metallic, Sable LS
in Electric Red Clearcoat
Metallic, Sable GS in Oxford
White, Sable LS Wagon in
Black Clearcoat. Some features
shown may be optional. See
option list on pages 26 and 27.*



One glance at any Sable quickly discloses the most obvious of its virtues: styling so advanced that it's been widely imitated. Imitated, but not equalled. Indeed, *Car and Driver* magazine called it: "One of

the ten best inspired designs of all time."

Yet, beneath that handsome exterior, and equally appealing interior, are the advanced engineering accomplishments that make Sable a rewarding car in which to be either a

passenger or driver. Admittedly though, Sable is partial to drivers.

As clear evidence of that, Sable comes equipped with a sequential fuel-injected V-6 engine, 4-wheel independent suspension and precise rack-

and-pinion steering.

Sable also seats six adults comfortably, in very attractive surroundings.

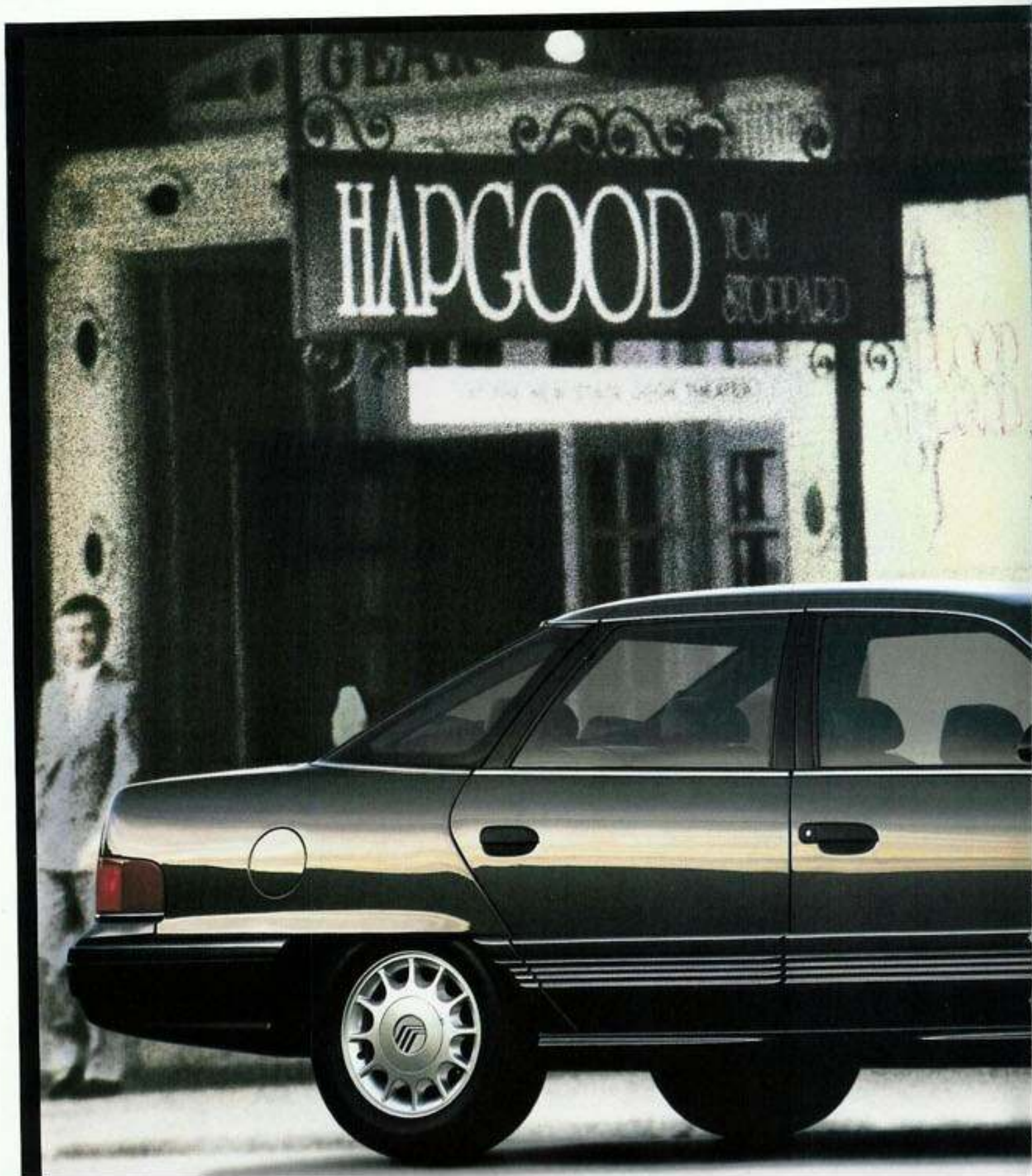
And there are many other reasons why Mercury Sable is an exceptional car to drive and to own, as you'll see on the following pages.



65

The One Sable Pleasure
You Can't Enjoy Behind the Wheel:
Looking at it.

*Sable LS with Luxury Trim
Option shown in Medium
Titanium Clearcoat Metallic.
Some features shown may be
optional. See option list on
pages 26 and 27.*

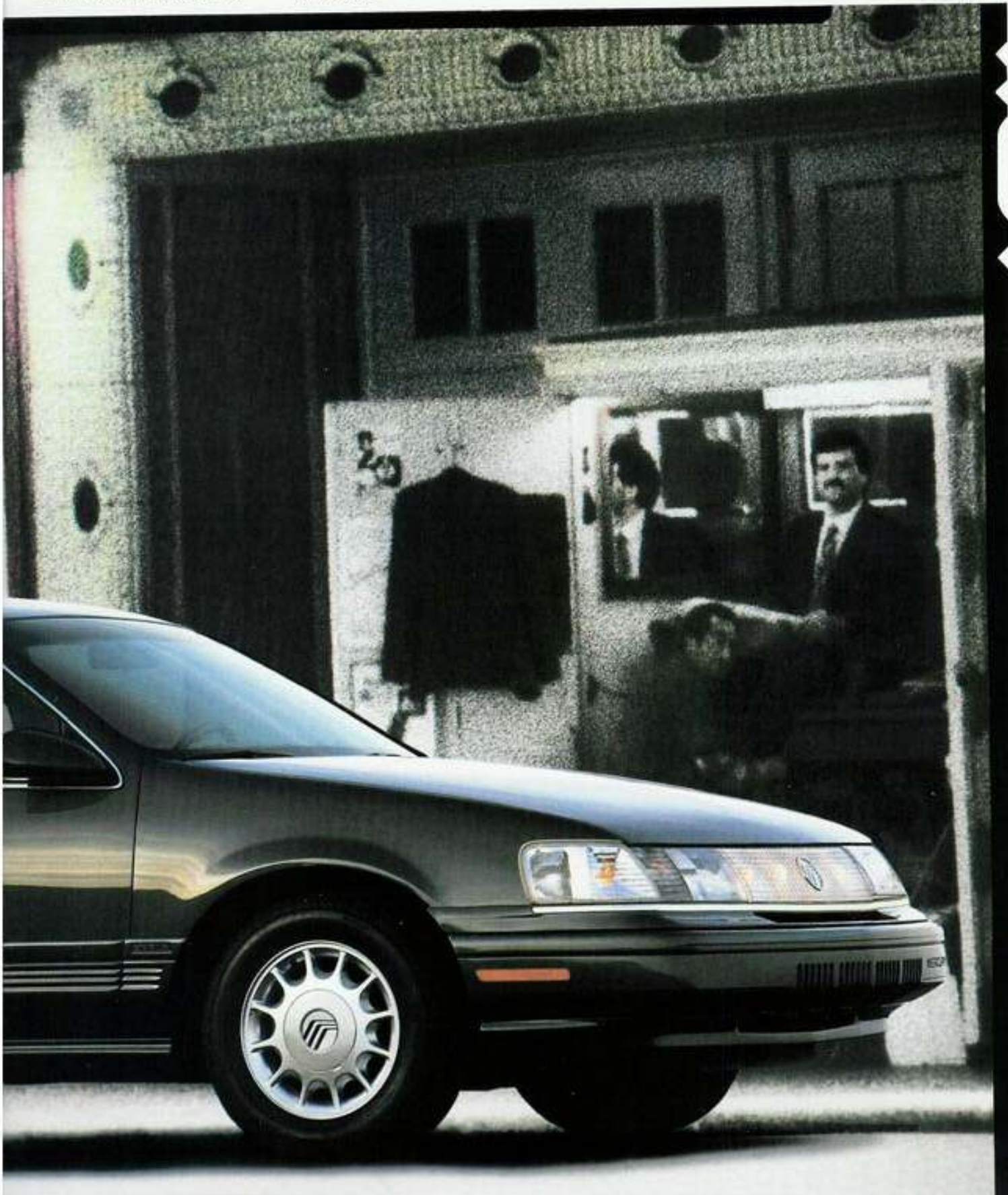


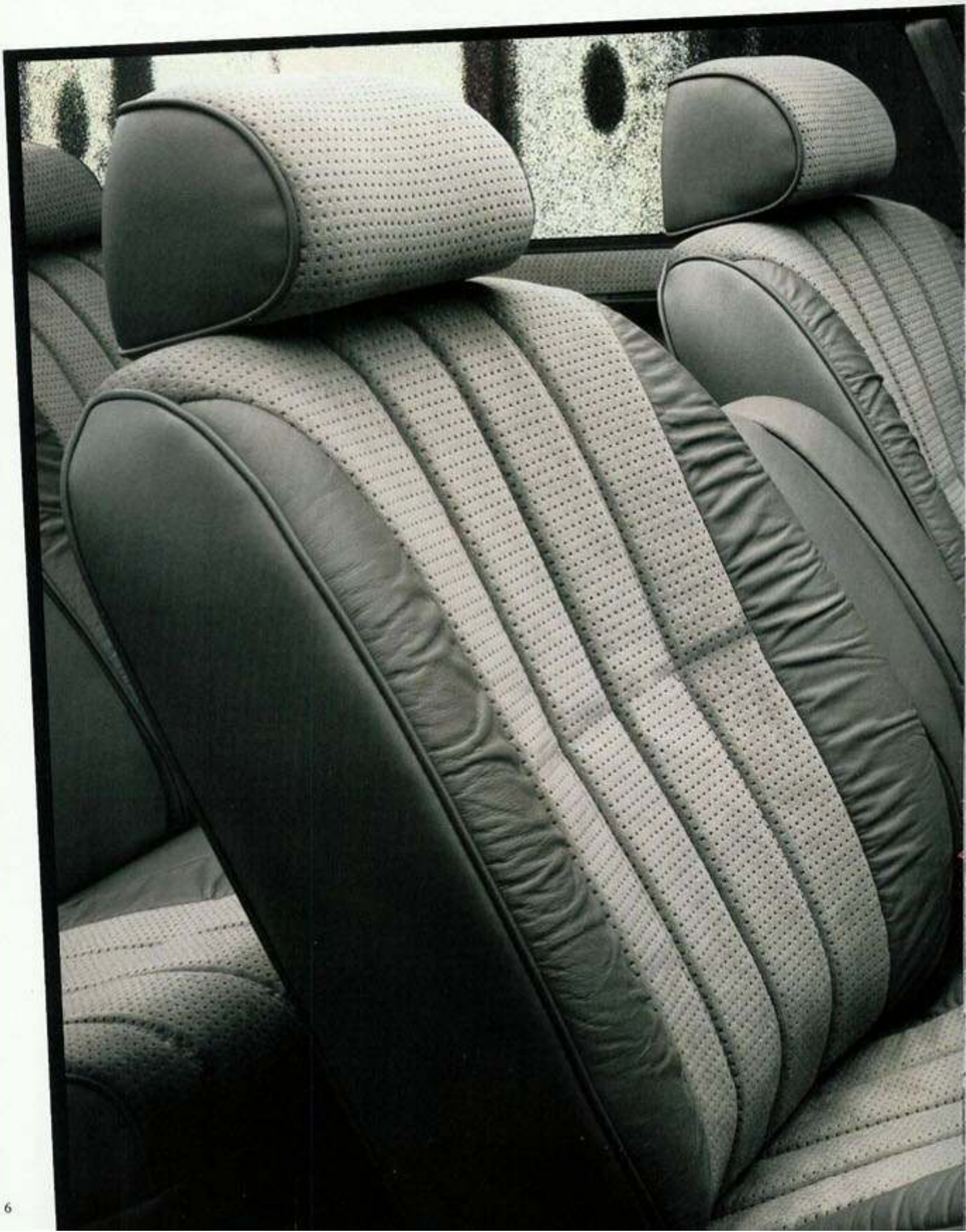
It's readily apparent this car was shaped by the wind. Its flowing contours and flush-fitted glass are not only pleasing to the eye, but highly efficient when moving through the

air. No doubt that's why Sable's design has received such high praise from automotive experts. And from its competitors, the highest praise of all. Imitation.

Shown here is the LS with Luxury Trim Option which further enhances the appeal of the distinctive Sable shape with a monochromatic color treatment

and special wheels. After you're through staring at it, turn the page and learn more about this year's Sable.





A Very Comfortable Situation to Find Yourself In.

Sable offers a remarkably spacious interior for six adults with plenty of room for the often neglected parts of the human anatomy like hips and shoulders. Shown here is the LS with Luxury Trim Option which has its own distinctive touches. Like luxury cloth and shirred leather seating surfaces. Its twin comfort seats are both luxurious and supportive.

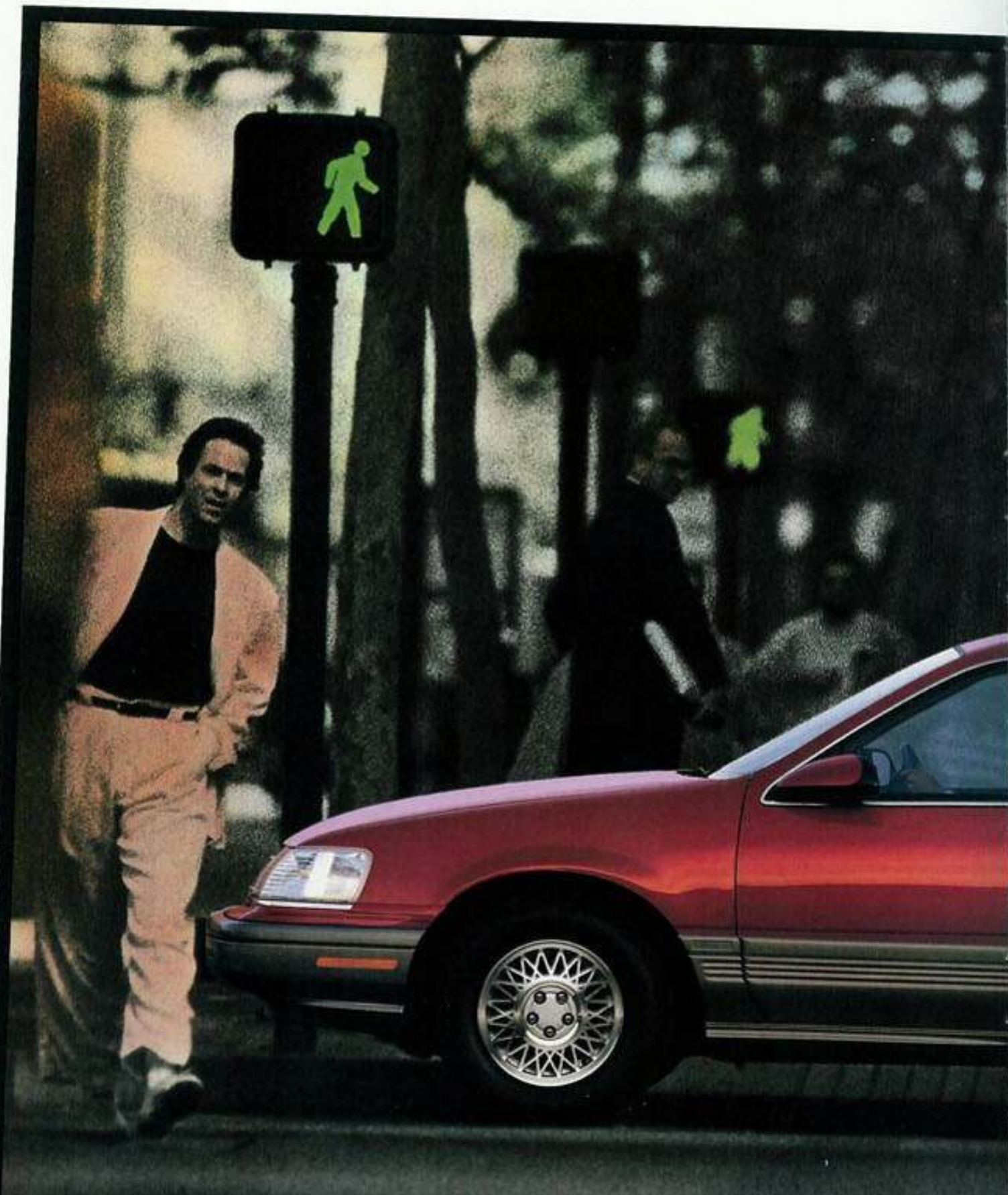


They reflect the thinking that drivers must assume the proper posture behind the wheel to be completely in control and comfortable. More evidence that Sable is a car designed to be especially rewarding to drivers.

Sable LS with Luxury Trim Option interior shown in Titanium luxury cloth and shirred supersoft leather (pictured above). Some features shown may be optional. See option list on pages 26 and 27.

Consider it a Performance Car
That Happens to Seat Six.

*Sable LS shown in Electric
Red Clearcoat Metallic. Some
features shown may be
optional. See option list on
pages 26 and 27.*



If you associate the term "six-passenger sedan" with unexciting transportation, be prepared for a major attitude adjustment.

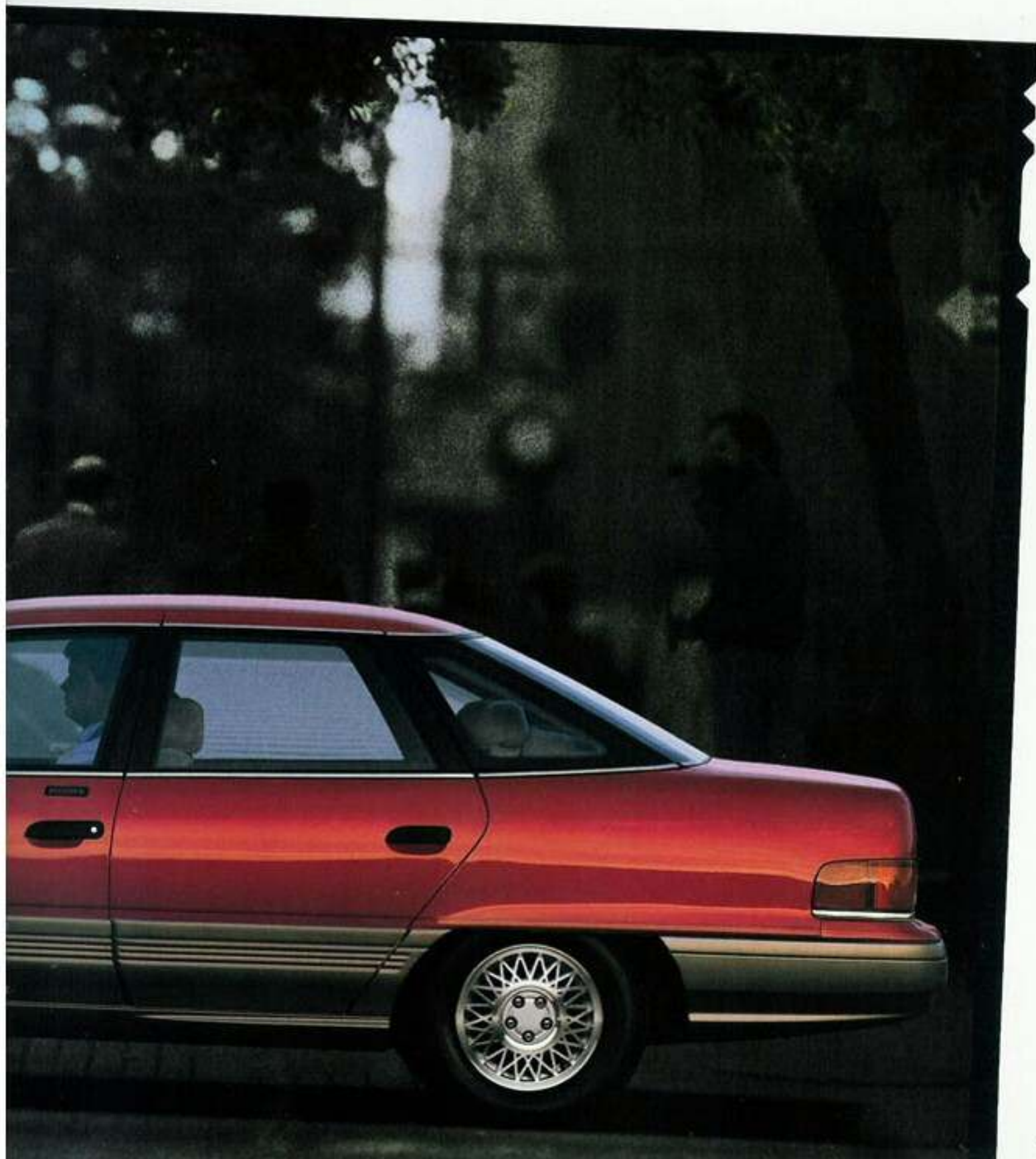
Sable is designed to be an enjoyable car to drive as

well as a comfortable car in which to be driven.


Some of the reasons for that are evident your first time at the wheel. The instrument panel is driver-oriented. The 3.0-liter

sequentially fuel-injected V-6 engine is smooth and responsive. The rack-and-pinion steering is precise. You can even specify bucket seats in all Sable sedans.

If all this is beginning to stir the driver in you, read on.





A black and white photograph showing the interior of a car. The view is from the passenger side looking towards the driver's seat. The seats are upholstered in a dark, textured material, possibly leather, with prominent stitching. A center console is visible between the seats, and a floor shifter is located in the foreground. The car's interior panels and door trim are also visible, showing a clean and well-designed environment.

A Beautiful Place to Go Places.

Designing an interior to match the revolutionary design of Sable's exterior was a challenging task.

But, as you can see, the challenge was met.

Handsomely.

Sable's interior is spacious enough to hold most families. And you'll be delighted with the comfort. Sable LS's seats are anatomically contoured for added support. There are four-way front headrests, reclining front seats and power lumbar supports which adjust to individual needs.

The right extra touches are also there, with power windows and dual illuminated visor mirrors standard on all LS models.

Newly available for both Sable GS and LS sedans for 1991 is an optional 5-passenger interior that includes individual bucket seats with power lumbar supports, center fold-down armrest, and center console with floor shifter. This sporty configuration is also available with optional leather seating surfaces on Sable LS sedans.

Sable LS interior with optional bucket seats, center console and floor shifter, shown with optional Ebony leather seating surfaces. Some other features shown may also be optional. See option list on pages 26 and 27.

Optional electronic cluster includes graph-style tachometer, digital speedometer and fuel computer and system readouts.



You Can Tell Our Designers are Also Serious Drivers.

Sable's instrument panel is a clear case in point. Everything is right where your hands and eyes expect it to be. No searching for gauges. No groping for controls. Tactile switches are designed to be operated by "feel" without taking your eyes off the road. Analog dials, including tachometer and trip odometer, are backlit for easy reading at night.

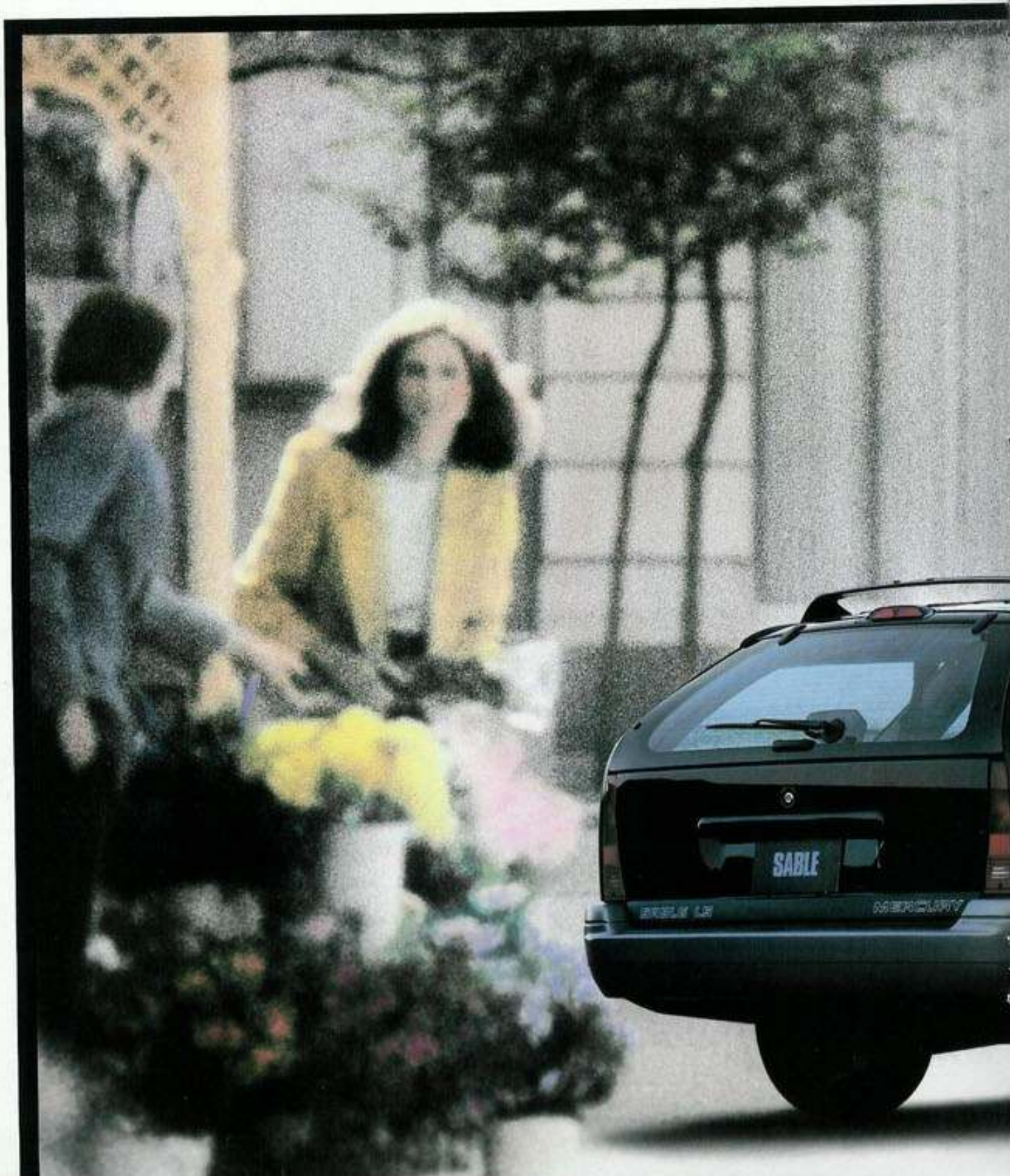
Your attention is focused right where it should be: on the road.



Sable LS instrument panel with optional console and floor shifter. Some other features shown may also be optional. See option list on pages 26 and 27.

It Changes the Way a Wagon Looks Without Changing the Way it Works.

*Sable LS wagon shown in
Black Clearcoat with optional
cast aluminum wheels. Some
features shown may be
optional. See option list on
pages 26 and 27.*



Sable works beautifully.

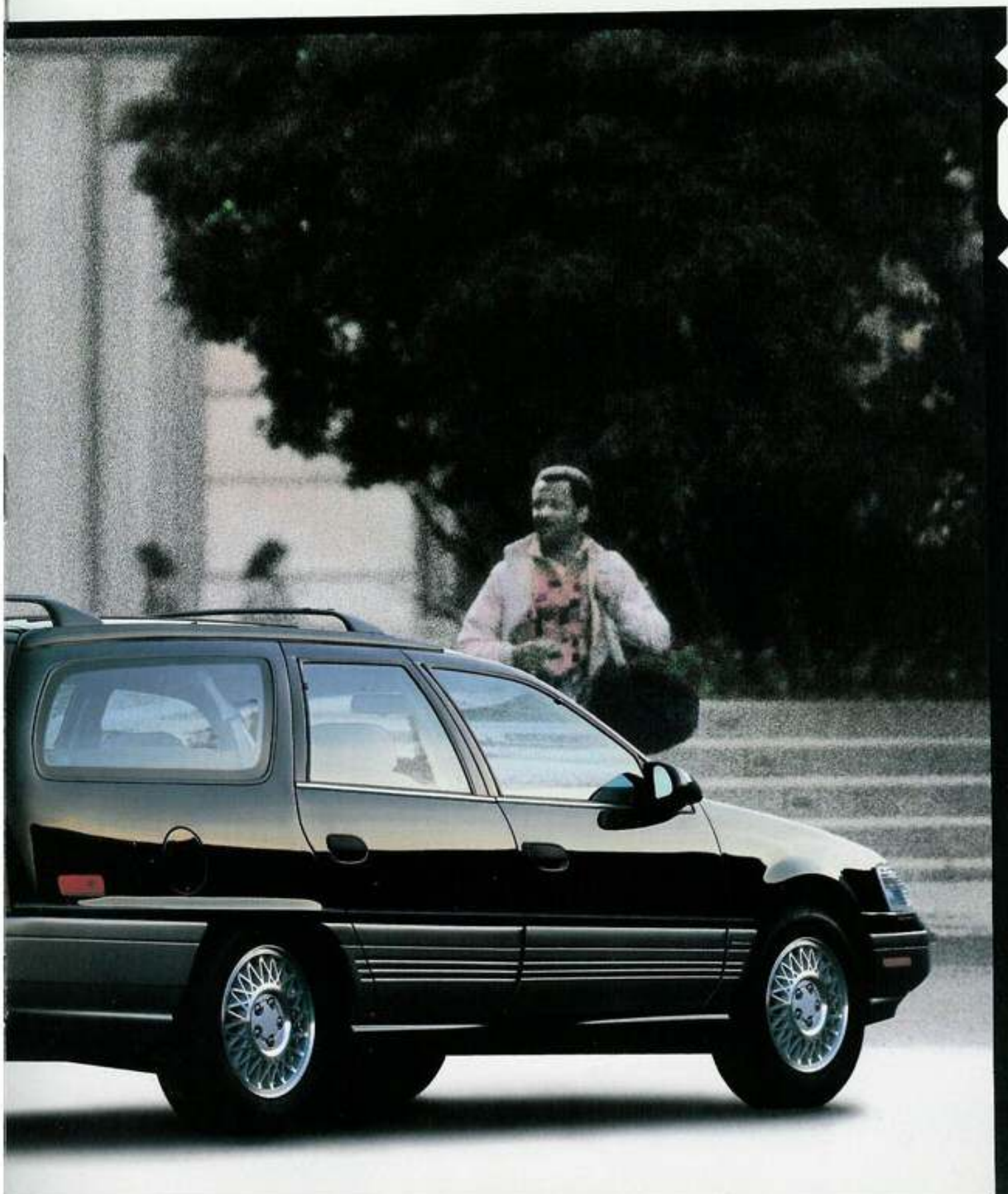
It holds more than 81 cubic feet of cargo. Its specially designed suspension carries the load and still delivers the same ride and

handling qualities found in Sable sedans.

Yet, for all its work capability, this is a wagon that hardly looks like a wagon.

The lines are sleek and

inviting. And they clearly dismiss the notion that wagons are supposed to be boxy. That's an idea whose time has gone.





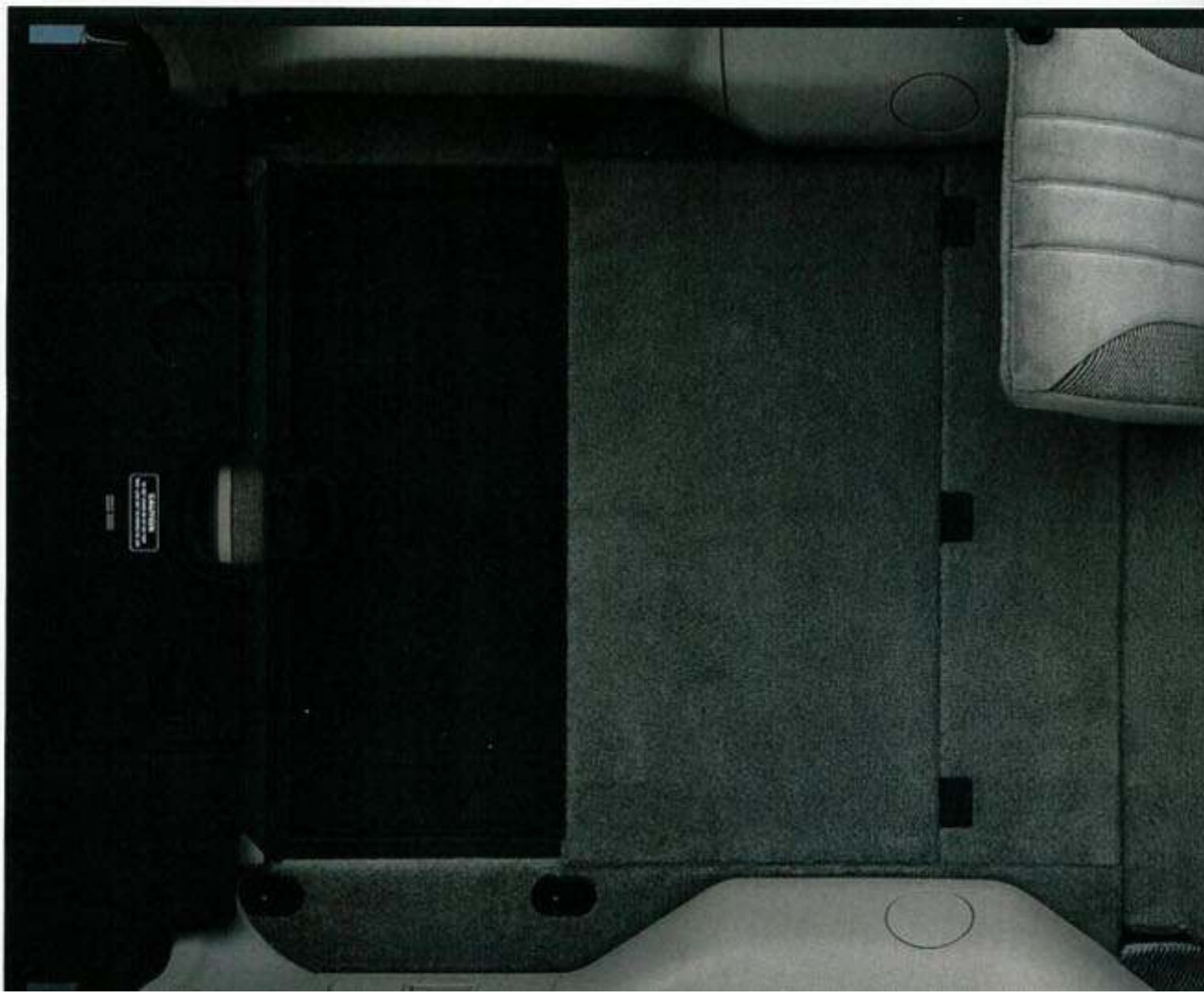
*Standard cargo net
keeps loose
items in place.*

Welcome to the Great Indoors.

What makes it great are all the things Sable has to offer.

Like a 60/40 split rear seat that makes room for the really big stuff and a flip-up liftgate window so you don't have to flip up the whole liftgate.

There are also some great options available: a cargo cover to keep things hidden from view; a handy picnic tray and a rear win-



dow wiper/washer to give you perfect hindsight. Plus, a rear-facing third seat boosts the passenger count to eight, meaning that a few more of you can enjoy the great indoors.

Sable LS wagon interior features an optional picnic tray that adds to the fun. Shown in Titanium cloth. Other features shown may be optional. See option list on pages 26 and 27.

The liftgate window slips up for access to the cargo area without raising the liftgate.



Sable GS shown in Oxford White with PEP 451A. Some features shown may be optional. See option list on pages 26 and 27.

The Price of Leadership.
In This Case, It's Reasonable.



One of Sable GS's nicer qualities is that it is priced well within reach. And that's for a very well-equipped Sable too.

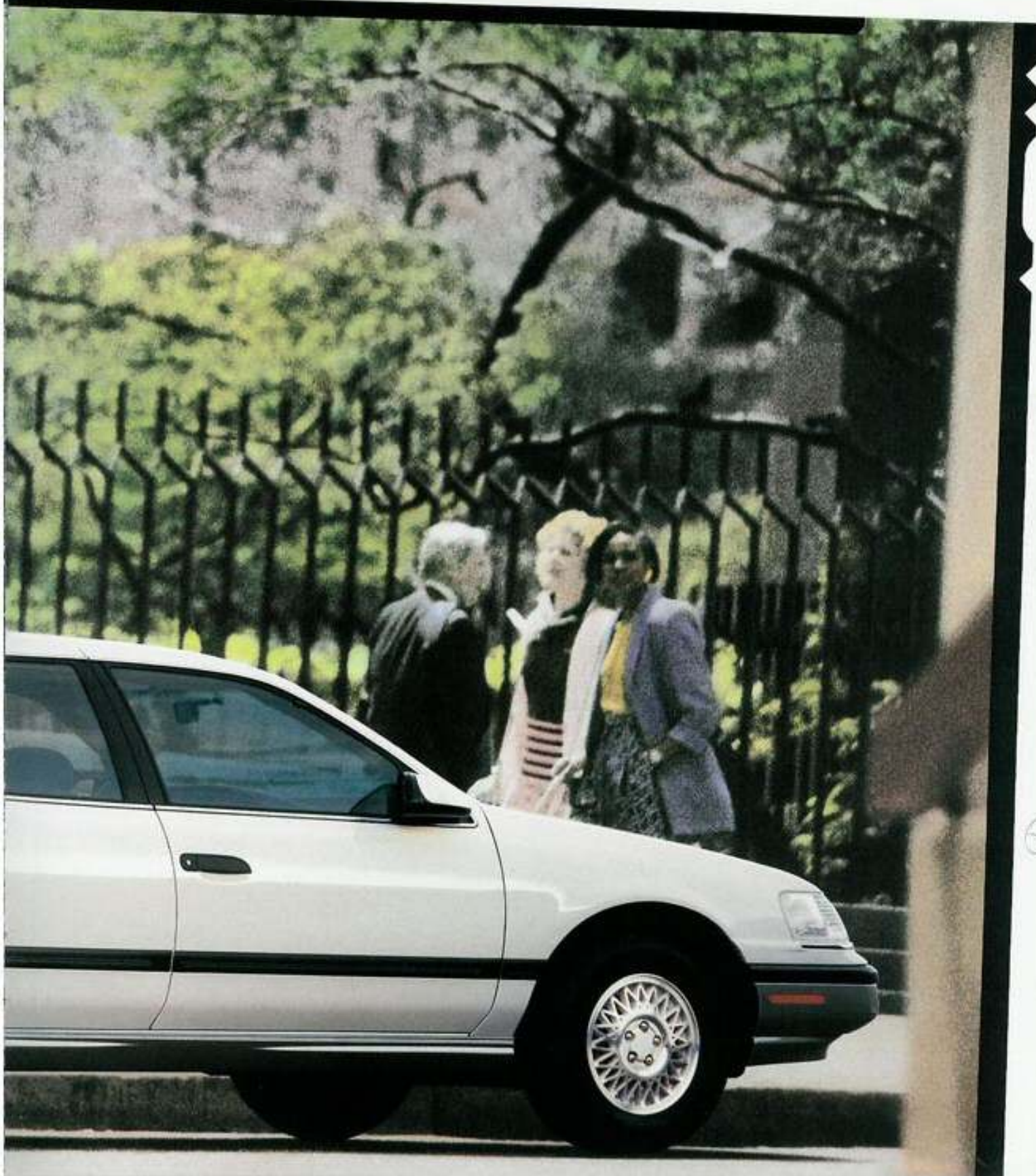
In fact, every Sable GS

has an abundance of standard equipment that you might expect to see on an "option" list. Features such as air conditioning and dual power mirrors,

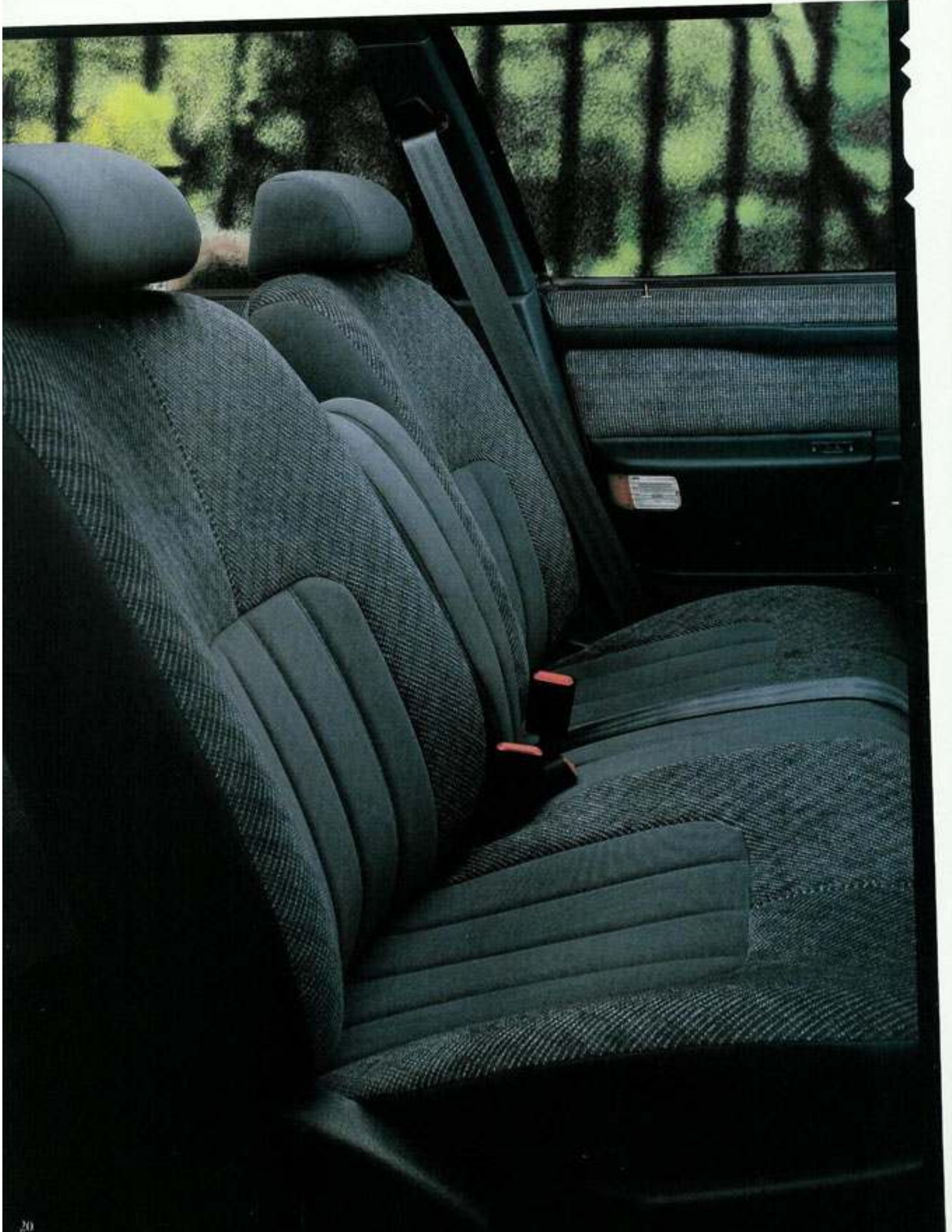
for example.

Of course, if there are specific items you'd like to add to your Sable, there's an easy and affordable way to do that too. Simply order one of the Preferred

Equipment Packages available. These PEP packages consist of the most frequently ordered options at considerable savings over ordering the items separately.



65



An Interior That Doesn't Take a Back Seat to the Exterior.

Sable's shape delights the eye, but Sable's interior has to delight all your senses. After all, you spend your time in the car, not outside it.

To that end, Sable is roomy and comfortable. But beyond that, it features an extensive number of standard items that make driving, or riding, a pleasure. Items like air conditioning, tilt steering wheel, power steering and brakes, and an electronic AM/FM stereo radio with four well-placed speakers.

Also standard is the driver-side air bag Supplemental Restraint System, detailed on page 23. (See pages 26 and 27 for a list of standard features.)

Sable GS interior shown in Crystal Blue cloth. Some features shown may be optional. See option list on pages 26 and 27.



The cool comfort of air conditioning is standard on all Sables.



Dual power mirrors are a convenient standard item.

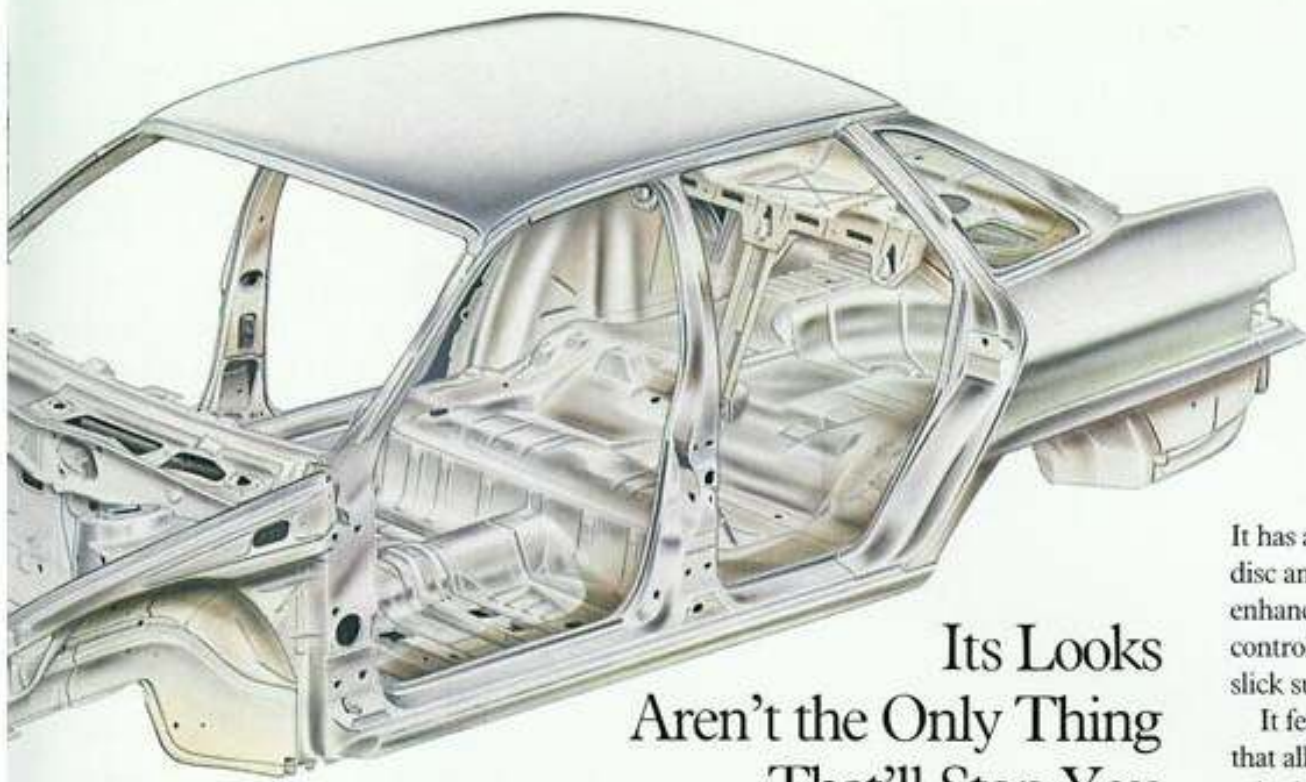
Standard tilt steering wheel allows for individual adjustment.



Sable's unibody construction (below) combines body and frame to form a high-strength passenger capsule welded from end to end.



This graphic demonstration displays the optional four-wheel disc/Anti-lock Brake System. The system helps prevent wheel lockup for enhanced steering and stopping control while braking, particularly in bad weather and on slick surfaces.



Its Looks Aren't the Only Thing That'll Stop You.

It has available four-wheel disc anti-lock brakes for enhanced steering and control while braking on slick surfaces.

It features a suspension that allows it to tenaciously grip the road.

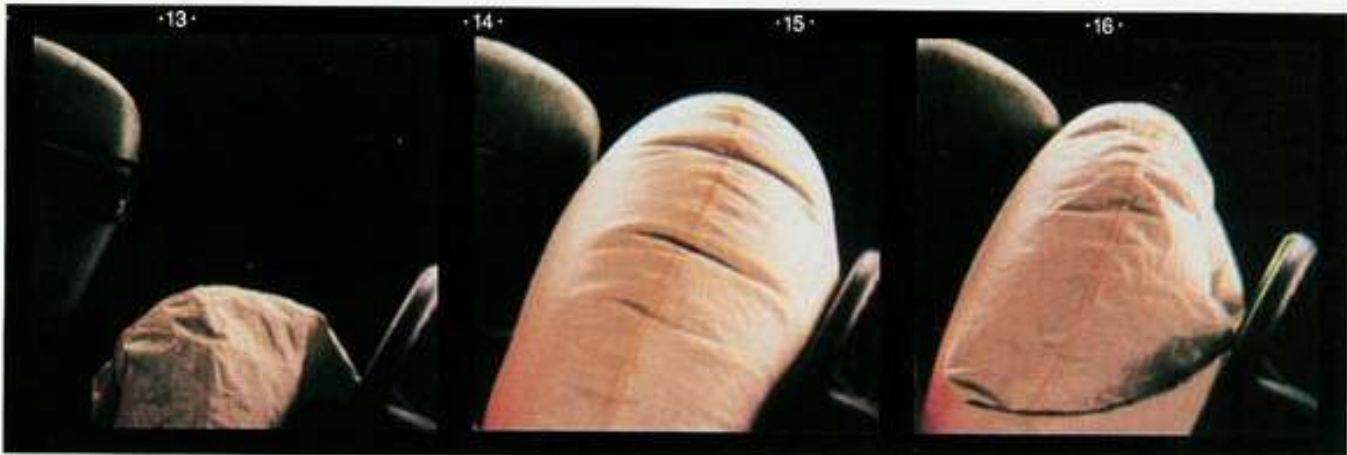
It is built with unibody construction that minimizes body twisting and torquing and provides front and rear crumple zones to protect the passenger compartment in the event of impact.

And it has a driver-side air bag Supplemental Restraint System, standard, that when combined with properly used safety belts can help provide added protection from head and chest injuries that might occur in moderate to severe frontal impacts.



Sable's four-wheel independent suspension (left) features nitrogen gas-pressurized MacPherson struts in front and rear of sedans and front of wagons. Rear of wagon has nitrogen gas-pressurized shocks. Coil springs and stabilizer bars are located at each wheel.

A driver-side air bag Supplemental Restraint System (below) is standard. The bag inflates in less than one-tenth of a second in the event of a moderate to severe frontal impact, then deflates in a fraction of a second. The sequence shown here was not made during an actual test.



Sound system choices include the standard electronic AM/FM stereo with four speakers (top), an optional electronic AM/FM stereo with cassette (center), and a High-Level AM/FM stereo with cassette (below), also optional.



The Way to Make a Distinctive Car Distinctively Yours.

This is where you can put your personal stamp on Sable. You have lots of choices. Options that can enhance every aspect of your Sable: from appearance to convenience to security and even entertainment.

Some of the options are shown here, but there are many more. For a complete list, please turn to pages 26 and 27. You'll find that in more ways than one, deciding to buy a Sable is just the start of a good time.

Fingertip speed control is a fatigue-reducing convenience option.



Illuminated visor mirrors for driver and passenger are standard on Sable LS, available as an option on GS models.



An available 10-disc compact disc player/loader lends new dimension to Sable sound systems. (Requires High-Level system shown on this page.)



The optional keyless entry system adds both convenience and a measure of security.



Selected Optional and Standard Features.

ENGINES

Type	3.0L V-6 60 degree OHV	3.8L V-6 90 degree OHV w/balance shaft
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	Sequential multi-port electronic fuel injection	
Compression ratio	9.3:1	9.0:1
Engine control	EEC-IV, electronic engine control	

TRANSMISSION

Automatic	Electronically controlled four-speed automatic overdrive with 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
------	---

BRAKES

Type	Dual hydraulic (diagonally linked front to rear) with power assist
Front	10.0-inch disc (sedan and wagon)
Rear	8.9-inch drum (sedan) 9.8-inch drum (wagon)
Brake swept area	270.5 sq. in. (sedan) 296.8 sq. in. (wagon)

CAPACITIES

	SEDAN	WAGON
Cargo volume (cu. ft.)	18.5	45.7/81.1 (searback down)
Fuel	16.0 gal., 18.4 gal. with optional extended-range tank	
Oil	4.5 qt.	
Engine coolant	10 qt. on 3.0L V-6 12.1 qt. on 3.8L V-6	
Base curb weight	3,174 lbs.	3,311 lbs.

DIMENSIONS (in inches)

	SEDAN	WAGON
Wheelbase	106.0	106.0
Overall length	192.2	193.2
Overall width	70.8	70.8
Overall height	54.4	55.1
Track, front/rear	61.6/60.5	61.6/59.9
Headroom, front/rear	38.3/37.6	38.6/38.4
Legroom, front/rear	41.7/37.1	41.7/36.6

Based on official 1991 MVMA specifications.

DIMENSIONS (in inches)

	SEDAN	WAGON
Shoulder room, front/rear	57.5/57.5	57.5/57.5
Hiproom, front/rear	54.2/55.6	54.2/56.4

FUNCTIONAL FEATURES

	SEDAN	GS WAGON	SEDAN	LS WAGON
Heated Insta-Clear® windshield	O	O	O	O
Tinted glass	S	S	S	S
Electric rear window defroster	O	O	O	O
Side window demisters	S	S	S	S
Rear wiper/washer	—	O	—	O
Interval windshield wipers	S	S	S	S
Warning lights for washer fluid, headlamp or taillamp outage, low fuel, low oil, door ajar	—	—	S	S
Extended-range fuel tank (18.4 gal.)	O	O	O	O
Stainless steel extended life exhaust system	S	S	S	S
Load floor tie-down hooks	—	S	—	S
Cargo net	S	S	S	S
Sound insulation package	S	S	S	S
Rear child-proof locks	S	S	S	S
Heavy-duty battery	O	O	O	O
Audible brake wear sensors	S	S	S	S
4-wheel disc anti-lock braking system	O	O	O	O
Driver-side air bag Supplemental Restraint System	S	S	S	S
3-point lap/shoulder safety belts for front and rear outboard occupants	S	S	S	S
Speed-sensitive variable-assist power steering	O	O	O	O
Heavy-duty suspension	O	O	O	O

EXTERIOR FEATURES

	SEDAN	GS WAGON	SEDAN	LS WAGON
Five-mph impact bumpers front/rear	S	S	S	S
Lower door and rocker panel protective urethane coating	S	S	—	—
Lower bodyside cladding/protection	—	—	S	S
Car cover	A	A	A	A
Ski carrier	A	A	A	A
Front end cover	A	A	A	A
Dual power mirrors	S	S	S	S
Aero-halogen headlamps	S	S	S	S

S—Standard feature O—Optional feature A—Dealer installed accessory For more information on available accessories please call 1-800-346-0000

EXTERIOR FEATURES

	SEDAN	GS WAGON	SEDAN	LS WAGON
Aerodynamically styled roof-rack	—	S	—	S
Keyless entry system	O	O	O	O
Bodyside accent stripes	O	O	O	O

INTERIOR COMFORT AND CONVENIENCE FEATURES

Air conditioning	S	S	S	S
Air conditioning with electronic automatic temperature control	O	O	O	O
Power moonroof	O	O	O	O
Light group Includes: dual-beam dome light (except with moonroof), engine compartment light, instrument panel courtesy light and headlamps-on chime	O	O	S	S
Automatic parking brake release	—	—	S	S
Rear cargo area cover	—	O	—	O
Leather-wrapped steering wheel	O	O	O	O
Twin comfort seats with dual recliners	S	S	S	S
Individual bucket seats with floor shift and console	O	—	O	—
Front-seat power lumbar supports	—	—	S	S
Four-way front seat headrests	—	—	S	S
Six-way power driver's seat	O	O	O	O
Six-way power driver and passenger seats	O	O	O	O
Coin and cup holder trays	S	S	S	S
Vinyl seating surfaces	—	O	—	—
Leather seating surfaces	—	—	O	O
60/40 split fold-down rear seat	—	S	—	S
Rear-facing third seat	—	O	—	O
Luxury Trim Option Includes: luxury cloth and leather seat trim, luxury cloth door trim, premium carpet and floor mats, unique exterior paint treatment and unique aluminum wheels	—	—	O	—
Luxury Touring Package Includes: leather bucket seats with floor shift and console, anti-lock braking system and power moonroof	—	—	O	—

Left to right: 14-inch deluxe wheel cover, 15-inch deluxe wheel cover, 14-inch polycast wheel, 15-inch cast-aluminum wheel, 15-inch unique aluminum wheel.

MERCURY SABLE	GS		LS	
	SEDAN	WAGON	SEDAN	WAGON

Remote anti-theft system	A	A	A	A
Cargo liner	-	A	-	A
Front door map pockets	S	S	S	S
Dual visor mirrors	S	S	-	-
Dual illuminated visor mirrors	O	O	S	S
Rear seat center fold-down armrest	S	-	S	-
Rear seat outboard two-way contoured headrests	S	-	S	-
Fully trimmed luggage compartment with light	S	S	S	S
Picnic tray	-	O	-	O
Front and rear floor mats	O	O	O	O
Autolamp on/off delay system	O	O	O	O
Digital clock	S	S	S	S
Fingertip speed control	O	O	O	O
Tilt steering wheel	S	S	S	S
Power windows	O	O	S	S
Power lock group	O	O	O	O
Includes door locks, fuel-filler door release and decklid release (sedan only)				

SOUND SYSTEMS

Electronic AM/FM stereo with four speakers (may delete for credit)	S	S	S	S
Electronic AM/FM stereo with cassette and four speakers	O	O	O	O
Premium Sound—power amplifier, 80 total watts RMS and two additional speakers (six total)	O	O	O	O
High-Level electronic AM stereo/FM stereo cassette audio system with power amplifier, total 80 watts RMS and total of six speakers	O	O	O	O
Ford JBL Audio System—four-channel premium amplifier with 145 total watts RMS and upgraded speakers (total of eight)	O	-	O	-
Digital compact disc player with music search, scan and repeat features (requires High-Level audio system) (replaces coin/cup holder tray)	O	O	O	O
Power antenna	O	O	O	O
Trunk-mounted 10-CD compact disc changer with remote control (requires High-Level audio system)	A	A	A	A

MERCURY SABLE	GS		LS	
	SEDAN	WAGON	SEDAN	WAGON

INSTRUMENTATION

Analog instrumentation with speedometer, tachometer, engine coolant temperature gauge, fuel gauge and trip odometer	S	S	S	S
Electronic instrument cluster with speedometer, tachometer, engine coolant temperature gauge, fuel gauge, trip odometer, fuel/distance computer and Diagnostic Systems Scanner (includes extended range fuel tank)	O	O	O	O

WHEELS AND TIRES

P205/70R14 black sidewall with 14-inch deluxe wheel covers	S	S	S	S
P205/70R14 white sidewall	O	O	O	O
P205/65R15 black sidewall	O	O	O	O
P205/65R15 white sidewall	O	O	O	O
14-inch polycast wheels	O	O	O	O
15-inch cast-aluminum wheels	O	O	O	O
15-inch deluxe wheel covers	O	O	O	O
15-inch unique aluminum wheels	-	-	O**	-
Conventional-size spare tire	O	O	O	O

SABLE COLORS

Standard Exterior Colors
 Currant Red Oxford White Light Titanium

Optional Clearcoat Colors
 Medium Titanium Clearcoat Metallic
 Electric Red Clearcoat Metallic
 Crystal Blue Frost Clearcoat
 Medium Mocha Clearcoat Metallic
 Garnet Red Clearcoat Metallic
 Twilight Blue Clearcoat Metallic
 Titanium Frost Clearcoat
 Mocha Frost Clearcoat
 Amethyst Frost Clearcoat
 Black Clearcoat

Standard Interior Colors

Ebony* Titanium
 Crystal Blue Mocha
 Currant Red

*Not available on Sable wagon models.
 **Requires Luxury Trim Option.

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.*

GS SERIES	Preferred Equipment Package	
	450A	451A
Fingertip speed control	•	•
Electric rear window defroster	•	•
Power side windows	•	•
Power lock group	•	•
Electronic AM/FM stereo with cassette	•	•
Six-way power driver's seat	•	•
15-inch cast-aluminum wheels	•	•
P205/65R15 BSW tires	•	•
Light group	•	•
Front and rear carpet floor mats	•	•
LS SERIES	Preferred Equipment Package	
	461A	462A
Fingertip speed control	•	•
Electric rear window defroster	•	•
Power lock group	•	•
P205/65R15 BSW tires	•	•
Six-way power driver's seat	•	•
Leather-wrapped steering wheel	•	•
Front and rear carpet floor mats	•	•
15-inch cast-aluminum wheels	•	•
3.8L SEFI V-6 engine	•	•
Power radio antenna	•	•
Bodyside accent stripes	•	•
Electronic AM/FM stereo with cassette	•	•
Premium Sound system	•	•
High-Level electronic AM/FM stereo cassette audio system	•	•
Automatic air conditioner	•	•
Autolamp on/off delay system	•	•
Keyless entry	•	•
Electronic instrument cluster	•	•

*Specific content is subject to change throughout model year. Consult your dealer for the most up-to-date information.



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.

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 Sable 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. 1991 EPA mileage estimates were unavailable when this publication was printed. The 1991 Mercury Sable, however, should post good mileage figures. 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.

Options Availability: Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

Product Changes: Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

"Ask Your Lincoln-Mercury Dealer": Following publication of this catalog, 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 

LITHO IN USA (703M) 7-90 P-1195



Quality is Job 1.