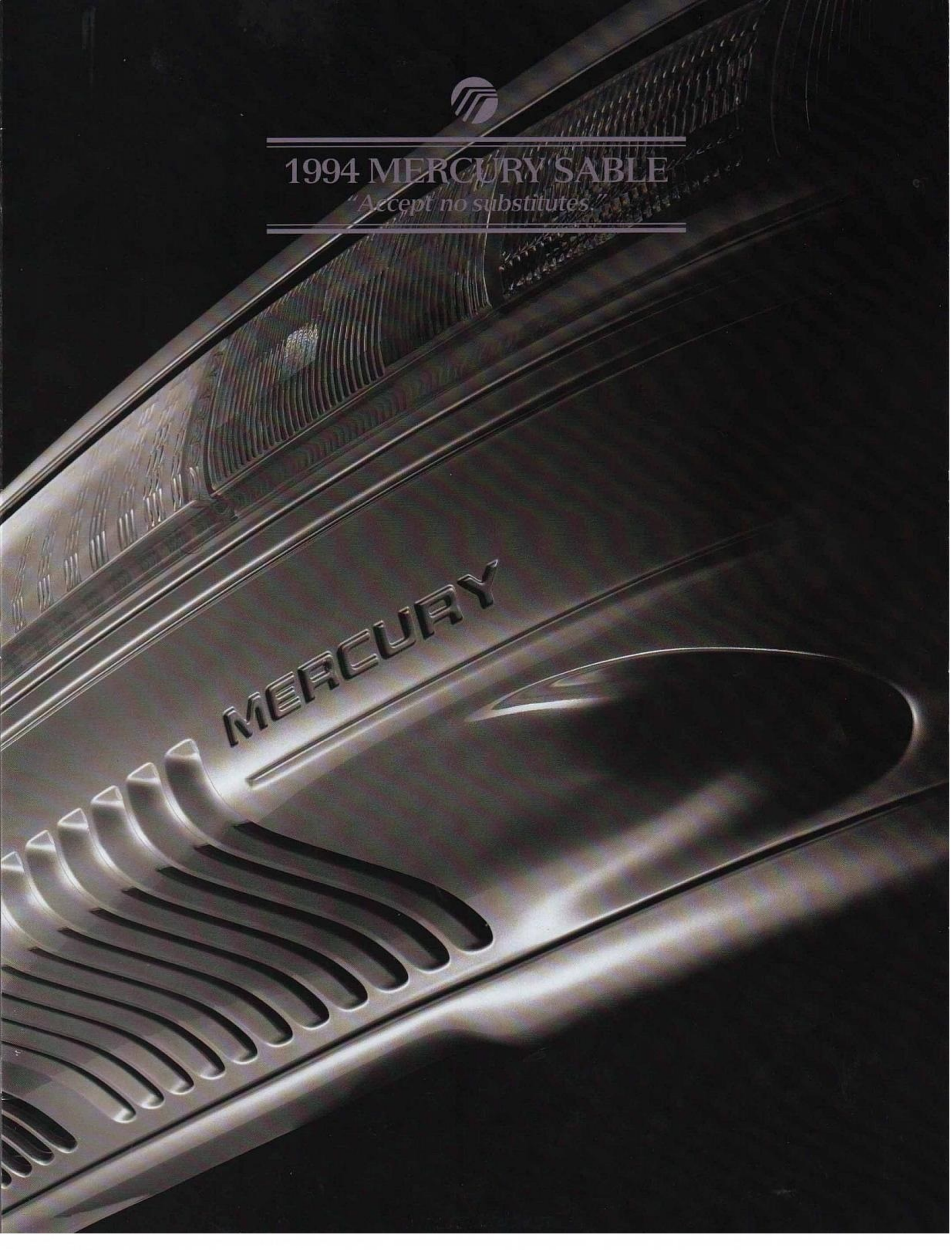


"Styling is only scratching the surface of Sable's personality."

Once in a great while, something new catches your eye and captures your imagination. Something that looks totally different than anything that's come before it, yet totally right.

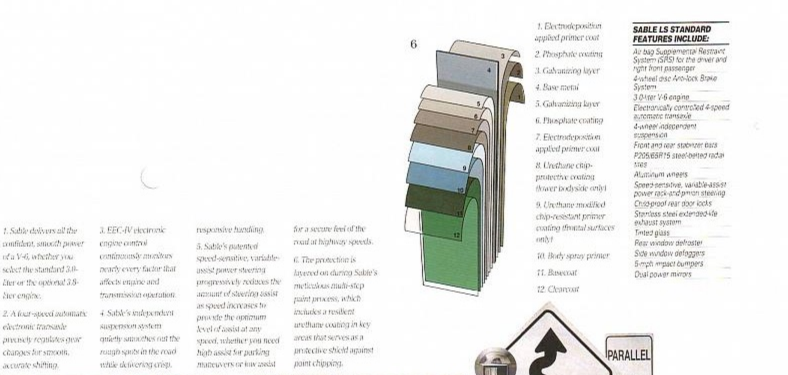
Something like the first time you saw a Mercury Sable.

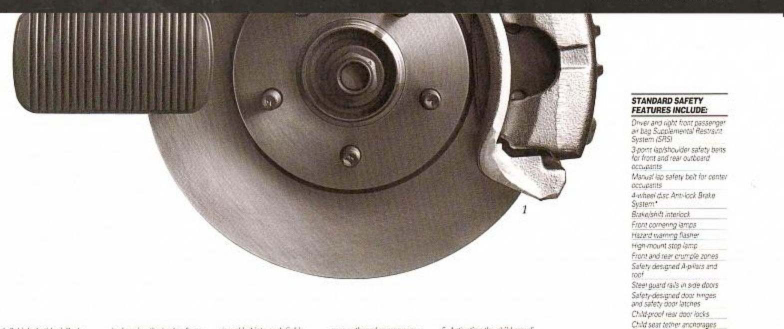
From the beginning, Sable had qualities that set it apart from the crowd. The right size. The right shape. And for drivers, the right feel.

Many of you recognized that Sable indeed had everything right. And from the looks of all those Sable-like cars on the road today, many of our competitors apparently fell in love with Sable, too. In fact, you could say that Sable forced other car manufacturers into the copier business.

Yet styling is only scratching the surface of Sable's personality. Inside, both the accommodating Sable GS, and the top-of-the-line Sable LS, offer all the room, comfort and amenities you expect in a Mercury. Equally comforting are Sable's many advanced safety features. Plus the satisfying performance of V-6 power, front-wheel drive and an agile independent suspension.

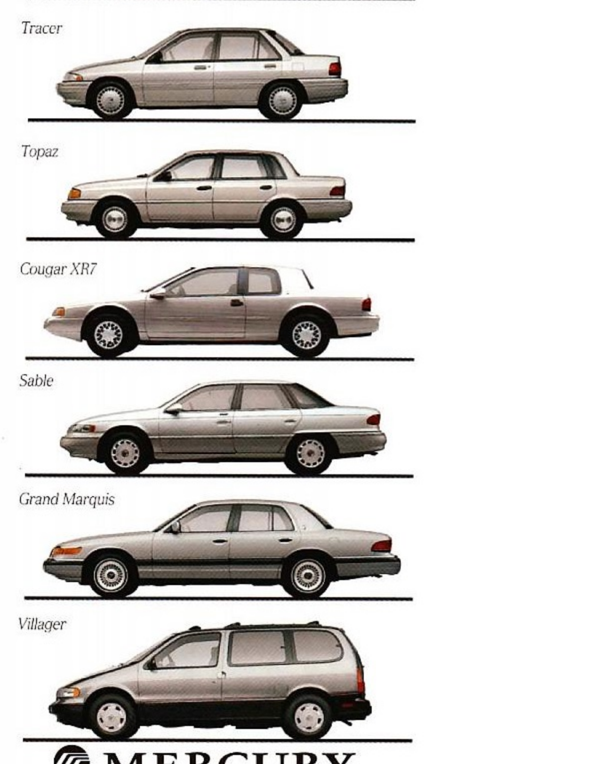
Accept no substitutes. To further reacquaint yourself with this trend-setting automobile, please turn the page.





What makes a Mercury a Mercury.

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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Buckle up-together we can save lives

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