

MERCURY

'91

TOPAZ



Topaz. A car that combines style with a sense of security.



Topaz GS shown in Crystal Blue Clearcoat Metallic.

Clearly, this is a car that not only makes you feel good about the way it looks, but also makes you feel comfortably secure when you're inside.



Topaz LS shown in Medium Titanium Clearcoat Metallic.

There are many reasons for this feeling of confidence, ranging from Topaz's surefooted front-wheel drive and four-wheel independent suspension to the protective steel side beams

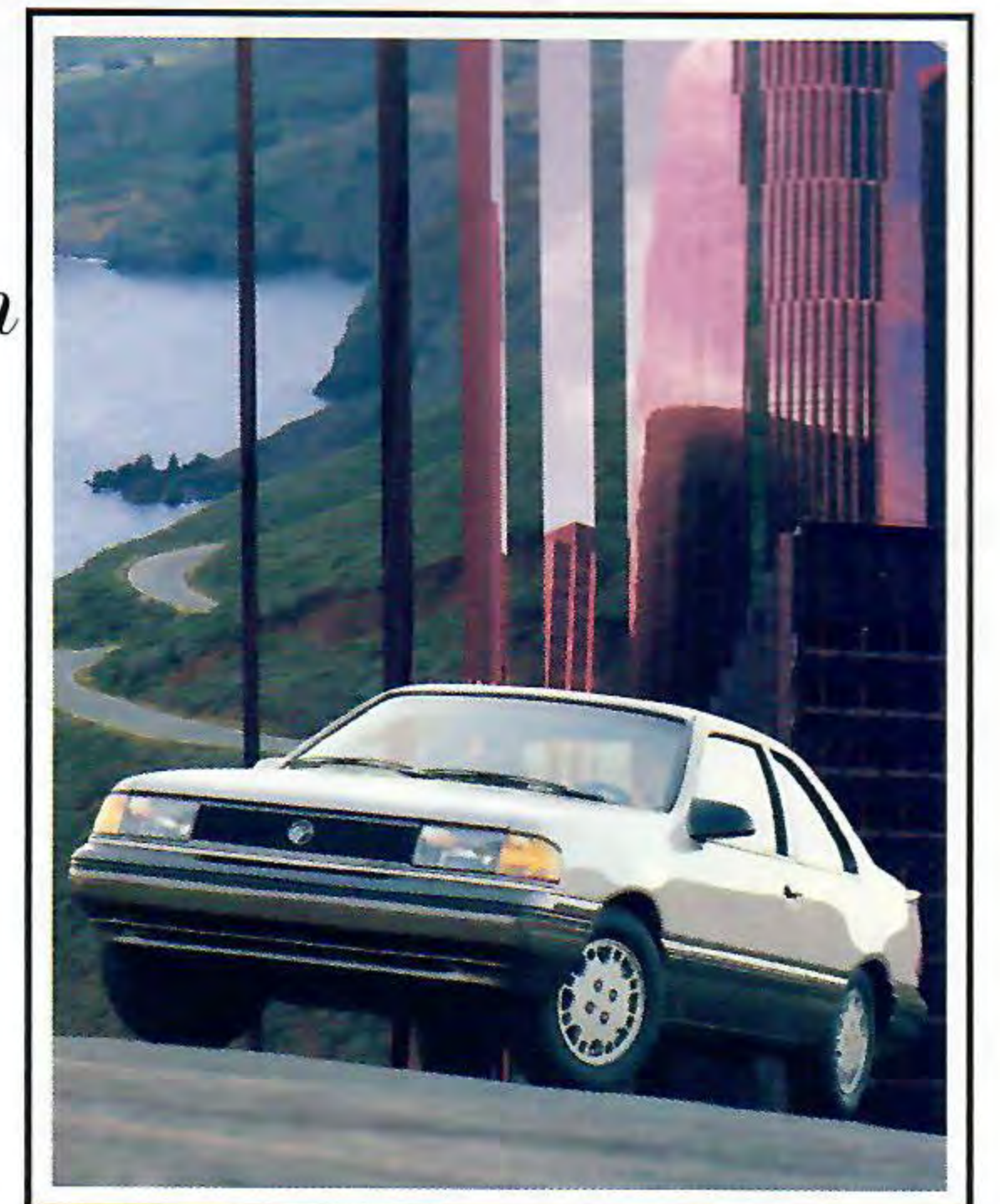


Topaz LTS shown in Oxford White and Medium Titanium Clearcoat Metallic.

in the doors. You'll be reading about these and other reassuring Topaz features in the following pages.

You'll discover Topaz is a unique car that

Topaz XR5 shown in Titanium Frost Clearcoat and Medium Titanium Clearcoat Metallic.



appeals to both logic and emotion. It is a car that impresses you with its durability and sturdiness, yet is elegantly styled and thoroughly equipped.

To learn about the lineup of 1991 Topaz cars, please turn the page.

Some features shown may be optional. See option list on pages 26 and 27.

To keep drivers and passengers feeling secure and to help cope with unexpected situations, Topaz employs thoughtful engineering and technology throughout the car. Take seats, for example. Topaz front seats are built on sturdy steel frames for strength and rigidity.

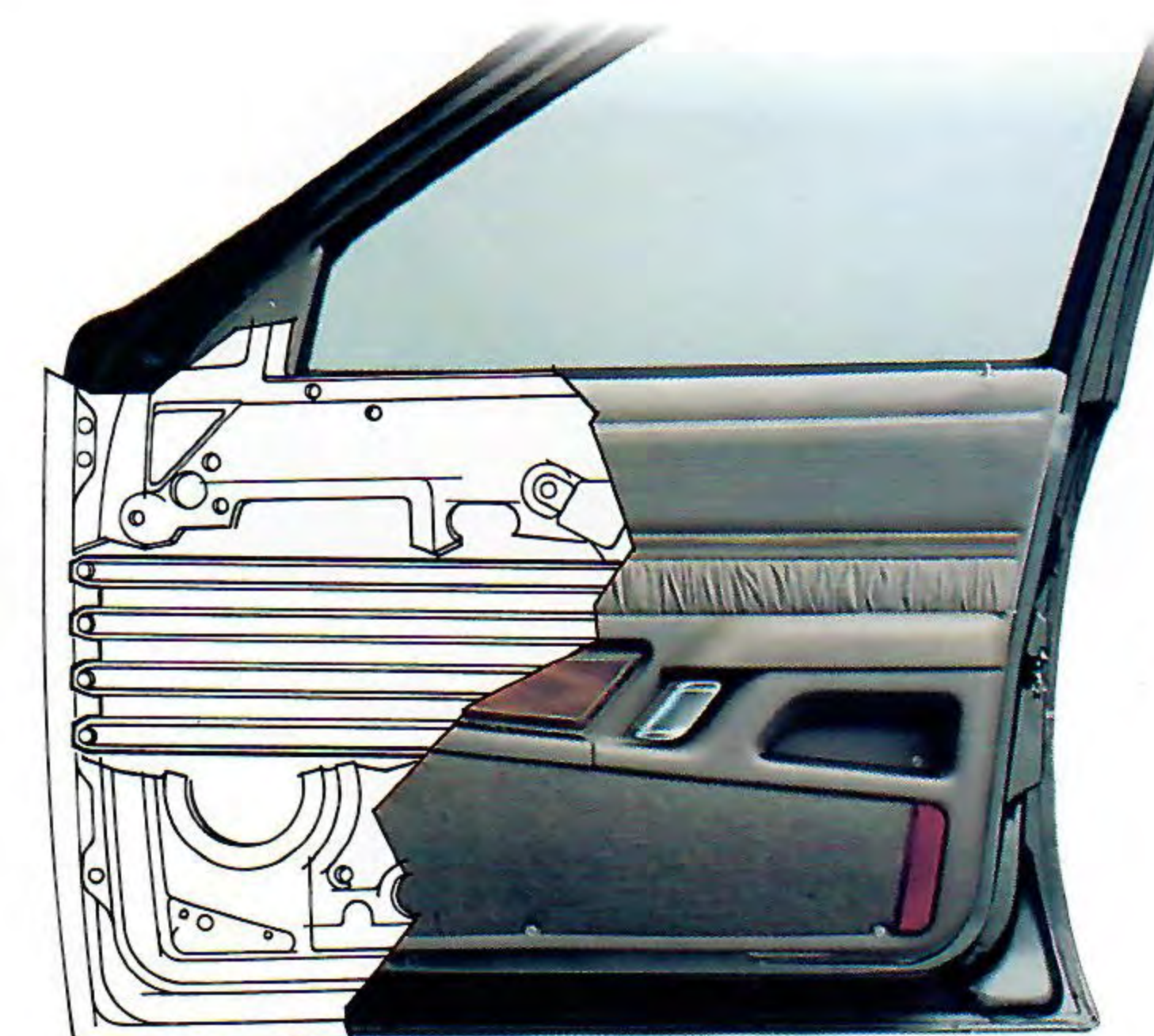


Because there are always unknown factors on the road, here are some reassuring facts about Topaz.

They're designed to help keep the driver comfortably in control with support that helps lessen fatigue on long trips. A front seat motorized safety belt system is standard, along with manual lap belts. And an optional driver side air bag Supplemental Restraint System is also offered.

If you live where weather becomes severe, you may want the added traction of Topaz's optional four-wheel drive. A touch of a switch engages this system even while the car is moving. In addition, a limited-slip rear differential helps reduce wheel spin when 4-wheel drive is engaged.

Topaz doors are built of strong double panel welded construction. And inside each is



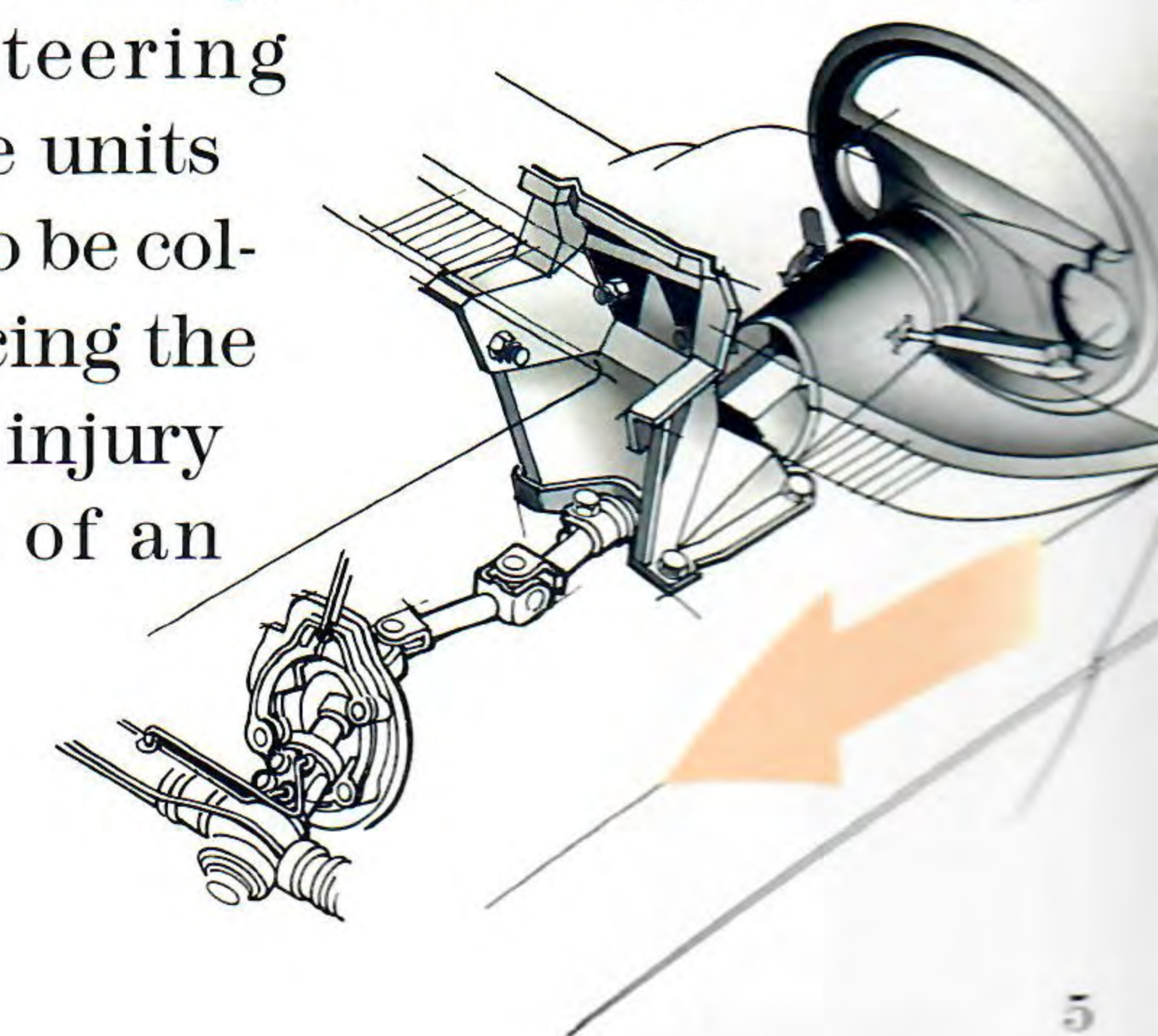
a high-strength steel beam designed to withstand a push test force of two times the vehicle weight. Door latches are designed to

withstand a push-open load in excess of 2,000 pounds to help keep doors closed in the event of an impact. Rear doors in Topaz 4-door models are equipped with child-proof door locks.



Shown here is a demonstration of the optional driver-side air bag Supplemental Restraint System being deployed. (This photographic sequence was not made during an actual test.) This system, working together with properly worn safety belts, provides the most advanced occupant restraint system available today.

Another Topaz feature that helps protect drivers is the energy-absorbing steering wheel and steering column. These units are designed to be collapsible, reducing the risk of driver injury in the event of an impact.



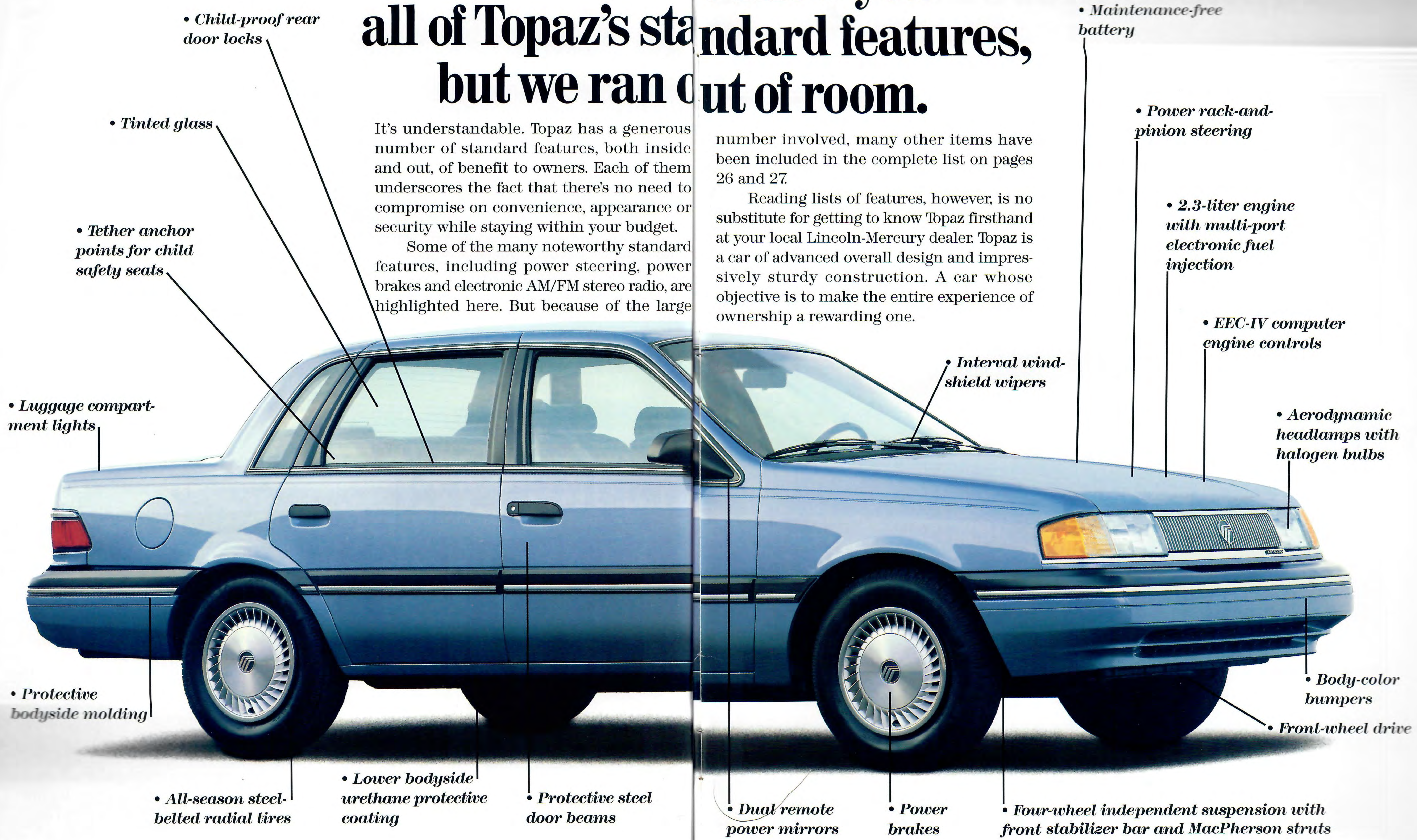
We'd like to show you all of Topaz's standard features, but we ran out of room.

It's understandable. Topaz has a generous number of standard features, both inside and out, of benefit to owners. Each of them underscores the fact that there's no need to compromise on convenience, appearance or security while staying within your budget.

Some of the many noteworthy standard features, including power steering, power brakes and electronic AM/FM stereo radio, are highlighted here. But because of the large

number involved, many other items have been included in the complete list on pages 26 and 27.

Reading lists of features, however, is no substitute for getting to know Topaz firsthand at your local Lincoln-Mercury dealer. Topaz is a car of advanced overall design and impressively sturdy construction. A car whose objective is to make the entire experience of ownership a rewarding one.



• Child-proof rear door locks

• Tinted glass

• Tether anchor points for child safety seats

• Luggage compartment lights

• Protective bodyside molding

• All-season steel-belted radial tires

• Lower bodyside urethane protective coating

• Protective steel door beams

• Dual remote power mirrors

• Power brakes

• Four-wheel independent suspension with front stabilizer bar and MacPherson struts

• Interval windshield wipers

• Maintenance-free battery

• Power rack-and-pinion steering

• 2.3-liter engine with multi-port electronic fuel injection

• EEC-IV computer engine controls

• Aerodynamic headlamps with halogen bulbs

• Body-color bumpers

• Front-wheel drive

Topaz is more than just a smart choice.

Yes, Topaz GS is a wise decision. It offers eye-pleasing Topaz styling and driver-pleasing comforts and conveniences. Plus, of course, Topaz's reassuring sturdiness.

Topaz GS shown in Crystal Blue Clearcoat Metallic with turbine style wheel covers.



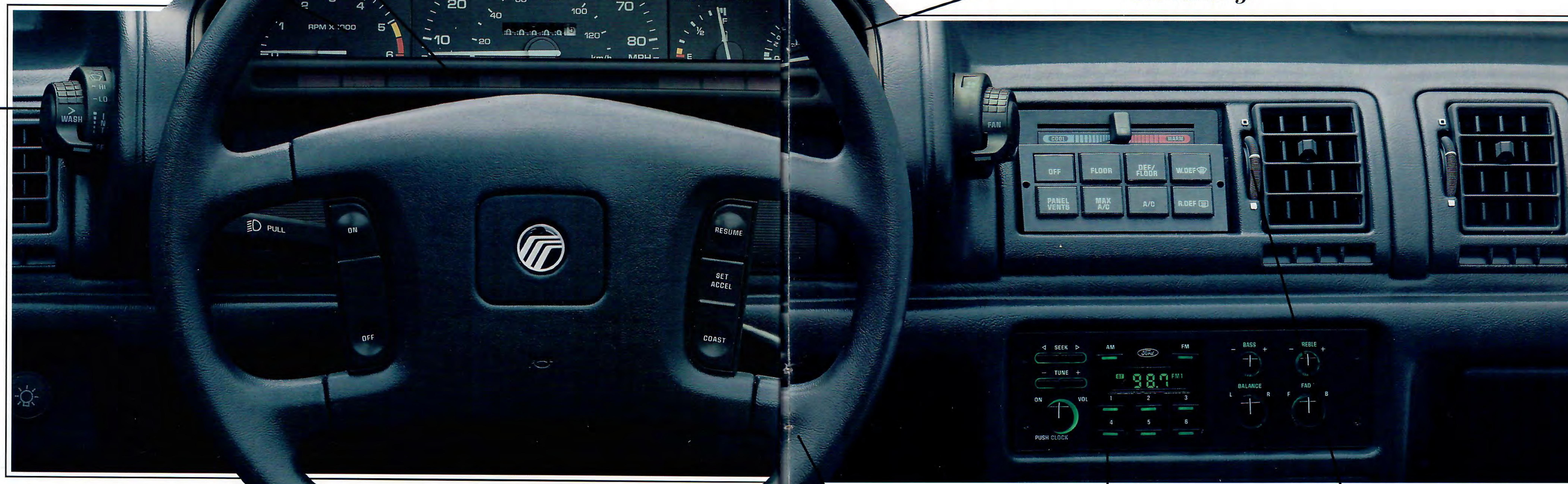
*Some features shown may be optional.
See option list on pages 26 and 27.*

Warning light bar for "shift," "deck lid ajar," "door ajar," and "brake."

Tachometer lets you keep track of your rpm.

Speedometer with odometer and trip odometer.

Temperature gauge warns you of possible overheating.



Windshield wiper switch is located so you can operate it without looking.

Comfortable 4-spoke steering wheel.

Electronic AM/FM radio with integral digital clock.

Air registers direct air where you want it and provide positive shut-off.

Some people call this ergonomics. We call it common sense.

Ergonomics is the relationship between man and his environment. In this case, Topaz and driver. And while it's a valuable science, it is in the end, common sense.

Common sense says that a car's entire interior, and particularly the instrumentation and controls, should help, not hinder the

driver. You see before you a driver's "command post" designed to do just that. The instruments are positioned so that you see them without searching for them. So that your eyes can stay focused on the road—as they should be. Grouped to be viewed at a glance are analog speedometer, tachometer, main odometer,

trip odometer, fuel level and engine coolant temperature gauges.

This kind of "human engineering" results in a car that's not just pleasing to drive, but easy to live with over the miles. It also contributes to a sense of security for Topaz drivers.



Shown here is the Topaz fingertip speed control which is standard on LS and LTS models, and optional on all others. Note that it's conveniently integrated into the steering wheel for easy access by the driver (Not available with air bag.)

Instrument panel shown for Topaz GS interior in Crystal Blue.

You can have a hand in the "final assembly" of your Topaz.

As you can see by the interior below, the Topaz GS (shown here in Crystal Blue Cloth) is beautifully styled and very comfortably appointed. Its value is further enhanced by its many standard features.

So, you could drive away in a new Topaz GS without adding a thing and be quite happy. However, you do have some other choices. Options that offer added comfort, performance, beauty and even entertainment.

To make it easy and economical to personalize your Topaz, the most popular options

have been grouped together in Preferred Equipment Packages (PEP). Choosing options this way offers price savings compared to ordering them individually. One popular Topaz GS grouping is PEP 363A. It includes automatic transmission, air conditioning, tilt steering wheel, electric rear window defroster and the other items displayed here. Information on PEPs may be found on pages 26 and 27.



TOPAZ GS WITH PEP 363A INCLUDES:

*Smooth shifting
3-speed automatic
transaxle.*

*Enjoy the cool
comfort of air
conditioning.*

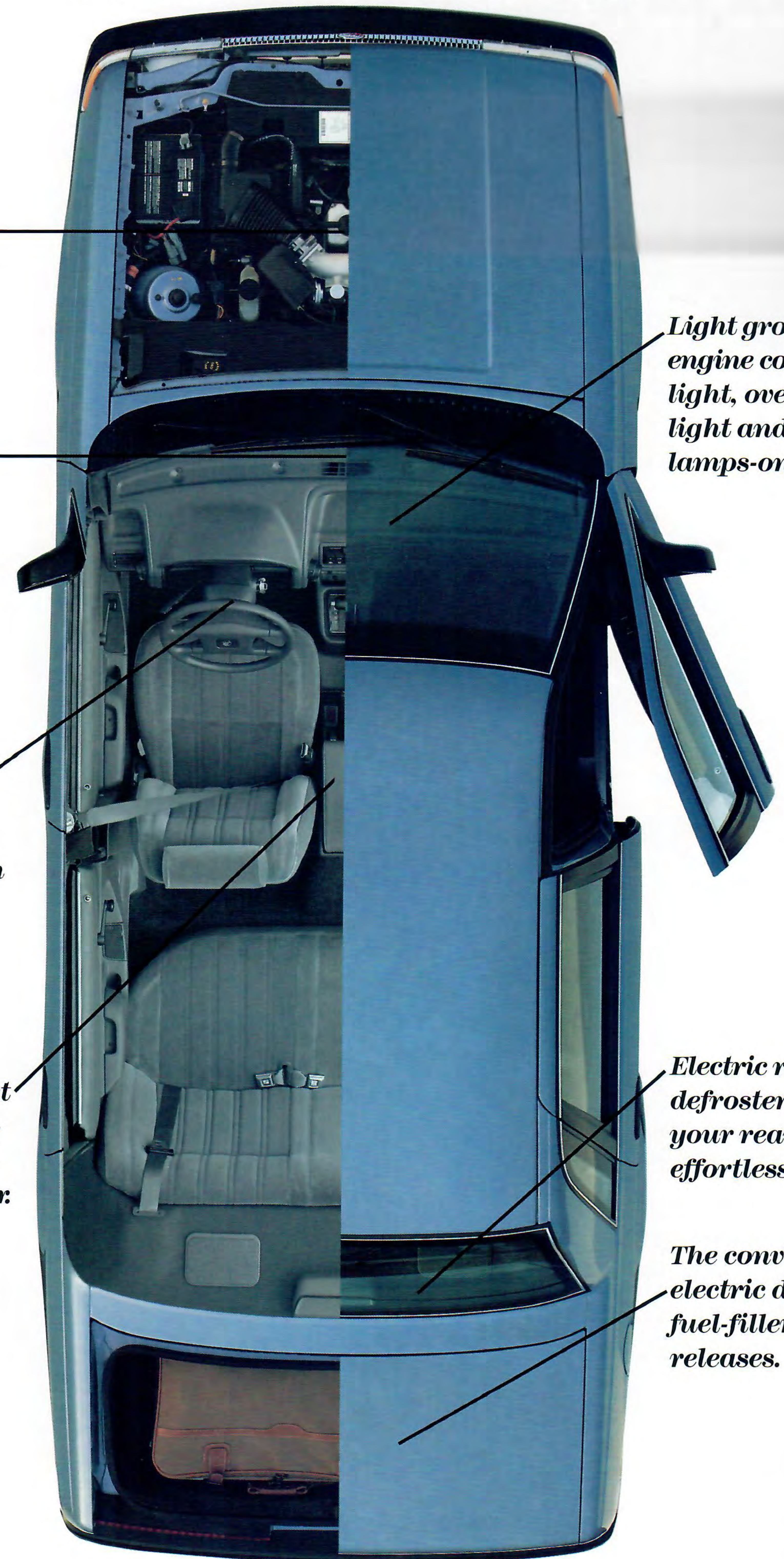
*Tilt steering wheel
lets you choose the
position that puts
you comfortably in
control.*

*Front center armrest
provides more com-
fort for both driver
and front passenger.*

*Light group includes
engine compartment
light, overhead map
light and head-
lamps-on chime.*

*Electric rear window
defroster helps keep
your rear view clear,
effortlessly.*

*The convenience of
electric decklid and
fuel-filler door
releases.*



If you're looking for more in a Topaz, you'll find it in the LS.



14 With even more standard features than Topaz GS, Topaz LS has sport-tuned suspension plus other features that make it an outstanding value.

Topaz LS shown in Medium Titanium Clear-coat Metallic with optional polycast wheels. Some other features shown may also be optional. See option list on pages 26 and 27.



Topaz LS interior shown in Titanium cloth. Some features shown may be optional.

See options list on pages 26 and 27.

These are the arrangements we've made for your next trip.

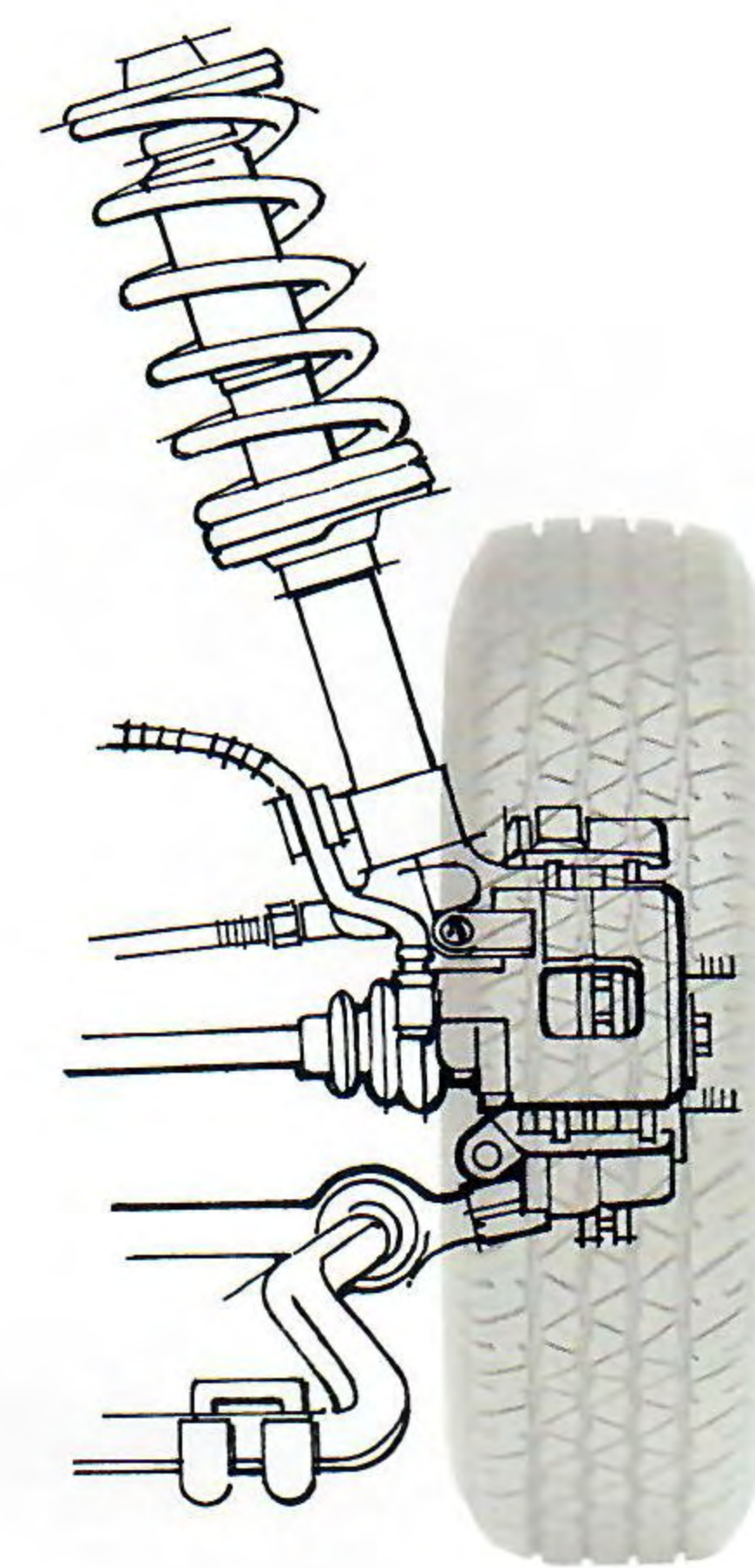
A Topaz interior is designed to accommodate all its occupants in first-class fashion. Accommodations are quiet, with little wind noise. Contoured seats and ample leg-room, hiproom and shoulder room make sure the drive cross-town or cross-country is uncramped and comfortable.

You'll find many things that will make you feel good inside Topaz LS, including such standard features as plush all-cloth upholstery, a fold-down front-seat armrest and a center console with convenient cassette tape storage. Illuminated mirrors in the overhead visors are also standard.

All these comforts deserve a ride to match, and you'll find it in a fully independent suspension system enhanced by the firm, road-gripping support of a standard sports suspension package and performance steel-belted radial tires on Topaz LS.

These and other features make Topaz LS an ideal sedan for the open road. And to help you bring more along on your travels, a deck-lid luggage rack is standard.

There's a great deal of pleasure to be gained in the comfort of a Topaz LS. Get behind the wheel soon to see just how enjoyable it can be.



No one will believe you bought it for practical reasons.

How could they? Topaz LTS has stylish looks and interior appointments that could easily be confused with a traditional luxury touring sedan.

A closer look reveals a truly practical car for those who seek affordable luxury. Topaz LTS—the letters designate “Luxury Touring Sedan”—is the top-of-the-line Topaz with a host of standard luxury and performance features.

You'll find a lot of reasons to be impressed with Topaz LTS. If you'd like to know more, you'll find a complete listing of its standard and optional features on pages 26 and 27.



Topaz LTS shown in Solid Oxford White and Medium Titanium Clearcoat Metallic with cast aluminum wheels. Some features shown may be optional. See option list on pages 26 and 27.



Some people might feel more comfortable if it cost more.

There are those who believe quality, comfort and convenience must command top prices. The Topaz LTS emphatically sets aside that misconception.

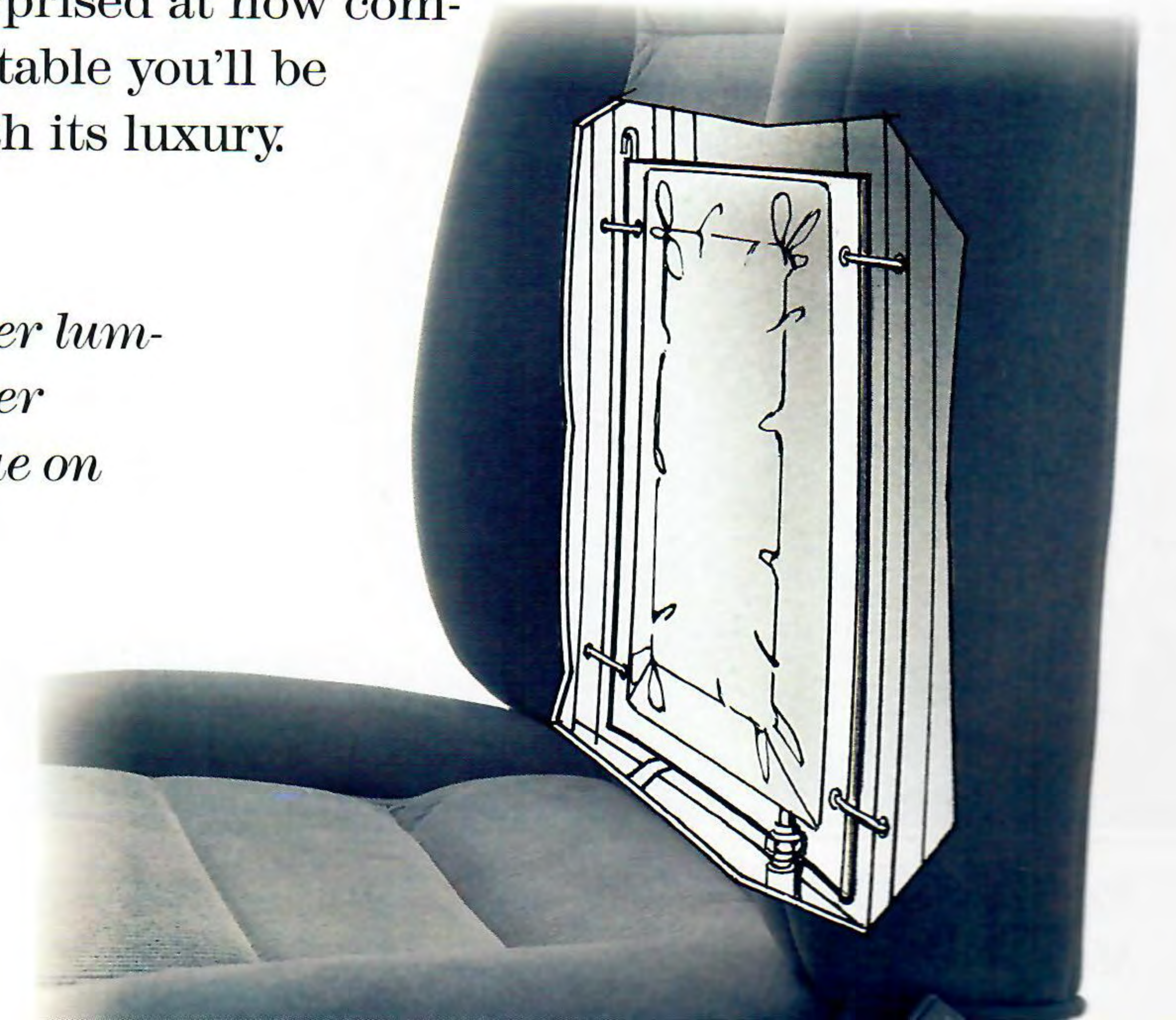
The interior here is typical of one you'd expect to find in a luxury car. It includes such standard luxuries as air conditioning, a Premium Sound system, a leather-wrapped steering wheel, power windows and power door locks.



The sport bucket seats are contoured and recline to ease stress and fatigue. The driver's seat offers six-way power adjustments. Front seats include power lumbar supports.



We invite you to test drive a Topaz LTS. You'll be pleasantly surprised at how comfortable you'll be with its luxury.



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



Topaz LTS includes the comfort of power lumbar support in the front seats. A firmer setting helps reduce lower back fatigue on longer trips.

A Premium Sound system, featuring an 80-watt amplifier and four strategically placed speakers, is standard on Topaz LTS.



Topaz XR5 shown in Titanium Frost Clearcoat/
Medium Titanium Clearcoat Metallic.

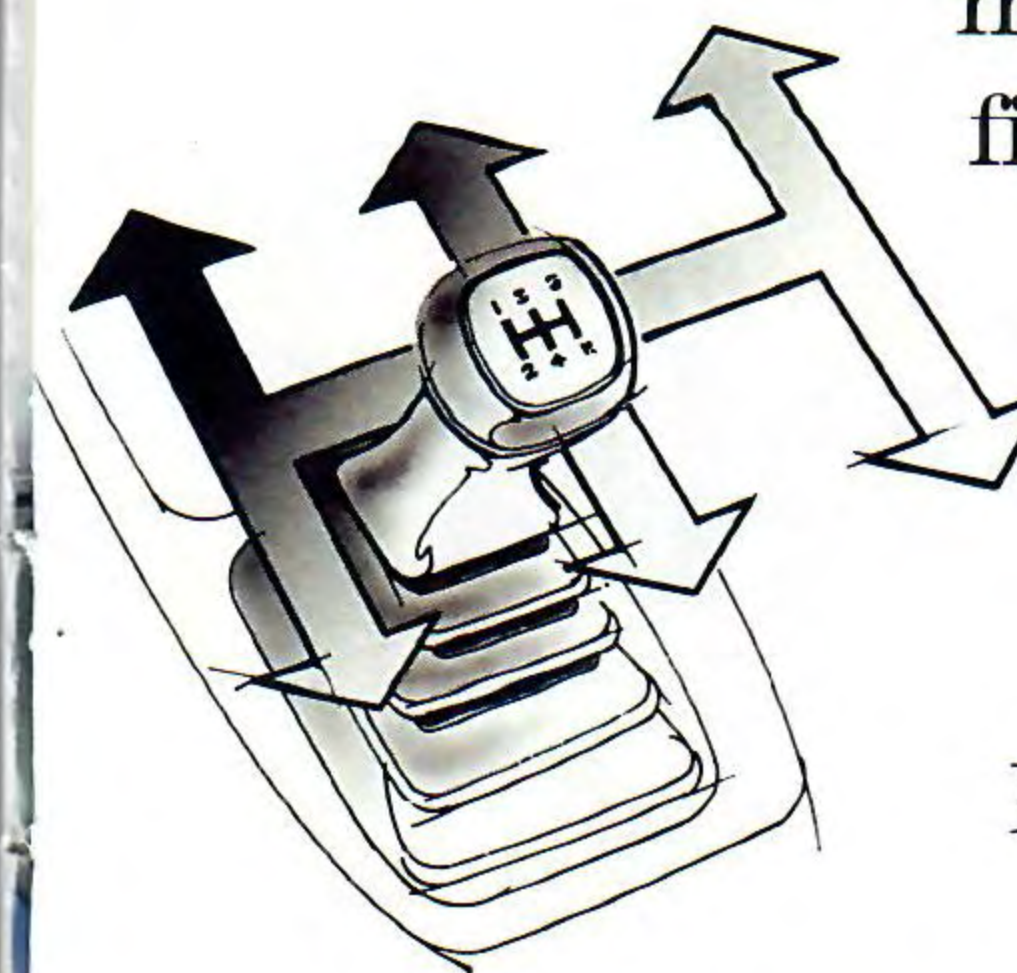
Some other features shown may be optional.
See option list on pages 26 and 27.

If you saw Topaz as more sensible than spirited, XR5 could change your mind.

Take a look. Topaz XR5 is a sporty two-door coupe that comes at you with a different point of view.

This car is full of surprises, starting under the hood with a 2.3L HSO engine producing 100 horsepower (SAE net). It features electronic multi-port fuel injection for smooth performance.

A nimble 5-speed manual transmission with gear and final-drive ratios linked for responsive acceleration places performance at your side. Its shift patterns and placement near the



driver's side are ergonomically designed for quick, easy shifts.

XR5 also includes such performance-oriented features as precise power rack-and-pinion steering, steel-belted radial performance tires mounted on cast aluminum wheels and a sport/touring suspension that tenaciously grips the road.

This special Topaz is set off with aggressive black trim and moldings. Inside, the leather-wrapped tilt steering wheel, power lumbar support and electronic AM/FM stereo/cassette (all standard) make the driver's environment that much more exciting.

And you can get even more of a good thing if you order Topaz XR5 with a Preferred Equipment



Topaz XR5 interior shown in Titanium cloth. Some features shown may be optional. See option list on pages 26 and 27.

Package. For instance, PEP 371A includes the convenience of fingertip speed control, the safety of a power lock group and the superior audio performance of the Premium Sound system.



The driver's contoured sport bucket seat includes six-way power adjustments when you order your XR5 with PEP package 371A.

Maybe the best way to understand how well Topaz is put together is to take it apart piece by piece. A closer examination of Topaz reveals how every aspect of its design has been developed with advanced technological engineering principles.

The intent is to design a car with all parts working in unison to create a totally satisfying driving experience.

For example, the 2.3L HSC engine is tuned to provide plenty of usable torque and horse-

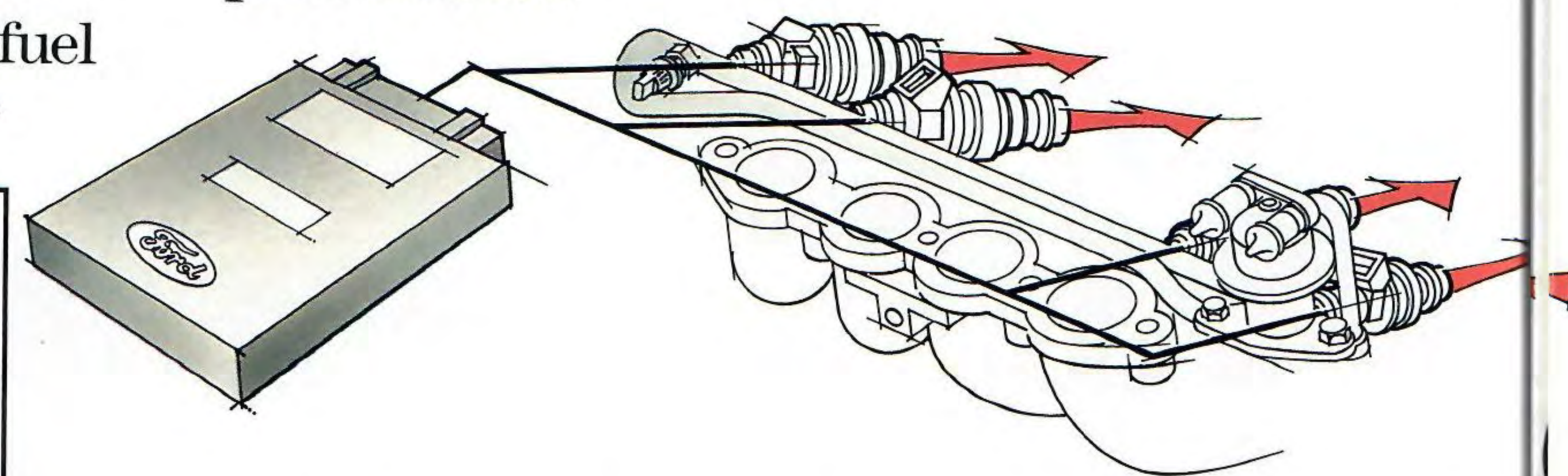
There's a lot that goes into Topaz before you do.

power when you need it. And you receive this power without sacrificing fuel economy thanks to such features as electronic multi-port fuel injection that delivers a precise amount of fuel to each cylinder exactly when it is needed.*



This engine is enhanced by EEC-IV, a sophisticated on-board computer with the capacity to process more than 312,000 operations per second.

By continuously monitoring specific engine functions, EEC-IV helps maintain optimum performance.



EEC-IV monitors various inputs such as vehicle speed, engine speed and load, ambient air temperature, coolant temperature, throttle position and oxygen content of the exhaust gas mixture. These inputs are in turn used by EEC-IV to control ignition timing, fuel metering, exhaust gas recirculation and idle speed with precise, split-second management.

**See EPA statement in back of catalog.*



role in Topaz performance is aerodynamics. The smooth exterior shape of Topaz manages the flow of air over, under and around the vehicle as it moves down the road. This carefully sculpted and wind-tested design benefits you in terms of improved handling, reduced wind noise and greater fuel efficiency at highway speeds. All this strength translates into a sense of security for both driver and passengers.

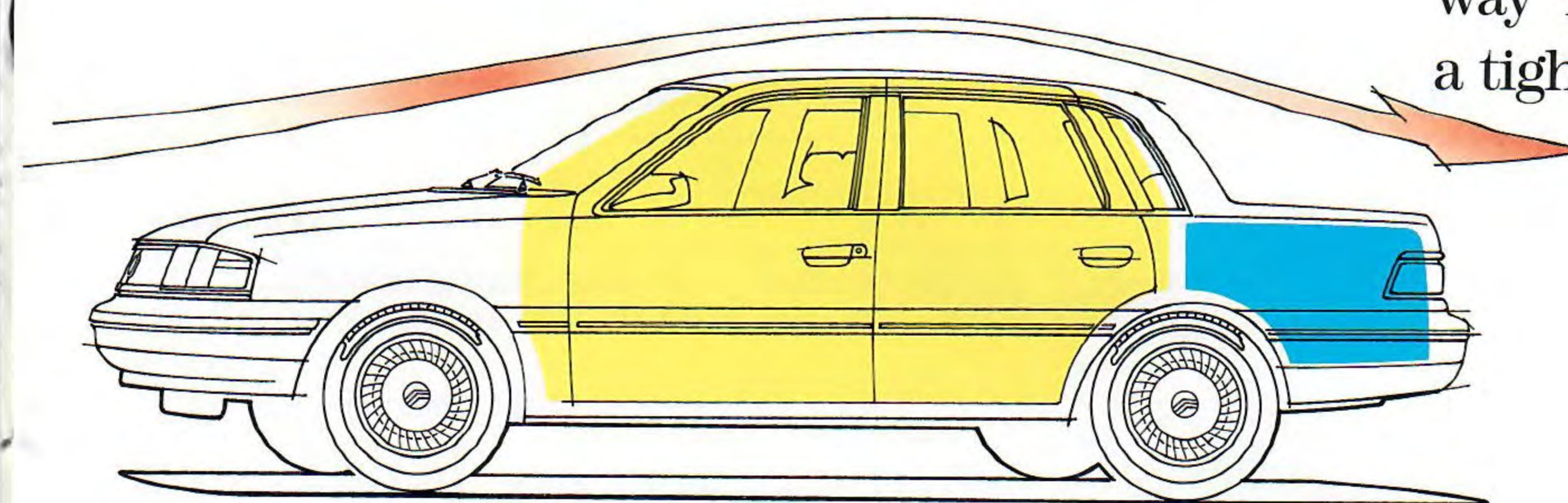
A fully independent suspension helps cushion the bumps, while keeping the driver in touch with the road to enhance

Topaz's handling capabilities. The front suspension employs nitrogen gas-pressurized MacPherson struts, coil springs and stabilizer bar.

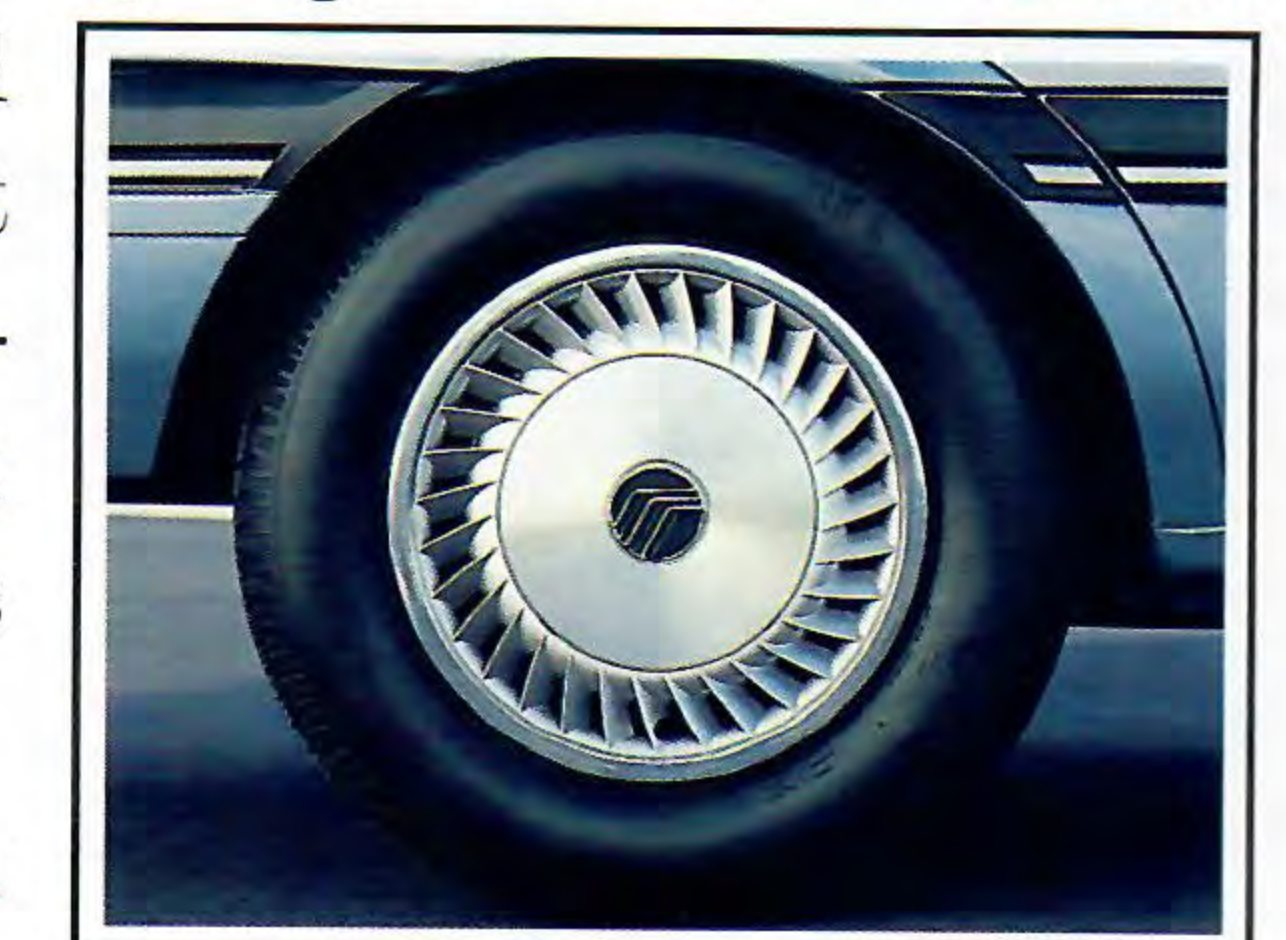
It's complemented by an independent four-bar rear suspension system with MacPherson struts and coil springs. Its complemented by an independent four-bar rear suspension system with MacPherson struts and coil springs.

However, you don't have to understand all this suspension information to appreciate the way Topaz handles a tight curve.

Another design feature that plays an active



The shape of Topaz is designed to manage the wind efficiently outside, while still offering generous room inside proportioned to comfortably accommodate both passengers and cargo.



Selected Optional and Standard Features.

ENGINES	GS/LS	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	Multi-port electronic fuel injection
Compression ratio	9.0:1	9.0:1
Engine control	EEC-IV, electronic engine control	EEC-IV, electronic engine control

TRANSMISSIONS	
Manual	Five-speed with self-adjusting clutch linkage
Automatic	Three-speed, wide ratio

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 tension struts

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

BRAKES	
Type	Dual hydraulic (diagonally linked front to rear) with power assist
Front	9.2-inch disc
Rear	8.0-inch drum
Brake swept area	217.2 sq. in.

DIMENSIONS (in inches)	TWO-DOOR	FOUR-DOOR
Wheelbase	99.9	99.9
Overall length	176.7	177.0
Overall height	52.8	52.9
Overall width	68.3	68.3
Track, front/rear	54.9/57.6	54.9/57.6
Headroom, front/rear	37.5/36.8	37.5/37.0
Legroom, front/rear	41.5/36.0	41.5/36.0
Shoulder room, front/rear	53.9/54.0	53.9/53.3
Hiproom, front/rear	48.8/51.8	48.8/51.0

CAPACITIES		
Cargo volume	13.2 cu. ft.	12.9 cu. ft.
Fuel	15.9 gal., 14.2 gal. with AWD option	
Oil (includes filter)	5 qt.	5 qt.
Engine coolant	8.1 qt.	8.1 qt.
Base curb weight	2,546 lb.	2,602 lb.

Based on official 1991 MVMA specifications.

FUNCTIONAL FEATURES	GS	XR5	LS	LTS
Driver air bag Supplemental Restraint System (four-door only)	0	—	0	0
2.3-liter HSC engine	S	—	S	—
2.3-liter HSO engine	—	S	—	S
Five-speed manual transmission	S	S	S	S
Three-speed automatic transmission	0	0	0	0
Four-wheel drive (requires automatic transmission)	0	—	0	0
Maintenance-free 48-amp/hr H.D. battery	S	S	S	S
Electronic voltage regulator	S	S	S	S
Aluminized exhaust system corrosion protection	S	S	S	S
Self-adjusting clutch linkage	S	S	S	S
Power-assist rack-and-pinion steering	S	S	S	S
Sport/Touring suspension	—	S	S	S
Tinted glass	S	S	S	S
Electric rear window defroster	0	S	S	S
Side window demisters	S	S	S	S
Engine block heater	0	0	0	0
Rear child-proof locks	S	—	S	S

EXTERIOR FEATURES				
Aero-halogen headlamps	S	S	S	S
Five-mph impact bumpers	S	S	S	S
Corrosion protection including precoated steel, cathodic electrocoat paint primer and electrostatically applied paint	S	S	S	S
Lower bodyside protective urethane coating	S	S	S	S
Front end cover	A	A	A	A
Car cover	A	A	A	A
Ski carrier	A	A	A	A
Remote keyless entry (requires power lock group)	A	A	A	A
Rear decklid luggage rack	0	A	S	S

INTERIOR COMFORT AND CONVENIENCE FEATURES				
Air conditioning	0	0	0	S
Low-back individual reclining front seats in cloth	S	—	S	—
Sport bucket seats	—	S	—	S
Six-way power driver's seat	0	0	0	S
Black leather-wrapped steering wheel	—	S	—	S
Tilt steering wheel	0	S	S	S
Speed control	0	0	S	S

S—Standard feature 0—Optional feature A—Dealer installed accessory
For more information on available accessories please call 1-800-346-0000

	GS	XR5	LS	LTS
Power flow-through ventilation	S	S	S	S
Four-speed heater/defroster	S	S	S	S
Front and rear floor mats	S	S	S	S
Trunk and footwell illumination	S	S	S	S
Interval windshield wipers	S	S	S	S
Digital clock	S	S	S	S
Remote decklid release	0	S	S	S
Remote fuel-filler door release	0	S	S	S
Power lock group: Includes door locks, fuel-filler door and decklid releases	0	0	S	S
Power windows	0	—	S	S
Cargo tiedown net	A	S	S	S
Illuminated entry system: Activates interior lights when outside door handle is pulled	—	—	S	S
Light group: Includes engine compartment light, overhead map light and headlamps-on chime	0	S	S	S
Remote anti-theft system	A	A	A	A

SOUND SYSTEMS				
Electronic AM/FM stereo with four speakers (may delete for credit)	S	—	—	—
Electronic AM/FM stereo with cassette and four speakers	0	S	S	S
Premium Sound—amplifier and premium speakers	0	0	0	S

INSTRUMENTATION				
Analog instrumentation with speedometer, tachometer, engine coolant temperature gauge, fuel gauge and trip odometer	S	S	S	S

WHEELS AND TIRES				
P185/70R14 black sidewall, all-season, steel-belted radial tires	S	—	—	—
P185/70R14 white sidewall, all-season, steel-belted radial tires	0	—	—	—
P185/70R14 black sidewall, performance steel-belted radial tires	—	S	S	S
P185/70R14 white sidewall, performance steel-belted radial tires	0	—	0	—
Luxury wheel covers	S	—	S	—
Polycast wheels	0	—	0	—
Cast-aluminum wheels	—	S	—	S

COMFORT/CONVENIENCE GROUP				
Includes front center armrest, light group, locking fuel-filler door with remote release and remote decklid release	0	S	S	S

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.*

TOPAZ GS	Preferred Equipment Package 363A
Electric decklid and fuel-filler door releases	•
Light group	•
Tilt steering wheel	•
Automatic transmission	•
Manual air conditioner	•
Front center armrest	•
Electric rear window defroster	•

TOPAZ XR5	Preferred Equipment Package 371A
Fingertip speed control	•
Six-way power driver's seat	•
Power lock group	•
Premium Sound system	•

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

MODEL/BODYSTYLE AVAILABILITY

	GS	XR5	LS	LTS
Two-door	X	X		
Four-door	X		X	X

TOPAZ COLORS

Standard Exterior Colors GS and LS

Black	Alabaster
Oxford White	Light Titanium
Medium Red	Bright Red
Light Blue	

Optional Clearcoat Colors GS and LS

Medium Titanium Clearcoat Metallic	
Titanium Frost Clearcoat Metallic	
Wild Strawberry Clearcoat Metallic	
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	Oxford White
Light Titanium Clearcoat Metallic	Dark Titanium Clearcoat Metallic
Twilight Blue Clearcoat Metallic	Black
Medium Red	

**All feature complementing lower Tu-Tone with tape stripes.

Left to right: Polycast wheel, luxury wheel cover; styled cast aluminum wheel.



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 Topaz 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 Topaz, 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 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 

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Quality is Job 1.

