Imagine yourself in a Mercury Cougar XR7.

'96 Mercury
Imagine a car that has as much style...

The fact that it stands out in a crowd is one of Cougar XR7's most outstanding characteristics. Doesn't that sound a bit like you?

as you do.

Cougar has a well-established reputation for styling leadership. This year, due to its elegantly restyled exterior, Cougar's reputation continues to grow. But you'll find much more than that. It also features a driver-focused interior, safety engineering, and superb ride and handling. With its available 4.6-liter V8, it has the power and performance you'd expect from a Cougar XR7.
We’re throwing interior design...

Graceful curves aren’t confined to Cougar’s exterior. A distinctive wraparound control panel is pleasing to the eye while it puts controls within easy reach. Cougar also happens to have the roomiest interior in its class.

a few interesting curves.
Looking for features?

Cougar sports a remarkably long list of features. Features to add to your comfort. Features for your convenience. And above all, features to make driving an absolute delight.

Prepare to be overwhelmed.
4.6L V6 ENGINE.
A 4.6-liter single overhead cam V-6 is available on Cougar XR7. This powerful yet smooth performer employs advanced engineering to generate 205 horsepower with exceptional fuel economy.*

4-SPEED ELECTRONIC TRANSMISSION.
Designed to precisely and smoothly render gear changes to complement either one of Cougar XR7’s engines' performance.

V-8 ENGINE.
Cougar XR7’s standard offering is a 5.0-liter V-8 engine that displays plenty of character with its combination of mid-range passing acceleration and fuel efficiency.*

VARIABLE ASSIST POWER STEERING.
It’s included with the optional V-8, and increases steering assist at low speeds for maneuvers like parking. Reduces assist at higher speeds for improved road feel.

EEC-V ELECTRONIC ENGINE CONTROL AND SEQUENTIAL ELECTRONIC FUEL INJECTION (SFI).
With both engines, EEC-V monitors and controls up to 300,000 engine and transmission functions per second, while SFI sequentially feeds the precise amount of fuel into each cylinder. Together, they provide an optimal blend of efficiency and performance.* And both engines can perform for 100,000 miles without a scheduled tune-up.*

*See the EPA statement in the back of this brochure.
**Under normal driving conditions with routine fluids/filters changes.
DUAL AIR BAGS.
An air bag for both driver and front passenger is standard equipment. Safety belts must be properly worn for air bags to be most effective.

3 POINT BELTS.
Lap/shoulder safety belts are the primary restraint for front and rear outboard occupants.

SIDE DOOR BEAMS.
Heavy gauge steel beams are mounted inside each door for additional protection.

INTERNAL WIPERS.
Cougar XR7's wipers include high, low and variable intermittent speeds allowing the driver to adjust for a mist or a downpour.

REMOTE KEYLESS ENTRY.
This optional feature includes two remote transmitters that allow you to unlock or lock all doors and open the trunk from up to 23 feet away. A panic button will sound the horn and flash exterior lights when engaged.

CRUMPLE ZONES AND 5 MPH BUMPERS.
Front and rear crumple zones help absorb energy from severe impacts before it reaches the passenger compartment. Front and rear bumpers are designed to absorb 5 mph impacts to minimize vehicle damage.

POWER MOONROOF.
Open up fully and let the sunshine in with the touch of a switch, or tilt glass up for fresh air ventilation.

SPEED CONTROL.
You set the speed and it does the rest. A great feature to have for long trips. Tap up, tap down feature.

HIGH-LEVEL AUDIO AND CD RADIO.
In addition to the standard AM/FM stereo with cassette, you can choose (1) an 80-watt High-Level audio system with AM stereo/CD stereo cassette and premium speakers, or (2) a compact disc radio.

SEMI-AUTOMATIC CLIMATE CONTROL.
This CFC-free system automatically maintains the temperature you select.
**Dimensions (in inches)**
- Wheelbase: 113.0
- Overall length: 199.9
- Overall height: 52.5
- Overall width: 72.7
- Track front/rear: 65.6/60.2
- Headroom, front/rear: 38.1/37.6
- Legroom, front/rear: 42.5/35.5
- Shoulder room, front/rear: 56.1/56.9
- Hrroom, front/rear: 56.0/55.8

<table>
<thead>
<tr>
<th>ENGINE</th>
<th>STANDARD</th>
<th>OPTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>V-6</td>
<td>V-8</td>
</tr>
<tr>
<td>Displacement</td>
<td>3.8 liters</td>
<td>4.9 liters</td>
</tr>
<tr>
<td>Horsepower (SAE net)</td>
<td>145 bhp @ 4000 rpm</td>
<td>205 bhp @ 4250 rpm</td>
</tr>
<tr>
<td>Torque (SAE net)</td>
<td>215 lb-ft @ 2750 rpm</td>
<td>260 @ 3000 rpm</td>
</tr>
<tr>
<td>Fuel delivery</td>
<td>Sequential multi-port electronic fuel injection</td>
<td></td>
</tr>
<tr>
<td>Compression ratio</td>
<td>9:0:1</td>
<td></td>
</tr>
<tr>
<td>Engine coolant</td>
<td>12.3 qt. (V-6)/14.0 qt. (V-8)</td>
<td></td>
</tr>
<tr>
<td>Weight</td>
<td>3586 lbs./3725 lbs. (V-6/V-8)</td>
<td></td>
</tr>
</tbody>
</table>

**Suspension**
- Front: Short/long arm design with double isolate, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas pressurized hydraulic shock absorbers, front sub-frame
- Rear: Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas pressurized hydraulic shock absorbers, rubber isolated rear sub-frame

**Brakes**
- Front: 10.8-inch disc
- Rear: 9.6-inch drum
- Brake swept area: 330.1 sq. inches
- Type: Dual hydraulic (diagonally linked front to rear with power assist)

**Steering**
- Power-assist rack and pinion

**Functional Features**
- Driver-side air bag Supplemental Restraint System
- Front passenger-side air bag Supplemental Restraint System
- 3.8-liter V-6 sequential multi-port fuel injection
- 100,000 mile scheduled tune-up
- 4-speed electronic automatic overdrive transmission
- Tinted glass
- Power-assist brakes with audible wear sensors on front
- 58-amp/hr maintenance-free battery
- 130-amp alternator
- 4.6-liter 50HC V-8 sequential multi-port fuel injection
- 100,000 mile scheduled tune-up
- Power 4-wheel disc brakes with Anti-lock Brake System (ABS)
- Traction Lock rear axle
- Electronic Traction Assist (requires ABS)
- Electronic speed-sensitive power rack and pinion steering
- Engine block heater
- 72-amp/hr heavy-duty battery
- Electric rear window defroster

**Exterior Features**
- 5 mph impact bumpers front/rear
- Dual color keyed power mirrors
- Low profile compound reflector clear lens halogen headlamps
- Fog lamps
- Remote keyless entry system
- Illuminated entry
- Multi-sport roof rack (ski, bicycle, water sports)
- Front and rear bumper

**Sound Systems**
- Electronic AM/FM stereo radio with cassette and four speakers
- High-Level Audio System with AM/FM stereo radio and cassette, four premium speakers in four locations, 60 total watts RMS
- High-Level Audio System with AM/FM stereo/CD stereo Compact Disc radio, 80 total watts RMS (does not include cassette)
- Power antenna

**Instrumentation**
- Backlit analog performance cluster with tachometer, fuel gauge, coolant temperature gauge, 120-mph speedometer, oil pressure gauge and voltmeter

**Interior Comfort and Convenience Features**
- Rear seat 3-point manual shoulder safety belts (outboard) and lap safety belt for center position
- PDC (passenger's) air conditioner
- Rear seat bucket seats
- Center console with floor shift
- Rear center fold-down armrest
- Courtesy lights – front only
- Map pockets on doors
- Power windows with illuminated switches
- Side window defrosters
- Variable intermittent wipers
- Push-on / push-off parking brake system
- Luggage compartment light
- Rear seat heat ducts
- Dual console mounted cup holders
- Tilt steering wheel
- Luxury cloth and leather seat trim
- Leather-wrapped shift knob
- Leather seat cushions
- 6-way power driver's seat
- 6-way power passenger seat (req. power driver's seat)
- Leather-wrapped steering wheel
- DFO-free semi-automatic temperature control (req. Auto lmp)
- Power side mirror with turn signal (req. Luxury light group)
- Rearview mirror with heated defroster (req. Luxury light group)
- Power tilt feature with power up / down feature
- Carpeted floor mats
- Power door locks
- Anti-lock alarm system (req. remote keyless entry system)
- Luxury light group
- Auto lamp (req. auto-while-light system)

**Additional Features**
- Standard 25-inch luxury wheel covers
- Optional 15-inch custom alloy wheel
- Optional 15-inch custom aluminum spoke wheel available only with Sport Appearance Group

**Powertrain**
- Standard 25-inch luxury wheel covers
- Optional 15-inch custom alloy wheel
- Optional 15-inch custom aluminum spoke wheel available only with Sport Appearance Group

**Cougar Model Overview**
- 113.0-inch wheelbase
- 199.9-inch overall length
- 52.5-inch overall height
- 72.7-inch overall width
- 65.6/60.2-inch track front/rear
- 38.1/37.6-inch headroom, front/rear
- 42.5/35.5-inch legroom, front/rear
- 56.1/56.9-inch shoulder room, front/rear
- 56.0/55.8-inch hiproom, front/rear
- 3.8-liter V-6 engine
- 145 bhp @ 4000 rpm
- 215 lb-ft @ 2750 rpm
- Sequential multi-port electronic fuel injection
- 9:0:1 compression ratio
- 3586 lbs./3725 lbs. weight (V-6/V-8)
- Front suspension: Short/long arm design with double isolate, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas pressurized hydraulic shock absorbers, front sub-frame
- Rear suspension: Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas pressurized hydraulic shock absorbers, rubber isolated rear sub-frame
- 10.8-inch disc brakes (front)
- 9.6-inch drum brakes (rear)
- Power-assist rack and pinion steering
- 130-amp alternator
- 4.6-liter 50HC V-8 sequential multi-port fuel injection
- 100,000 mile scheduled tune-up
- Power 4-wheel disc brakes with Anti-lock Brake System (ABS)
- Traction Lock rear axle
- Electronic Traction Assist (requires ABS)
- Electronic speed-sensitive power rack and pinion steering
- Engine block heater
- 72-amp/hr heavy-duty battery
- Electric rear window defroster
- 5 mph impact bumpers front/rear
- Dual color keyed power mirrors
- Low profile compound reflector clear lens halogen headlamps
- Fog lamps
- Remote keyless entry system
- Illuminated entry
- Multi-sport roof rack (ski, bicycle, water sports)
- Front and rear bumper
- Electronic AM/FM stereo radio with cassette and four speakers
- High-Level Audio System with AM/FM stereo radio and cassette, four premium speakers in four locations, 60 total watts RMS
- High-Level Audio System with AM/FM stereo/CD stereo Compact Disc radio, 80 total watts RMS (does not include cassette)
- Power antenna
- Backlit analog performance cluster with tachometer, fuel gauge, coolant temperature gauge, 120-mph speedometer, oil pressure gauge and voltmeter
- Rear seat 3-point manual shoulder safety belts (outboard) and lap safety belt for center position
- PDC (passenger's) air conditioner
- Rear seat bucket seats
- Center console with floor shift
- Rear center fold-down armrest
- Courtesy lights – front only
- Map pockets on doors
- Power windows with illuminated switches
- Side window defrosters
- Variable intermittent wipers
- Push-on / push-off parking brake system
- Luggage compartment light
- Rear seat heat ducts
- Dual console mounted cup holders
- Tilt steering wheel
- Luxury cloth and leather seat trim
- Leather-wrapped shift knob
- Leather seat cushions
- 6-way power driver's seat
- 6-way power passenger seat (req. power driver's seat)
- Leather-wrapped steering wheel
- DFO-free semi-automatic temperature control (req. Auto lmp)
- Power side mirror with turn signal (req. Luxury light group)
- Rearview mirror with heated defroster (req. Luxury light group)
- Power tilt feature with power up / down feature
- Carpeted floor mats
- Power door locks
- Anti-lock alarm system (req. remote keyless entry system)
- Luxury light group
- Auto lamp (req. auto-while-light system)
WHEELS AND TIRES
Mini sport tires T125/80R15 STD
15-inch steel wheels with P205/70R15 8-season steel rebated radial tires STD
15-inch steel wheel aluminum wheels with P205/70R15 8-season tires OPT

OPTIONAL PACKAGES
POWER LOCK GROUP
Includes power door locks, remote panic release

REMOTE KEYLESS ENTRY SYSTEM
Allows doors to be unlocked/locked with a remote hand-held transmitter (includes illuminated entry)

POWER MOONROOF
Features pop-up air deflector, sliding sunshade and rear lift, includes dual reading lamps (requires luxury light group)

LUXURY LIGHT GROUP
Includes engine compartment light, instrument panel courtesy lights, dual illuminated visor mirrors and indicator lamp module with door light, low fuel, low coolant and low washer fluid warning lights. Also includes Traction Assist light on models so equipped

SPORT APPEARANCE GROUP
Geometric spoke wheels and non-functional luggage rack

STD = Standard, OPT = Optional Feature; DUR = Dealer Installed Accessory
* Electronic speed sensor, variable assist power rack and pinion steering included and only available with optional V6.
** 100,000 mile scheduled service under normal driving conditions with routine fluid filter changes.

PREVIOUS EQUIPMENT PACKAGES

To make ordering easy we've grouped certain options together into the Preferred Equipment Packages below. PDE's are offered to offer sticker price savings over ordering these items individually.

<table>
<thead>
<tr>
<th></th>
<th>260A</th>
<th>262A</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finger tip speed control</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electric rear window defroster</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power lock group</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Luxury wheel aluminum wheels w/P205/70R15 8-season tires</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front carpeted floor mats</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illuminated entry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leather-wrapped steering wheel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-way power driver's seat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.6-liter V8 engine</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EXTERIOR COLORS
Vibrant White Clearcoat
Silver Frost Clearcoat Metallic
Light Sage Clearcoat Metallic
Pacific Green Clearcoat Metallic
White Opal Clearcoat Metallic (Extra-Cost Item)
Apricot Clearcoat Metallic
Moonlight Blue Clearcoat Metallic
Bright Red Clearcoat
Laser Red Tinted Clearcoat
Silver Blue Mist Clearcoat Metallic
Black Clearcoat

INTERIOR COLORS
Medium Graphite
Willow Green
Saddle
Portofino Blue

PRODUCT CHANGES
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 this page. Your 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.

THE LEASING ALTERNATIVE
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 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 the benefits of a Red Carpet Lease at your Mercury dealer.
Imagine a full line of cars featuring sophisticated styling and quality craftsmanship. Imagine an automaker who's concerned about every aspect of the care you receive from your dealer. Imagine a comprehensive program dedicated to your total satisfaction. It's called the Mercury Commitment® and it's one of the extra comforts of owning a Mercury. It provides the assurance that each customer's needs are always the highest priority and that they receive immediate attention for as long as they own their vehicle.

ROADSIDE SERVICE ASSISTANCE. Throughout the three-year/36,000-mile warranty period, you get complimentary 24-hour, seven-day-a-week coverage for towing, fuel delivery, jump-starts, tire changing and lock-out assistance.

MERGENCY VEHICLE WARRANTY. As part of the Mercury Commitment, you receive the Mercury Bumper To Bumper Limited Warranty covering your automobile for three years or 36,000 miles with no deductible. You also receive a corrosion protection limited warranty providing coverage for five years with unlimited mileage and no deductible. Ask your Mercury dealer for complete details and a copy of the limited warranties.

SPECIAL DELIVERY PROCESS. Prior to delivery, your dealer's service department thoroughly prepares your vehicle. At delivery, the dealership sales staff provides a customer delivery meeting, service department tour, checklist review and other services.

MERGENCY CUSTOMER ASSISTANCE CENTER. If you have questions about your Mercury vehicle or the Mercury Commitment, you're invited to contact your selling dealer. Or if you wish, feel free to call our Customer Assistance Center at 1-800-392-3673.

OWNER IDENTIFICATION CARD. You'll receive a Mercury Commitment ID card for your wallet. You'll want to keep it handy because it includes the Mercury Commitment hotline numbers for customer service and roadside assistance.

IMAGINE YOURSELF IN A MERCURY