
Power combined with economy

Power is provided by another American standard, the 5.0-liter V8 engine. Here is a superb blend of performance and economy. The transmission automatically shifts into twelve of the 120 miles per hour. The engine then works hard, running at all rpm's, to maintain a cruising speed. In addition, its 100% mechanical stop in is four wheel drive. The 5.0-liter V8 also boosts a self-adjusting hydraulic valve lifter, and a strong cast-iron block.


Grand Marquis's legendary smooth, quiet ride

Much of Grand Marquis's gentle ride can be attributed to its carefully engineered frame and suspension systems. Torque box structures on the bottom side rails help absorb the shock of rough roads. Rubber body mounts between frame and body cut down on road noise and vibration. The result: remarkable quietness. The long- and short-arm coil spring front suspension is engineered to provide the smooth, full-size ride that is the hallmark of Grand Marquis. As shown, it features a standard box-tubular frame. Upper control arms, upper and lower shock absorber springs and specially designed shock absorber valving.

 Coil springs centered over the axe and nearly vertical shock absorbers mounted in front of the axe and of the heart of the rear suspension. This arrangement—absorbing noise, vibrations, and harshness—helps Grand Marquis take on virtually everything the road dishes out before it can get to the driver and passenger compartment.

Grand Marquis—front to rear, it is a car of uncompromising integrity.

*EPA estimates were not available at the time this advertisement was published. Requests for Mercury Grand Marquis should be sent to your nearest Motor Company. Use your Lincoln-Mercury Dealer for the greatest information.

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Mercury Grand Marquis interiors offer more than comfort and elegance—through there are generous helpings of each. They offer room to stretch out and be comfortable. Room to relax. This is a car everyone can feel at home in.

Indeed, Grand Marquis honors the classic tradition of spacious six passenger American cars—with 132 cubic feet of usable space in sedans, 165 cubic feet in wagons*, delivering the room that 99% of today's cars can't.

Take a look now of Grand Marquis LS. Begin with the Twin Comfort Lounge seats. The name suits them. Showers here upholstered in Walnut Luxury cloth; they are, of course, also available in leather with vinyl tops, if preferred. They take up the Twin Comfort Lounge seats in every Grand Marquis, have dual seatbelt restraints, which provide virtually infinite adjustment for individual driver and passenger comfort. And there is also a pair of fold-down center armrests. And a dual-beamed dome lamp, which provides front-seat light at night without disturbing the driver and/or passenger.

Six-way power seat adjustments are available as options for both driver and passenger seats.

With front seats aligned, there is plenty of room for a third passenger.

**COMFORT EVEN IN THE REAR SEAT**

Rear-seat passengers are not forgotten in Grand Marquis LS. Their experience will be reminiscent of the days of chauffeured elegance. Here too, is a fold-down center armrest that transforms simple seating for three into lounge seating for two. Pockets on front seatbacks hold maps, magazines or other materials you choose to carry.

Rear space in the Grand Marquis LS is covered by rich, eighteenounce, cut-plee carpeting, which adds to the interior's cozying effect. Inner door panels get the luxury treatment, too. They carry full-length woodgrain-trimmed armrests with courtesy lamps and door pull straps, and feature the same cloth covering as the seats. Lower door panels feature carpeting that complements the floor covering.

**LARGEST CARGO CAPACITY AVAILABLE TODAY**

Even Grand Marquis's trunk is carpeted and equipped with a covered mini-spares area. A full-size car should be equipped with a full-size trunk. So this one's deep well design is spacious enough for even upright storage of suitcases and other items. Cargo capacity a huge 22.4 cubic feet.

Just having an interior that seats six comfortably would be satisfying to those people who still appreciate an all-American, full-size car. Lincoln Mercury has gone well beyond that simple requirement. When you drive or ride in a Grand Marquis, you know you are seated in luxury.

*Based on EPA, total interior volume includes figures not exclusive of those for other Ford Motor Company cars.

Grand Marquis LS standard Twin Comfort Lounge seating in Walnut. Options shown are listed on page 12.
Grand Marquis Two-Door: distinctive personal styling.

Lincoln-Mercury understands that many people who prefer the luxury of a full-size car also desire the personal feel of a two-door. The response is a two-door sedan version of both Grand Marquis and Grand Marquis LS.

A Grams of Grand Marquis two-door shows you that no luxury touches have been overlooked. The wrapover roof molding and coach lamps are set off by rear-quarter windows. Twin Comfort Lounge seats are standard on all models. With armrests down, an individual seating arrangement is created that fits perfectly with the two-door's individual style. Grand Marquis also comes with a standard, luxury four-spoke steering wheel backed up by a brushed aluminum and wood-trimmed instrument panel. The optional flipfinder computer, shown and described on page 13, adds an ultra-modern look along with ultra-modern conveniences.

A QUALITY DRIVING EXPERIENCE

The 5.0-liter V-8 with Electronic Fuel Injection and Automatic Overdrive Transmission are also standard. Power steering, a sure-stopping power front disc/rear drum brake system, steel-belted radials with sidewall tires, and a front stabilizer bar all go a long way to make every Grand Marquis a quality driving experience.

PERSONALIZING GRAND MARQUIS

Grand Marquis provides a wide range of standard equipment, but for those who wish to tailor it to their individual tastes, an equally wide range of options is available. Music lovers can choose the standard AM/FM stereo radio or either of two optional sound systems, including one with a Dobby noise reduction system. There's also the choice of tilt steering wheel, fingertip speed control, six-way power seats and leather seating surfaces (LS only), to create the ultimate luxury experience. Or select manual or automatic climate control, optional tinted windows, and dual exhausts.

Grand Marquis's stylish appearance also may be personalized with a Tia Tone paint scheme, formal vinyl roof (four-door sedans only), or hood accent stripes. And for those who prefer an increased sense of the road, Grand Marquis's standard suspension system can be enhanced with a handling option. It includes revised shock absorbers and front springs, and front and rear stabilizer bars—welcome additions when the road runs to curves.

The Grand Marquis two-door—styled to suit your tastes.
AMERICA'S ROOMIEST WAGONS
Consider cargo compartments, the heart of any wagon. With the rear seatback up, there's plenty of room for luggage or groceries. When you have a big load to haul, like furniture or building materials, the Colony Park Wagons really shine. Fold down the rear seatback. Cargo space is expanded to 164.5 cubic feet**.

Loading and unloading is a breeze, thanks to the standard three-way tailgate and power tailgate window. A tailgate-activated cargo compartment light makes working in subdued light easier. Smaller precious cargo may be carried out of sight in a lockable storage compartment. Load floor carpeting is standard, for the protection of large valuables, and is easily removed when carrying a rough load.

COMFORT AND UTILITY, COMBINED
Passenger comfort is supplied by twin comfort lounge seats, for Colony Park, standard seat covering is functional, easy-to-decon vinyl, with cloth or Durawave materials optional. For Colony Park LS, luxurious cloth upholstery is standard, while soft, supple leather seating surfaces are optional. If your wagon is to be used primarily as a people hauler, optional dual facing rear seats accommodate two more passengers.

Colony Park and Colony Park LS are every bit the luxurious, comfortable riding cars as the sedans, but are built to deliver the working capabilities you expect in a wagon. The standard 5.0 liter V8 with EFI and automatic overdrive transmission are the right combination for a vehicle of this kind, as are power steering and power brakes. A standard perimeter frame and conventional spare tire provide an added ruggedness and a feeling of security.

For those whose carrying demands will exceed the capabilities of Colony Park's standard suspension, a heavy-duty suspension package can be added. It provides a bigger front stabilizer bar, heavy-duty springs and revised shock absorbers. Or there is the heavy-duty Trailer Towing Package (Class III).

With it, Colony Park has what it takes to become a vacation machine. Capable of pulling up to a 5,000-pound load, it includes special suspension components, a heavy-duty radiator, 3.55:1 rear axle ratio, trailer wiring, plus auxiliary power steering and transmission of coolers to keep these systems from overheating and help them hold every demand inside.

Grand Marquis Colony Park LS in Oxford White. Options shown are listed on page 12.*

*Based on EPA specifications.

Luxury vehicles that are a pleasure to drive or ride in, and are always ready to work.

Grand Marquis Wagons, luxurious working cars.
Grand Marquis, designed for the quality-minded buyer.

From the outset, Grand Marquis was designed and engineered with a single purpose in mind: to provide the six-passenger comfort, ride and luxury associated with an automobile of traditional full-size dimensions.

CONSTRUCTION
Grand Marquis's body-on-frame construction and strategically positioned rubber mounting points, previously discussed on page 3, are important factors in achieving these driver and passenger comfort-oriented goals.

Multi-piece, reinforced center pillars and welded rear wheelhouses with both inner and outer steel panels strengthen the body sides. Even the floor is reinforced with sheet metal crossmembers.

In addition, while some car companies have reverted to 2½ mph bumpers for their cars, Grand Marquis provides 5 mph bumpers front and rear. This helps protect the lights, cooling system and exhaust components and helps reduce the repair cost of low-speed impacts.

QUALITY
Recently 14,000 owners of new 1983 vehicles across the country were asked to evaluate the quality of their cars. Everything from engine performance, electric systems and paint, to squeaks, rattles and wind noise. The results? They showed Ford Motor Company building the highest quality cars of all major U.S. manufacturers—and beating, or tying, many overseas car companies which, until now, had the image of being better.*

As relates specifically to Grand Marquis, this survey more than confirms what its owners already knew: For the past two years Grand Marquis has rated as one of the highest quality automobiles built in America. Naturally, for 1984, the goal is to be even better. And one of the key elements in Grand Marquis's success is the people who build it.

Employee Involvement, as it is called, begins well before the assembly line ever starts, and continues throughout the entire process. Employee Involvement Groups, made up of volunteer workers from specific areas, meet on a regular basis to discuss ways in which they can improve the quality of their work and the product.

Also, Quality/Reliability Teams, made up of representatives from Engineering, Manufacturing, Assembly, Service, and outside suppliers, meet to examine plans or proposed changes in the earliest stages.

Of course, there are some areas in which the search for quality must surpass the realm of human ability. State-of-the-art technology assures excellent quality in several phases of Grand Marquis assembly.

For monitoring the uniformity of metal surfaces an instrument known as Surtronic 3 is often used. This quality device is so sensitive that it can detect surface irregularities, most of which are beyond the perception of the human eye.

For testing the electrical system, a portable computer called UNIMETS does the job. A pre-delivery inspector can test the entire electrical system simply by plugging UNIMETS into the cigarette lighter.

ENGINE AND TRANSMISSION
One of the great luxuries of Grand Marquis is its standard 5.0 liter V-8 engine. Its basic design provides the power and smoothness so desirable in an automobile of Grand Marquis's stature.

With EFI, EEC-IV and Dura Spark Ignition, conventional tune-ups are a thing of the past. EEC-IV is one of the most advanced Electronic Engine Control systems available in any production vehicle today. It continuously monitors all vital engine functions, and adjusts engine operation accordingly to maintain peak performance. EEC-IV also is programmed to compensate for changes that take place in a vehicle as it accumulates mileage and parts begin to wear.

FOUR-SPEED AUTOMATIC OVERDRIVE
The impressive performance of Grand Marquis's V-8 engine is enhanced by a remarkable four-speed automatic overdrive transmission.

As explained previously on page 2, it features an overdrive ratio, which means the engine can turn slower at highway speeds than would otherwise be possible. Result: more efficiency, less wear and tear.

OPERATING SAFETY
All too often, people think of safety only in terms of the protection a motor vehicle will provide in an emergency situation. Grand Marquis, however, is engineered to help the driver take an active part in avoiding an accident in the first place.

Take the brakes, for instance. When braking on dry pavement, most of the braking forces must be absorbed by the front brakes. For this reason, Grand Marquis has large 11-inch outer diameter power-assisted disc brakes up front and long-lasting drum brakes in the rear.

When it is necessary to quickly steer around an object, Grand Marquis complies with accurate power-assisted steering. And its front stabilizer bar helps reduce the body roll that can be generated should sudden turns be necessary.

OCCUPANT PROTECTION
Grand Marquis is engineered to meet or exceed all applicable federal and state regulations.

Grand Marquis is designed to protect its occupants in a frontal impact from a force that tests show is equivalent to that which would be generated by dropping it on its nose from a height of 30 feet. The entire front end is designed to crush in a predictable fashion. This absorbs some of the impact energy, and can result in reducing the force that otherwise would be transmitted to occupants.

The engineers use the entire vehicle to help absorb energy during a collision. Their research has a great influence upon thickness of body sheet metal and the placement of various components.

The area behind the rear window is also designed to absorb impact during a rear-end collision. All of the doors are constructed with guard beams and are designed to withstand a 7000-pound side push test. And the roof of the front pillar must pass a test in which it is subjected to pressure 1½ times the weight of the vehicle. Inside, Grand Marquis's control knobs have been designed to be free, wherever possible, of extreme protrusions, that could aggravate the risk of injury during a collision. And the instrument panels, armrests, door panels and even the sun visors are padded to help provide a cushion upon impact. Naturally, seat belts are installed for the use of each vehicle occupant.

Occupant protection is not limited to adults, however. Several recent studies have shown that the proper use of child protection restraint systems prevents injuries and saves young lives. Almost every state now requires the use of protective child restraints. Ford Motor Company's Total Guard Safety Seat and Inflant Carrier meet or exceed all applicable state and federal requirements. Both can be easily installed and use the seat belts already in Grand Marquis. Mercury strongly recommends regular use of both child restraints and seat belts, whether you're going around the block or across the country.

Grand Marquis, a full-size automobile that offers the quality-minded buyer a lot of automobile in some very important ways.

*Based on a survey of owner-reported problems during the first three months of ownership of 1983 cars designed and built in the U.S.