INTRODUCING THE ALL-NEW VILLAGER. IF IT WERE JUST ANOTHER MINIVAN IT WOULDN'T BE A MERCURY.

The goal was an ambitious one: to build a vehicle that would offer all the practical advantages of a minivan, combined with the passenger amenities, peace of mind and driving comfort of a car. With Mercury's heritage of pleasing both drivers and passengers, no other was more qualified to take up the challenge.

The result is nothing less than a new kind of minivan. Mercury Villager.

A minivan that combines front-wheel drive with 1-6 power, 4x4, most measuring of all, it's the one minivan that meets all federal passenger car safety standards* and includes standard anti-lock brakes.

But Villager's achievements go even further—it also represents a major advance in minivan useful-ness and seating flexibility, with a total of 14 different seating/cargo carrying configurations. You'll also be pleased to note that Villager's deck design brings a whole new appeal to the world of minivans.

*Except models with privacy glass due to window tinting.
MERCURY SABLE. WHY BLEN D IN WITH THE CROWD WHEN YOU CAN RISE ABOVE IT.

In an age of "cookie cutter" automotive design, Mercury Sable does not blend in easily with the crowd.

A single glance reveals an obvious reason why: head-turning exterior styling that integrates sculpted, graceful curves with distinctive cues that have become Sable trademarks.

And yet styling is only scratching the surface of Sable's personality. For while this is certainly a beautiful car to look at, it is equally enjoyable to drive with standard features like variable-assist speed-sensitive power steering, four-wheel independent suspension and user-friendly instrumentation and controls.

Both the Sable GS and the top-of-the-line Sable LS offer all the room, ride and comfort you'd expect in a Mercury. They also offer a standard air bag Supplemental Restraint System for both the driver and right front passenger as well as available four-wheel disc anti-lock brakes.

If all of this has attracted your attention, then perhaps you're ready to move beyond the compromises found in middle-of-the-road family sedans and wagons.

Perhaps you're ready for a Mercury Sable.
MERCURY GRAND MARQUIS. FOR V-8 POWER, SPACIOUSNESS, COMFORT AND STYLE, IT'S SIMPLY...GRAND.

Light dances off the smooth curves that accentuate the elegant shape. From its integrated headlamps to its sleek roofline, Grand Marquis is an automotive design that gives the impression of graceful motion. Even when it's standing still.

With aerodynamics as the driving force behind its form, designers specified wide, limousine-style doors that are into the roof leaving hardly a seam. Its flush glass provides an unobstructed surface for wind to rush by. Even the door handles are recessed into the body. The result gives passengers a quieter place to ride and contributes to Grand Marquis' ability to travel impressive distances between fuel stops.

Drivers and passengers also benefit from the generous proportions of the six-passenger interior. To help ensure comfort for all, an advanced suspension delivers a more comfortable and even smoother ride than any previous generation Grand Marquis. But like many features on Grand Marquis, the suspension provides more than expected—exceptional handling and control are exhibited on demand.

Further enhancing its roadworthiness are such reassuring features as an advanced overhead cam 1-8 engine, a standard air bag Supplemental Restraint System for both the driver and right front passenger, standard four-wheel disc brakes and optional Anti-lock Braking System (ABS) with electronic traction assist. All of these features are offered on your choice of models for 1991: the GS and top-of-the-line LS.

*See the EPA statement in the back of this brochure.
MERCURY COUGAR XR7: IT CAN TURN A STRETCH OF ROAD INTO A STRETCH OF THE IMAGINATION.

There are people who look at cars merely as devices that get you from one place to another.

There are also people who don't laugh at good jokes or hum along to a good song.

XR7 is created especially for a select few individuals who believe that getting there is half the fun. The only Cougar model available, XR7 is designed with a clearly focused sense of style and purpose to satisfy those who feel passionately about the car they drive.

If your sense of adventure identifies with a free weekend and a road that leads far from the humdrum of everyday life, XR7 is the perfect means to an end. This is a touring coupe that is able to shrink vast stretches of geography down to pleasure trips. Transporting you with a gratifying sense of ease and control, indulging you with a host of luxuries along the way.

And offering you even more satisfaction through optional features such as a powerful V-8 engine and anti-lock brakes.

There's a road nearby that's heading somewhere you've never been before, and a car that can take you there like no other. Mercury Cougar XR7.
TRACER, THE ONLY SMALL CAR THAT TREATS YOU LIKE A MERCURY.

Descriptions like sensible and practical typically don't make your heart pound with excitement. Yet when these assured words are combined with others like intelligent, substantial, and even fun, you might find your pulse quickening a beat or two. Now add in that bell-ringing adjective: affordable and we're on to something special.

Something like the new 1993 Mercury Tracer, for instance.

Whether you consider the sedan, wagon, or the performance-oriented Tracer, one thing is certain—there's a definitive word to describe what you're looking for in a small car.

The word is Tracer.
TOPAZ GS. A CAR THAT SIMPLY DOES EVERYTHING WELL.

A big idea is sometimes a collection of smaller ones. Ingenious little triumphs of design. Unseen but inspired solutions to vexing problems. A sudden insight that enables things to be done differently. Better. Combined, they can become a larger idea that adds to the comfort of our lives.

Mercury Topaz GS is like that. Available in either a coupe or sedan, it's a car full of fresh, uncompromised, intelligent ideas. And that may well be what makes Topaz a rarity among today's abundance of automobiles. It's a car that simply does everything well.

It handles families with an easy assurance. And it handles a tight turn the same way. It treats budgets with care and doesn't complain about the weather. And it's built with a concern for safety that lends peace of mind to both driver and passengers.

Unlike some cars, you'll grow to like Topaz GS even more after the novelty wears off. And that's a big idea all by itself.
Capri includes a hatch and you won't find in a lot of convertibles its size. You can put a friend or two back there, an extra suitcase, or a cooler for the perpetual picnic you'll feel like having. The interior is pictured here with optional gray leather seating surfaces.

MERCURY CAPRI...ONE DAILY FOR A HEALTHIER OUTLOOK ON LIFE.

If you buy into the widely held belief that fun is good for you, consider the many therapeutic advantages of owning a Mercury Capri or its more powerful twin, the turbocharged Capri XR2.

First and foremost, Capri is a convertible. It will substantially increase your exposure to fresh air, which is a very healthy thing.

Second, Capri includes a 16-valve, dual-overhead cam, fuel-injected engine, power-assisted rack-and-pinion steering and four-wheel independent suspension. Capri XR2 offers an even livelier turbocharged, intercooled powerplant that pumps out 132 horses. These features are designed to make your heart beat a little faster while driving. A faster heartbeat promotes better circulation, just like aerobic exercise.

Finally, both Capri and Capri XR2 offer a surprisingly spacious interior for cars in their class. They even have a back seat. Which means you can bring a friend or two along for the ride. Companionship puts you in a better mood. And good moods are important to health and well-being.

So there you have it: a number of healthy reasons for owning a Mercury Capri or Capri XR2. And you thought the only reason for buying one is because you'll look so good driving it.
EVERY MERCURY IS BUILT WITH YOUR PEACE OF MIND IN MIND. That's because every Mercury is endowed with an abundance of safety features that help protect you and your passengers should an accident prove unavoidable, including front crumple zones that absorb energy before it reaches the passenger compartment, along with reinforcements to the roof, A pillars and doors. Yet peace of mind may also take other forms. It could be the confidence of controls that you can find and operate easily, without taking your eyes off the road. Or the comfort of supportive seating that allows you to stay relaxed yet alert over many hours of driving. Peace of mind can even be found in knowing that your vehicle is built with attention to intelligent detail which allows you to enjoy driving it now, and enjoy the wisdom of owning it for years down the road. To put it all in simpler terms, peace of mind is owning a Mercury.

Heavy gauge steel beams are mounted inside the side doors of all Mercurys to help prevent intrusion into the passenger cabin in the event of an accident.

All Mercury include front “crumple zones” that help absorb the impact of a collision before it reaches the passenger compartment.

Every Mercury includes three-point lap and shoulder safety belts for rear outboard passengers.

Front and rear bumpers on all Mercury vehicles are successfully tested at twice the speed that government standards require. Which means better protection from the kind of damage that often occurs in gridlocked traffic or in parking lots.

For protection in a rollover accident, the front pillars and the roof of every Mercury hard top are specially reinforced to withstand a static force roof crush test equal to 1 1/2 times the vehicle’s weight.

Child-proof door locks in the rear doors of all Mercury sedans as well as Villager keep children in back from accidentally opening the doors from inside the car, while allowing parents to still open doors from the outside.

The steering column in every Mercury vehicle is designed to collapse to protect the driver in a frontal impact.
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<td>Torque (lb-ft)</td>
<td>155 @ 2500 rpm</td>
<td>177 @ 2500 rpm</td>
<td>198 @ 2500 rpm</td>
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<td>Overall Length</td>
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<td>EXTERIOR COLORS</td>
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<td>Mocha</td>
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*Manual transaxle: automatic transmission (V6) HP: 235 @ 4000 rpm, Torque: 235 @ 2500 rpm*
Chances are, you started your day by starting your car.

Tens of millions of us do. Every day. All over the country. Surely, nothing we own is more closely and constantly intertwined with our lives than the automobile.

At Lincoln-Mercury we never lose sight of the fact that our products go on to play a major part in the lives of people. That's why we're dedicated to bringing you cars that will not only serve you faithfully but also will help make your life more enjoyable.

Stop by your Lincoln-Mercury dealer and see what we've been doing.

**Motorcraft**

Genuine Ford and Motorcraft original equipment replacement parts are engineered and manufactured to Ford's highest 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.

[Image of Motorcraft parts]

Genuine Ford sheet metal and plastic replacement collision parts, such as hood, doors, fenders and bumper components, are the right choice should you be involved in an accident. Genuine Ford collision parts are equal in fit, finish, structural integrity and corrosion protection to original parts. Ford collision parts are the same as those used on new vehicles which are certified to meet Federal Motor Vehicle Safety Standards for crashworthiness. All Ford sheet metal replacement parts are covered by the exclusive Ford Lifelong Sheet Metal Guarantee. Beware of imitations; insist that your insurer authorize genuine Ford collision parts.

[Image of Ford logo]

The optional Ford Extended Service Plan covers selected components on new Mercury cars following the expiration of the vehicle's basic warranty. Most plans also provide rental reimbursement for covered warranty or ESP repairs. The cost is so moderate for the ESP 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 plans, which are available on cars sold and normally operated in the 50 United States and Canada.

[Image of Lincoln-Mercury logo]

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