INTRODUCING THE NEW MERCURY TRACER. YOU WON'T BELIEVE THE SIZE OF IT.

Chances are if you're reading this, you've made the decision to buy a new car. And now the real decisions start.

How much car do you want? How much car do you need? How much can you afford? Does it have enough room? Will you get your money's worth? Will you enjoy it?

Which brings us to Tracer, an all-new small car from Mercury. Even though Tracer is small enough outside to squeeze into a tight parking space, it's roomy enough inside to seat five adults with plenty of trunk room to spare. It's fun to drive. Well-powered, yet economical. And not to be overlooked, Tracer looks good.

In fact, Tracer offers so much in a small car that you may not believe the size of it.

One more thing. Tracer is designed and built by a lot of people who really want you to like it. In fact, they want you to like it as much or more than any car in its class, built anywhere in the world. They spent a lot of time, money and effort to impress you with Tracer's quality. They even learned to build Tracer with sophisticated techniques that a lot of car manufacturers just don't have.

Tracer comes in three different models: four-door notchback sedan, a performance-tuned 18-valve L18 (Luxury Touring Sedan) and a versatile wagon. Choose the one that makes the most sense for you. Then ask your dealer for a test drive. You've waited long enough.
TRACER LOOKS GOOD FROM ANY ANGLE.

While many may admire the Tracer for its looks, one drive will convince you that much of its beauty lies beneath its surface. A close look at what makes a Tracer a Tracer demonstrates that a small car can come up big in many important areas. For instance, the team that designed the Tracer placed considerable attention on delivering responsive handling and performance characteristics for a car in its class. More emphasis was given to smoothing out road noise and vibration and harshness typically found in small cars. In every aspect of its design, Tracer maintains a steady focus on providing both driver and passengers with the room and comfort they deserve. And in defining that a small car cannot match the sheer satisfaction of owning a larger, more expensive model.

Some of Tracer's more notable features are indicated here. Individually, each is impressive; together, they create a small sedan that looks good from any angle.
TRACER. IT'S SMALL OUTSIDE. BIG INSIDE. AND IT'S MOVING IN NEW DIRECTIONS.

Tracer offers sizable evidence that a small car doesn't have to be a big compromise.

For instance, this car has more room inside than Civic, Sentra, Corolla or Pinto. Tell that to your neck and shoulders. With Tracer's 91 cubic feet of passenger room, up to five adults can be seated without feeling cramped. That's comforting news for families, commuters and everyone else who might like to come along for the ride.

Tracer isn't just large in interior room; its large interior conveniences with standard features like an ergonomically positioned instrument cluster that includes analog speedometer, tachometer, fuel and temperature gauges. Comfortable cloth reclining front bucket seats offer firm support, while the 40/60 split rear seat adds even more capacity to Tracer's spacious 22.3-cubic-foot trunk.

Comfort will get you nowhere without performance. You'll find it in Tracer's 1.9-liter engine, which produces 88 horsepower with plenty of low-end torque for responsive acceleration. Sophisticated features like sequential multi-port electronic fuel injection, a mass airflow sensor and an electronic distributor

Tracer's ignition system contributes to Tracer's smooth power and efficiency. The engine is matched to a precise five-speed manual transmission, or choose the optional four-speed electronically controlled automatic.

Tracer's comfort and performance are enhanced by a fully independent suspension system with front and rear stabilizer bars that produce both impressive ride and handling characteristics. Rack-and-pinion steering and power-assisted front disc brakes complete this well-rounded package.
You've got to balance a lot of things in your life. Your job. Your family. Your friends. Your checkbook. How are you going to fit it all in? How else but in a four-door, five-passenger sedan that offers power, economy, comfort, road handling ability and interior room in perfect balance. Happy trails.
TRACER LTS.  YOU'LL KNOW YOU'VE TAKEN A STEP UP THE MOMENT YOU PUT YOUR FOOT DOWN.

Tracer LTS is a sporty small sedan for the individual who appreciates that while it's nice for passengers to be comfortable, the most important qualities of all are appreciated from a driver's point of view.

You'll not only tire in style in Tracer LTS, you may just get there ahead of everybody else thanks to a dual-overhead-cam, 8-valve, electronic multi-port fuel-injected 1.8-liter engine that produces an eager 127 horsepower. It's loaded with the kind of performance features that will get your adrenaline pumping without frequent stops at the gas pumps.

This power is matched to a slick 5-speed manual transmission with gear and final drive ratios selected for performance. An optional 4-speed electronic automatic transmission is also available.

Something enjoyable is in hand when you grab hold of the four-spoke, leather-wrapped steering wheel and maneuver Tracer LTS over roads with a sharp case of the bends. Power-assisted rack-and-pinion steering and sport-tuned independent suspension help make the twenty-five percent of the road as enjoyable as taking the straight and narrow route.

This performance reaches the road through eight-spoke cast aluminum wheels riding on 14-inch low-profile Goodyear all-season performance radials. Power-assisted four-wheel disc brakes bring everything to a quick halt.

Inside, Tracer LTS refines passenger room for your friends. Or a trunk that's big enough to carry all your gear. Or an engine under the hood that's as may as the decal on top of it. So what do you do? You get in a Tracer LTS and hit the road.

The Tracer LTS engine boasts a fuel injection, electronic control, direct ignition, and high-output alternator. Both front and rear suspension systems use high-quality, low-friction shock absorbers and coil springs for a firm yet comfortable ride. A speed-sensitive power steering system ensures an instant to mild response tuned for everyday driving performance at both high and low speeds.

The price for all this is well below the average retail price for a mid-size car like this. So let us show you what you're missing. Other than the competition.

*Test drive statement on page 24.
You always wanted to own one of those sporty little numbers, but something was missing. Like passenger room for your friends. Or a trunk that's big enough to carry all your gear. Or an engine under the hood that's as racy as the decal on top of it. So what do you do? You get in a Tracer LTS and hit the road.
When you were a kid, you probably had a little red wagon. It was great for hauling stuff around. Now you're all grown up. You've got a lot more stuff. It's time to think about a wagon again.
TRACER WAGON. A STYLISH WAY TO PUT IT ALL BEHIND YOU.

Tracer Wagon demonstrates the latest example of Mercury's philosophy that even though a wagon may carry boxes, it doesn't have to look like one.

Tracer Wagon's contoured shape instantly reminds one of its larger-sitting, Sable Wagon. This distinctive look is more than a simple repeat of a winning formula. Tracer Wagon's smooth lines make it both pleasing to the eye and aerodynamic to the wind for better fuel efficiency at highway speeds* and reduced interior wind noise.

Tracer Wagon carries the attributes of Sable Wagon inside as well, providing seating for up to five adults or a generous 60/40 ratio of cargo capacity with the rear seat folded down. The versatile 00/40 rear seat allows you to carry an additional passenger or two while still leaving storage space for longer items.

This wagon is powered along nicely by its 1.9-liter SEFI engine, matched to a precise 3-speed manual transmission or optional electronic 4-speed automatic. Front-wheel drive provides added traction, while the 4-wheel independent suspension with front and rear stabilizer bars offer a combination of smooth ride and responsive handling that might make you forget you bought this wagon for practical reasons.

You'll find more to like in Tracer Wagon, including power rack and pinion steering, power front-disc brakes, dual electric remote control mirrors and an AM-FM stereo radio with digital clock. A clear view of what's behind you in any weather is provided by a standard defroster and washer/wiper for the rear window.

*See RPM disclaimer on page 24.
WHAT COULD BE MORE PERFECTION?
You hear a lot about quality these days, especially when it comes to cars. The standards for automotive quality keep increasing. Not just in the United States, but around the world. The new Trawler provides a perfect example of this determination on quality. From the moment Trawler was first conceived, the primary focus was to design and build a boat that would attain quality levels for its class that would equal or exceed the finest in the world to offer.

The new Trawler began with a clean sheet of paper and the attitude that no part new produced that could not be improved, and that no detail was too small that it could not be modified. This philosophy of "continuous improvement" demanded that every area achieved be the best quality, there are still opportunities for improvement. Trawler demonstrates this philosophy to great effect. For instance, many design specifications call for pipes to be within 0.016 of an inch. Which means that if a part doesn't fit tight, it doesn't fit at all. There is literally no tolerance for mistakes.

Recognizing that it takes a team of people who are not only dedicated but fully prepared as a team for new levels of quality, Westward recently acquired the production department of its new plant. They work within a quality deployment system that emphasizes teamwork and places responsibility and control of the assembly process directly with the line operators, who can shut down the line at any time if they find quality standards not being met.

From design through engineering, and every phase of manufacturing, this philosophy of continuous improvement is employed to produce Trawlers that are designed to operate with elevated levels of noise, vibration and harshness, that is better and better with every iteration. The present that Trawler is designed to be a world-class small boat, it is a boat with quality levels that will meet or exceed anything you'll find in a boat. Does this mean the price is right? Well... you'll be the judge.
WHAT COULD BE MORE PERFECT?

You hear a lot of talk about quality these days, especially when the talk turns to cars. The standards for automotive quality keep increasing. No just in the United States, but around the world.

The new Tracer provides a perfect example of this determined emphasis on quality. From the moment Tracer was first conceived, the primary focus was to design and build a car that would attain quality levels for its class that would equal or exceed the best the world has to offer.

The new Tracer began with a clean sheet of paper and the attitude that no part was so good that it could not be improved, and no detail was so small that it could be overlooked. This philosophy of "continuous improvement" demands that even if a car achieves best-in-class quality, there are still opportunities to improve.

Tracer demonstrates this philosophy in several interesting ways. For instance, many design specifications call for pieces to fit within .004 of an inch. Which means that if a part doesn't fit right, it doesn't fit at all. There is literally no tolerance for mistakes.

Recognizing that it takes a team of participants who are not only dedicated but fully prepared to achieve new levels of quality, each worker receives unprecedented hours of pre-job training. They work within a quality deployment system that emphasizes teamwork and places responsibility and control of the assembly process directly with the line operators, who can shut down the line at any time if they feel quality standards are not being met.

From design through engineering and in every phase of manufacturing, this philosophy of continuous improvement is employed to produce Tracers that are designed to operate with hushed levels of noise, vibration and harshness, cars that fit better and run better and last longer.

The point is that Tracer is designed and built to be a world-class small car, a car with quality levels that will meet or exceed anything you'll find in its class. Does Tracer measure up to the task? We'd like you to be the judge.

ALL THIS AND THE QUALITY OF A 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.

An integral part of the Lincoln-Mercury Quality Commitment is the 6-year/60,000-mile powertrain and 8-year/100,000-mile corrosion warranty. The warranty is limited. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

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 Tracer 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, 1981

EPA mileage estimates were unavailable when this publication was printed. The 1981 Mercury Tracer, 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.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time or change specifications, equipment or design without notice and without incurring obligation.

Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some features may be subject to a slight delay.

Lincoln-Mercury Division

Lincoln-Mercury rim 4808-0-1782