

MERCURY



'90

COUGAR





MERCURY COUGAR. BEWARE OF CAT.

The whole idea behind Mercury Cougar was to make it a quick, highly responsive automobile. One that was fulfilling to drivers, pleasing for passengers and nothing less than a joy to look at. It was an idea that required not only a special vision, but also the advanced engineering and technology to go with it.

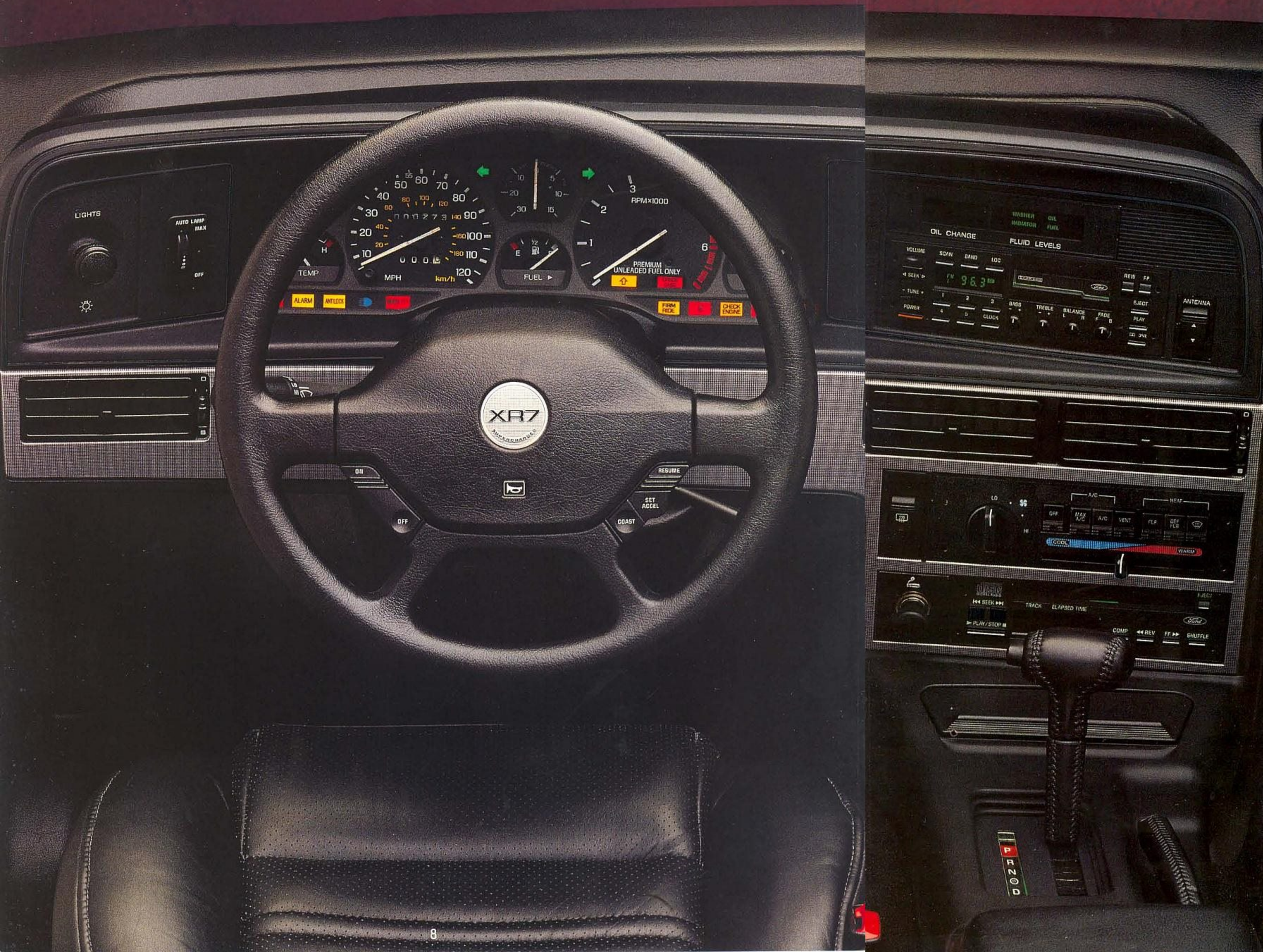
And Cougar's credentials definitely measure up to the vision. In the form of Cougar XR7, for example, it has supercharged power, an Anti-lock Braking System (ABS), speed-sensitive steering and automatic/firm ride control. A truly impressive array of automotive technology.

Cougar was designed from the start to move beyond other cars in its class. We suggest that you slip behind the wheel and see just how far it takes you.

Cougar XR7 interior with optional Ebony leather seating surfaces. Some features shown may be optional. See option list on pages 22 and 23.



Focus XR7 in Bright Red Chameleon.
Some features shown may be optional.
See option list on pages 22 and 24.



THIS IS NEWS YOU'LL WANT TO TAKE SITTING DOWN.

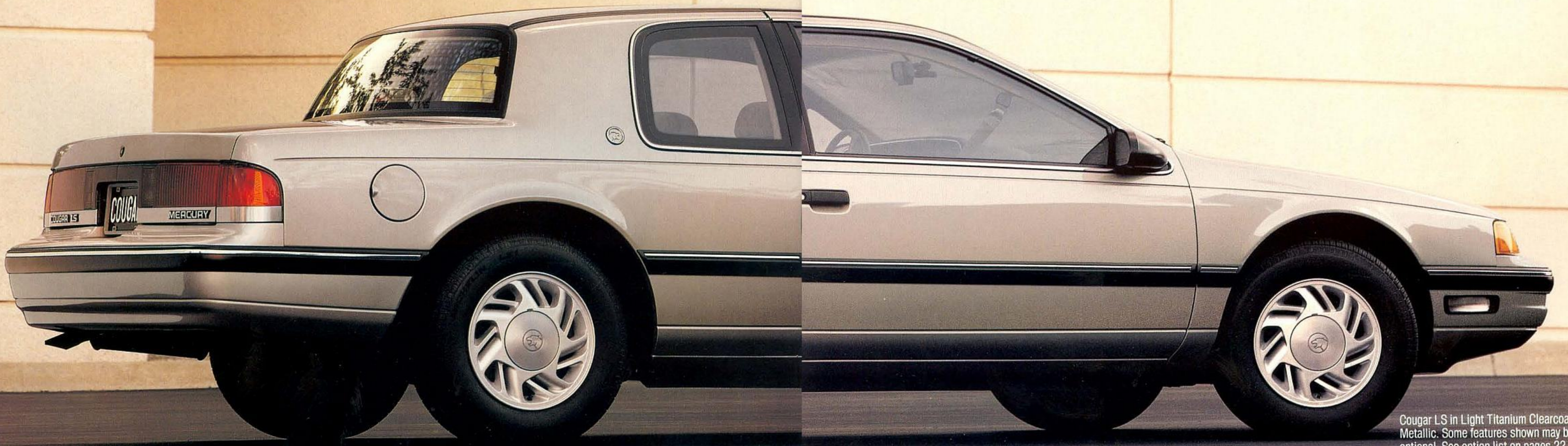
It's real news when a car responds to a driver's quest for performance without sacrificing that same driver's desire for luxury. And when you take a seat behind the wheel of Cougar XR7, you'll find the news is all good.

Sport seats with power lumbar support and power side bolster adjustments comfortably yet firmly position you for the driving excitement that awaits. Now take a quick glance at the analog performance cluster. It's ergonomically designed so that a quick glance is all you'll need to receive vital information from the tachometer and speedometer, as well as gauges for fuel level, coolant temperature, oil pressure and supercharger boost. There's also a Diagnostic Maintenance Monitor that indicates low levels for fuel, washer fluid, coolant and oil. It even alerts you when it's time to change your oil.

Cougar XR7 instrument panel. Some features shown may be optional. See option list on pages 22 and 23.



Cougar XR7 in Black. Some features shown may be optional. See option list on pages 22 and 23.



Cougar LS in Light Titanium Clearcoat Metallic. Some features shown may be optional. See option list on pages 22 and 23.



Cougar LS places cool comfort within your grasp with standard air conditioning. Some features shown may be optional. See option list on pages 22 and 23.

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EVEN HERE, IT HANDLES WELL.

One drive is all it will take to convince you that Cougar LS handles well. Once you operate its controls, you'll find Cougar's interior handles well, too.

That's because it was designed using our extensive knowledge of ergonomics, the science of creating an environment that will best serve the driver's needs. In Cougar LS, ergonomics make instrumentation and controls simple to locate and operate.

And with Cougar LS, controls include such impressive standard equipment as air conditioning, power side windows, dual power outside mirrors, interval wipers and an electronic AM/FM stereo radio with speakers front and rear.

Cougar's attention to the driver's needs also includes an electronic instrument cluster with LCD digital readout, and a fuel/distance computer that displays distance to empty, average fuel economy and instantaneous fuel economy.

An auxiliary glovebox provides extra space to store items atop Cougar's dash.

The electronic instrument cluster includes LCD digital speedometer/odometer/trip odometer and tachometer, as well as oil pressure gauge, coolant temperature gauge, voltmeter, fuel gauge, speed warning and service interval reminder.





Cougar LS interior in Crystal Blue cloth. Some features shown may be optional. See option list on pages 22 and 23.



Cougar XR7 in Black. Some features shown may be optional. See option list on pages 22 and 23.

NOW, ENJOY THE COUGAR IN ITS NATURAL HABITAT.

A supercharged 210-horsepower engine makes it go. Anti-lock brakes make it stop. Now here's how Cougar XR7 handles everything in between:

XR7's suspension is a four-wheel independent configuration with computer-controlled automatic/firm ride control system. This advanced design allows XR7 to provide both an excellent ride and responsive handling.

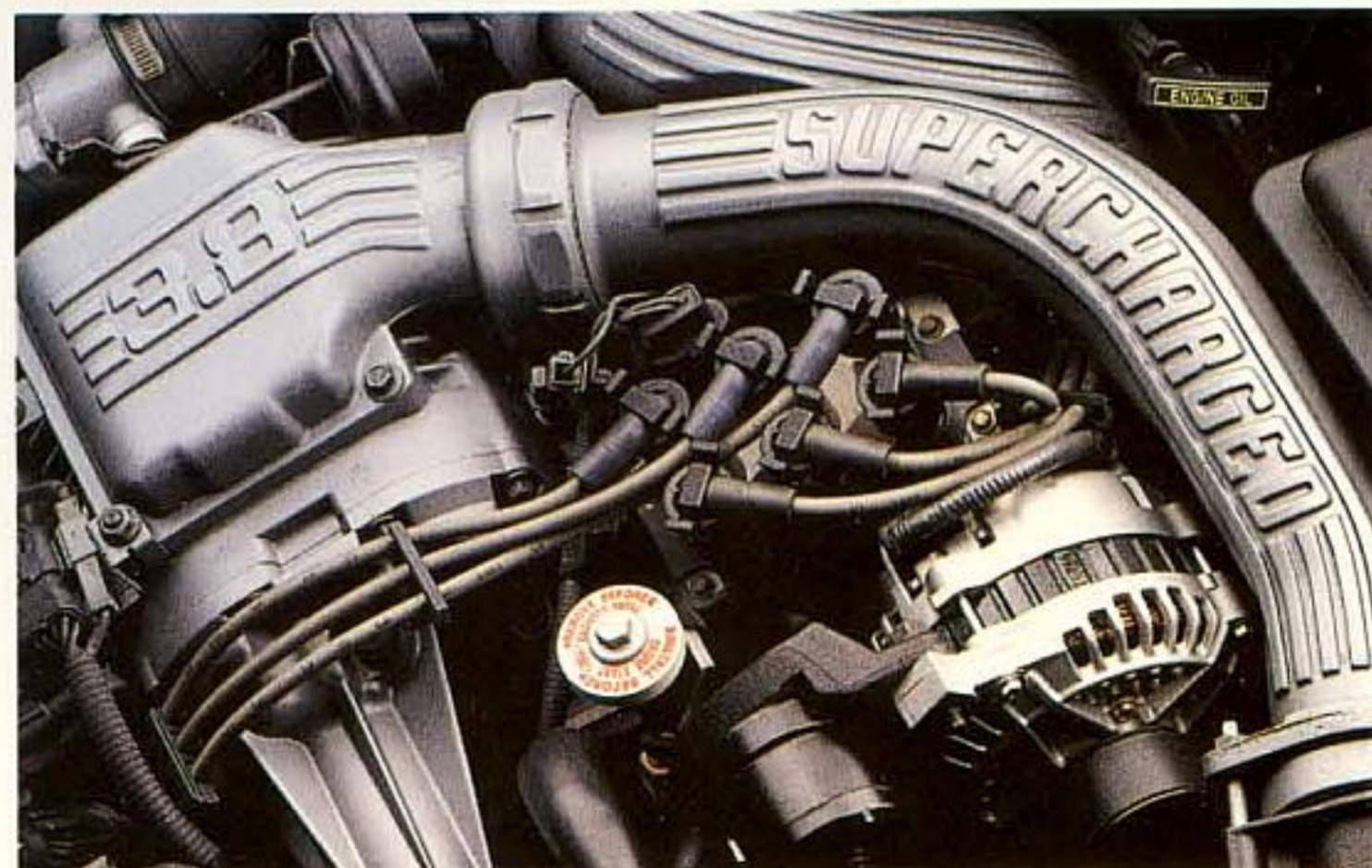
Based on input from speed, brake, steering and engine sensors, a microprocessor directs XR7's shock damping to switch (in fractions of a second) from a soft to firm setting. During hard cornering, for example, the firm setting is quickly engaged for flatter, more controlled handling. When the road straightens out again, the softer setting returns to provide a more comfortable ride. The driver also has the option of selecting a full-time firm ride.

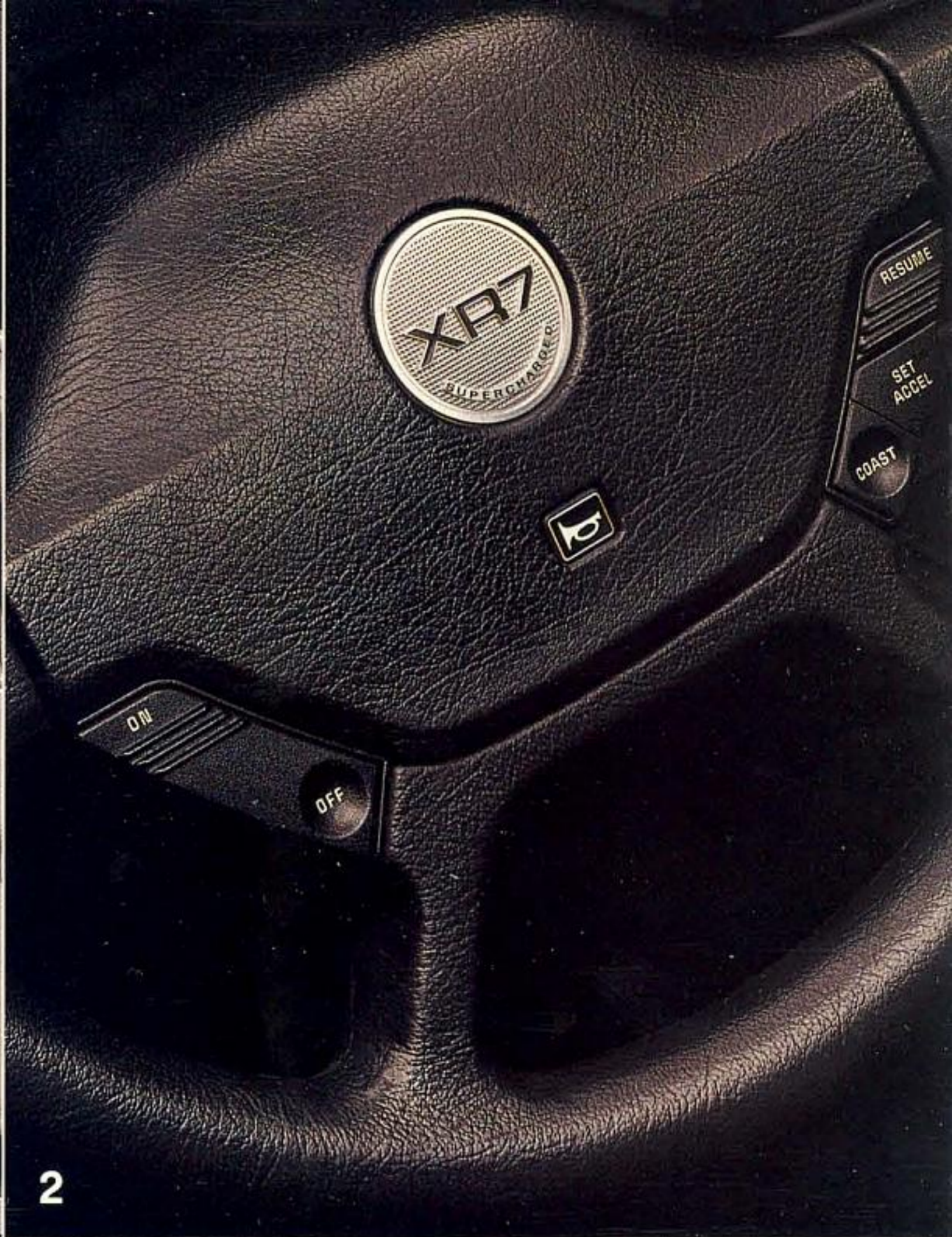
Cougar's speed-sensitive rack-and-pinion steering system actually decreases power assist in subtle, incremental steps as speed increases. It is designed to provide you with the optimum level of assist at varying speeds.

Cougar XR7's standard (optional on Cougar LS) four-wheel disc Anti-lock Brake System (ABS) helps the driver retain steering control during maximum braking by preventing braking-induced wheel lockup. This system can also help reduce stopping distance on many slick surfaces. ABS keeps the wheel at the *threshold* of lockup, where maximum braking efficiency is achieved. Of course, ABS cannot compensate for irresponsible driving behavior such as driving too fast for conditions.

Cougar XR7's 3.8-liter V-6 engine uses a supercharger and air-to-air intercooler to help produce peak output of 210 horsepower and 315 lb.-ft. of torque. The supercharger forces more air into the combustion chambers, while the intercooler reduces the temperature of this compressed air. Since this cooler air/fuel mixture is denser and contains more oxygen, it creates more power during combustion. This sophisticated engine also employs precise sequential multi-port fuel injection and an EEC-IV engine control computer to enhance both power and fuel economy.*

*See EPA statement in back of catalog.





NOW COMES THE FUN PART(S).

Selecting the options you prefer not only makes a personal statement about your taste, it adds to the fun of buying your new Cougar.

And Cougar offers plenty of choices, whether you're ordering the luxurious LS or the performance-oriented XR7. For a complete listing, turn to pages 22 and 23.

You can simplify ordering by selecting one of Mercury's Preferred Equipment Packages (PEP). A PEP allows you to order popular options in preselected groups. Ordering options this way does more than save you time. It offers sticker price savings over ordering these items individually.

1. Give your Cougar LS a distinctive sporty look with these cast aluminum wheels with locking lug nuts.
2. Optional fingertip speed control places controls on the steering wheel for convenient operation without the driver's hands leaving the wheel.
3. Sunshine and fresh air are yours to take in at the touch of a button when you order the optional power moonroof.
4. A 70/30 split fold-down rear seat is optional with XR7. Fold down the large section when you need more room to haul long items, fold down the smaller section to accommodate long cargo and up to two rear passengers, or fold down both sections for maximum cargo hauling capability.

The optional illuminated/keyless entry system allows you to unlock the doors or trunk by entering a simple code, instead of fumbling for your keys.



A compact digital disc player is available when you order the optional Ford JBL Audio System. This system includes top-of-the-line JBL speakers powered by a four-channel amplifier with 60 watts (total RMS) plus a subwoofer with an 85-watt amplifier (total RMS) for sound that rivals many home stereo systems. A High-Level Audio System is also available that includes C-Quam[®] AM stereo/FM stereo and cassette with an 80-watt (total RMS) premium sound amplifier.



Top to bottom: luxury wheel cover, styled sport wheel cover, locking radial-design wheel cover, 15-inch cast aluminum wheel, 16-inch XR7 cast aluminum wheel.



SELECTED OPTIONAL AND STANDARD FEATURES.

ENGINES	LS	XR7
Type	V-6	Supercharged intercooled V-6
Displacement	3.8 liters	3.8 liters
Horsepower (SAE net)	140 @ 3800 rpm	210 @ 4000 rpm
Torque (SAE net)	215 lb-ft @ 2400 rpm	315 lb-ft @ 2600 rpm
Fuel delivery	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection
Compression ratio	9.0:1	8.2:1
Engine control	EEC-IV electronic engine control	EEC-IV electronic engine control

TRANSMISSIONS	
Automatic	Four-speed automatic overdrive, fourth-gear overdrive reduces engine speed by one-third to improve highway fuel economy
Manual	Five-speed with overdrive fifth gear, synchronized reverse, self-adjusting clutch (XR7 only)

SUSPENSIONS	
Front	Long spindle SLA with upper "A" arm, lower arm, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers (automatic/firm adjustable on XR7), front sub-frame
Rear	Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers (automatic/firm adjustable on XR7), rear sub-frame

STEERING	
Type	Electronic speed-sensitive variable-assist power

BRAKES		
Type	Dual hydraulic (diagonally linked front to rear) with power assist. Anti-lock Brake System (ABS) with four-wheel discs are standard on XR7 and optional on LS	
Front	10.8-inch disc	10.8-inch disc
Rear	9.8-inch drum	10.1-inch disc
Brake swept area	304.6 sq. inches	357.4 sq. inches

Based on official 1990 MVMA specifications.

DIMENSIONS (in inches)	
Wheelbase	113.0
Overall length	198.7
Overall height	52.7
Overall width	72.7
Track, front/rear	61.6/60.2
Headroom, front/rear	38.1/37.6
Legroom, front/rear	42.5/36.6
Shoulder room, front/rear	59.1/59.1
Hiproom, front/rear	57.6/56.6

CAPACITIES	
Cargo volume	14.7 cu. ft.
Fuel	19.0 gal.
Oil	4.5 qt. (w/filter)
Engine coolant	12.3 qt.
Curb weight	3,608 lb. (LS) 3,805 lb. (XR7 w/five-speed) 3,834 lb. (XR7 w/auto)

FUNCTIONAL FEATURES	LS	XR7
3.8-liter V-6 sequential multi-port fuel injection	S	—
Supercharged 3.8-liter V-6 engine with intercooler	—	S
Four-speed automatic overdrive transmission	S	0
Five-speed manual transmission with fifth gear overdrive	—	S
Traction-Lok rear axle	0	S
Electronic speed-sensitive variable-assist power rack-and-pinion steering	S	S
Power-assist brakes with audible wear sensors on front	S	—
Power four-wheel disc brakes with Anti-lock Brake System (ABS)	0	S
Automatic/firm ride control handling suspension	—	S
58-amp/hr maintenance-free battery	S	S
72-amp/hr maintenance-free battery	0	0
75-amp alternator	S	—
110-amp alternator	—	S
Cold weather group including engine block heater, heavy-duty battery and rear defroster	0	0
Tinted glass	S	S

S—Standard Feature 0—Optional Feature

EXTERIOR FEATURES	LS	XR7
Front cornering lamps	0	0
Five-mph impact bumpers front/rear	S	S
Low profile aero halogen headlamps	S	S
Flush glass	S	S
Dual power mirrors	S	S

INTERIOR COMFORT AND CONVENIENCE FEATURES		
Front seat motorized shoulder safety belt system with manual lap safety belts	S	S
Rear seat three-point manual shoulder safety belts (outboard) and lap safety belt for center position	S	S
Air conditioning	S	S
Power slide/tilt moonroof with sunshade	0	0
Reclining front bucket seats	S	—
Articulated sport seats with power lumbar and power side bolsters	—	S
Cloth upholstery	S	S
Leather seating surfaces	0	0
Six-way power driver's seat	0	0
Dual six-way power seats	0	0
Center console with floor shift	S	S
Rear seat with integral headrests	—	S
Rear center fold-down armrest	S	S
Split fold-down rear seat	—	0
Rear seat heat ducts	S	S
Courtesy lights	S	S
Map pockets on doors	S	S
Power windows	S	S
Side window demisters	S	S
Electric rear window defroster	0	0
Interval wiper	S	S
Tilt steering wheel	0	0
Anti-theft system	0	0
Sport steering wheel	—	S
Leather-wrapped steering wheel	0	—
Fingertip speed control	0	0
Push-on/push-off parking brake system	S	—
Luggage compartment light	S	S

MERCURY COUGAR	LS	XR7
Carpeted front floor mats	0	0
Illuminated/keyless entry system	0	0
Light group—includes engine compartment light, dual beam map/dome light and instrument panel courtesy lights	0	0
Dual illuminated visor mirrors	0	0
Headlamp convenience group (auto lamp on/off/delay system and auto day/night rearview mirror)	0	0

SOUND SYSTEMS

Power radio antenna	0	0
Electronic AM/FM stereo radio with four speakers and digital clock (may delete for credit)	S	S
Electronic AM/FM stereo radio with cassette, four speakers and digital clock	0	0
High-level electronic radio with C-Quam® AM stereo/FM stereo and cassette, four premium speakers in four locations, 80 total watts RMS premium sound amplifier and digital clock*	0	0
Ford JBL Audio System—includes four satellite speaker enclosures with two speakers in each, a seven-inch subwoofer in a 10-liter enclosure and a four channel amplifier with 145 total watts RMS	0	0
Compact digital disc player (available only with Ford JBL Audio System)	0	0

INSTRUMENTATION

Full electronic instrument cluster with LCD digital speedometer/odometer/trip odometer, tachometer, oil pressure gauge, coolant temperature gauge, voltmeter, fuel gauge, speed warning and service interval reminder features, and fuel/distance computer	S	—
Diagnostic maintenance monitor: includes low fluid level indicators for engine oil, coolant, washer fluids and fuel	0	S
Backlighted analog performance cluster with tachometer, fuel gauge, coolant temperature gauge, 120 mph speedometer, oil pressure, and supercharger vacuum/boost gauge	—	S

*C-Quam® is a registered trademark of Motorola Inc.

WHEELS AND TIRES	LS	XR7
P205/70R15 black sidewall, all-season steel-belted radial tires	S	—
P205/70R15 white sidewall, all-season steel-belted radial tires	0	—
P225/60R16 97V black sidewall, performance steel-belted radial tires	—	S
P225/60R16 97V black sidewall, performance steel-belted, all-weather radial tires	—	0
15-inch luxury wheel covers	S	—
15-inch styled sport wheel covers	0	—
15-inch radial design wheel cover (locking)	0	—
15-inch cast aluminum wheel with locking lug nuts and P215/70R15 BSW all-season radial tires	0	—
16-inch cast aluminum wheel with locking lug nuts	—	S
Conventional spare tire (Mini spare standard)	0	—

OPTIONAL PACKAGES

POWER LOCK GROUP

Includes power door locks, remote decklid release and remote fuel-filler door release

LUXURY LAMP GROUP

Automatic headlamp dimmer, autolamp on/off delay system, front cornering lamps, automatic day/night inside rearview mirror

KEYLESS ENTRY SYSTEM

Allows driver's door to be unlocked by depressing numbers above door handle in proper sequence. Passenger side door and decklid can also be opened with additional numbers

COUGAR COLORS

LS Exterior Non-Clearcoat Colors

Black Alabaster Oxford White

LS Exterior Clearcoat Colors

Light Titanium Clearcoat Metallic
 Currant Red Clearcoat Metallic
 Deep Titanium Clearcoat Metallic
 Light Crystal Blue Clearcoat Metallic
 Sandalwood Frost Clearcoat Metallic
 Medium Sandalwood Clearcoat Metallic
 Twilight Blue Clearcoat Metallic
 Bright Red Clearcoat

XR7 Monochromatic Exterior Colors

Black Bright Red Clearcoat Oxford White

Interior Colors

Ebony Currant Red
 Light Sandalwood† Crystal Blue

†Not available on XR7

PREFERRED EQUIPMENT PACKAGES

To make ordering easy we've grouped certain options together in the Preferred Equipment Packages listed in next column and priced them to offer sticker price savings over ordering these items individually.*

COUGAR LS	Preferred Equipment Package 261A	Preferred Equipment Package 262A	Preferred Equipment Package 263A
Tilt steering wheel	•	•	•
Fingertip speed control	•	•	•
Electric rear window defroster	•	•	•
Styled sport wheel covers	•		
Electronic AM/FM stereo cassette radio		•	
Power lock group		•	•
Aluminum wheels w/P215/70R15 BSW tires		•	•
Front carpet floor mats		•	•
Leather-wrapped steering wheel		•	•
Six-way power driver's seat		•	
Light group (engine compartment light, dual beam dome/map light, instrument panel courtesy lights)		•	•
Luxury lamp group			•
Illuminated entry system		•	•
Dual illuminated visor mirrors		•	•
Dual six-way power seats			•
High-level electronic AM/FM stereo cassette radio			•
Power antenna			•
Keyless entry			•
Diagnostic maintenance monitor			•

COUGAR XR7 Preferred Equipment Package 265A 266A

Tilt steering wheel	•	•
Fingertip speed control	•	•
Electric rear window defroster	•	•
Electronic AM/FM stereo cassette radio	•	
Power lock group	•	•
Six-way power driver's seat	•	•
Front carpet floor mats		•
Light group (engine compartment light, dual beam dome/map light, instrument panel courtesy lights)		•
Luxury lamp group		•
Illuminated entry system		•
Dual illuminated visor mirrors		•
High-level electronic AM/FM stereo cassette radio		•
Keyless entry (includes illuminated entry)		•
Power antenna		•

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

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 6-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 assur-

ance 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 Cougar 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. 1990 EPA mileage estimates were unavailable when this publication was printed. The 1990 Mercury Cougar, 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.

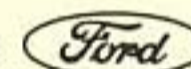
Specifications and descriptions used were in effect when this publication was approved for printing.

Lincoln-Mercury Division reserves the right to discontinue options at any time or change specifications, equipment or designs 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



LITHO IN USA (753M) 7-89 P-1011



Quality is Job 1.