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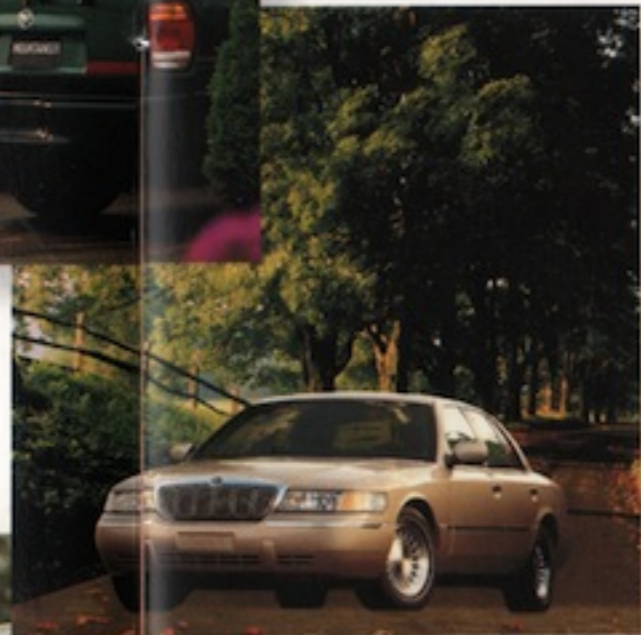
● E U Q I T S Y R C E R A T ●

1998



Imagine yourself in a Mercury

● E U Q I T S Y R C E R A T ●

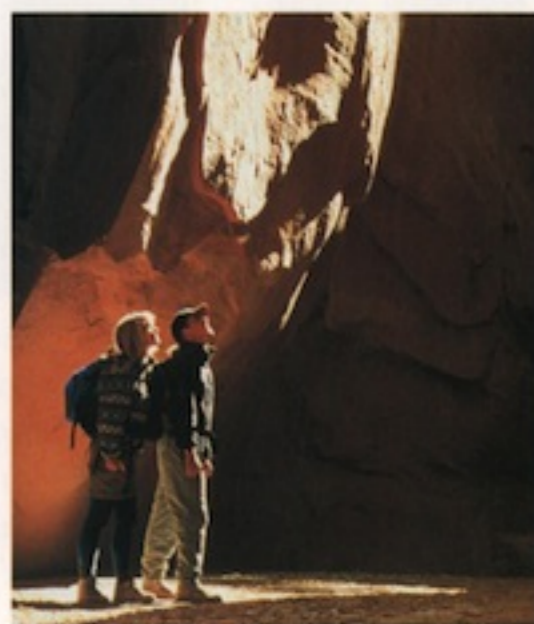


Your days are filled with adventures.

Imagine being able to accommodate them all.



■ Mountaineer. It practically begs the question, "Where to?"





Optional leather seating surfaces.

If your weekdays and weekends are just a flurry of activity, Mountaineer might be the ideal Mercury for you. It comes with plenty of power, available all-wheel drive and an interior that's both roomy and versatile. And from where you sit, you get a commanding view of the road.



How's this for room—802 cu. ft. of cargo space with the rear seat down. More room than Jeep® Grand Cherokee and GMC Jimmy!

A DIFFERENT BREED OF SUV

- Available all-wheel drive works full time so you can, too. It automatically adjusts to driving conditions by sending power to front and rear wheels as needed. (V-8 only)
- For your safety and convenience, available puddle lamps are located under both outside mirrors and illuminate the ground in front of the doors.
- A 60/40 split-fold rear seat makes Mountaineer extra handy for hauling unwieldy loads.
- It's easy to get into and out of Mountaineer, thanks to available running boards.

MOUNTAINEER ALSO FEATURES:

- 4.0-liter SOHC V-6 engine* with 100,000-mile tune-up interval under normal driving conditions with routine fluid/filter changes. A 5.0-liter 215-hp V-8 engine is also available.
- Second Generation dual airbags. Always wear your safety belt and secure children in the rear seat.
- 4-wheel disc anti-lock brakes (ABS)
- 5-speed electronic automatic overdrive transmission with overdrive lockout and available Control-Trac (4x4) with V-6
- Available integrated rear child safety seat**
- Dual power fold-away outside mirrors
- Available separate rear seat fan and audio controls
- Available Mach Audio System with Dual Media (cassette/single CD radio) and Radio Data System (RDS)

*Available Fourth Quarter 1997.

**Available only with leather seating surfaces.



■ Sable. It's full of imagination, and a lot like you.





Optional leather seating surfaces.

In many ways, Mercury Sable has a lot in common with you. It has an elegant style and innovative spirit. And it offers the flexibility and room to accommodate you—whether you're taking a client to lunch, friends out to dinner or heading out to a B & B in the country.



Sable Wagon features the distinctive appearance of the sedan with loads of extra room.

SUBSTANCE

- An available 24-valve Duratec V-6 engine can run for 100,000 miles before its first scheduled tune-up under normal driving conditions with routine fluid/filter changes.
- Triple door seals help keep the rain and noise out.
- Temperature and audio controls are located on the Integrated Control Panel which has been designed to be easier to use than conventional instrument panels.
- One-piece bodyside stamping and a rigid cross-car beam contribute to Sable's solid road feel.
- Speed-sensitive, variable-assist power steering.

SABLE LS ALSO FEATURES:

- Second Generation dual airbags. Always wear your safety belt and secure children in the rear seat.
- Available SecuriLock™ anti-theft system. (Available only with Duratec engine.)
- Air conditioner with rear seat ducts (5-passenger seating with floor shift/console only)
- 60/40 split-fold rear seat
- Power door locks with central locking and lock disable
- Available flip-fold center console
- Particulate air-filtration system
- Available Mach Audio System



■ Grand Marquis.
The best handling
Grand Marquis ever.





Optional leather seating surfaces.

Grand Marquis has been elegantly restyled. It still offers a roomy, well-appointed interior and V-8 power. But its new PrecisionTrac™ suspension system makes for a more responsive, better-handling, smooth ride. You might say a classic design has just become better.



ROOM, RIDE AND COMFORT

- With the largest trunk in its class, you'll have plenty of room for luggage and golf clubs.
- V-8 engine provides the power you need—especially appreciated in the passing lane. And it can perform for 100,000 miles without a scheduled tune-up under normal driving conditions with routine fluid/filter changes.
- PrecisionTrac™ suspension system—includes Watt's linkage rear suspension, improved twin tube shock absorbers, larger brakes, and more.
- Talk about accommodating—here you'll find one of the roomiest interiors in its class.

GRAND MARQUIS ALSO FEATURES:

- Rear-wheel drive
- Available ABS with All-Speed Traction Control
- Second Generation dual airbags. Always wear your safety belt and secure children in the rear seat.
- 8-way power driver's seat with power recliner
- Available power passenger seat with power lumbar support (LS only)
- Autolamp on/off delay lighting system
- Power windows and door locks
- SecuriLock™ passive anti-theft system
- Fail-safe cooling with dual speed electric fan
- Fingertip speed control
- Available Premium Audio System with Radio Data System (RDS) (LS only)

1998 Grand Marquis available November, 1997.



■ Villager. Getting there is half the fun...





Optional leather seating surfaces.

You'll be surprised by how much Villager rides and handles like a car. And it's adaptable and flexible, with plenty of creature comforts. With its sliding rear seat, the interior can be arranged and rearranged to handle just about anything you need to haul. Villager is just the right size for all your needs.



Villager Nautica edition comes with four captain's chairs, leather seating surfaces, deluxe aluminum wheels and more.

VERSATILITY AND COMFORT

- Rear seat slides on recessed rails and can accommodate various combinations of passengers and cargo.
- Villager offers four captain's chairs.
- For back seat comfort, separate rear heater/air-conditioning controls are available.
- Available rear audio controls let rear passengers adjust volume levels, while override control remains with the driver.
- For extra comfort, flip-out 2nd- and 3rd-row bodyside windows come standard.

VILLAGER LS ALSO FEATURES:

- 3.0-liter SOHC V-6 engine with multi-point electronic fuel injection
- Second Generation dual airbags. Always wear your safety belt and secure children in the rear seat.
- 4-wheel anti-lock brakes
- Fingertip speed control
- Available automatic on/delay off headlamps
- Available Remote Keyless Entry system
- Power flip-out 3rd-row bodyside windows
- Battery saver
- Luggage rack
- Tilt steering column
- Available Electronic Automatic Temperature Control
- Available Super Sound Audio System with 6-disc CD changer



■ Mystique. The road may never feel the same again.





In your Mystique, you'll feel a charge of adrenaline as you approach a stretch of open highway. Your heart will skip a beat as you take a sharp corner. A winding road will afford new challenges you'll enthusiastically welcome. This is where driving exhilaration begins.



DRIVER-FOCUSED DESIGN

- *Mystique LS's 24-valve Duratec V-6 engine produces 170 horsepower from only 2.5 liters. And it can run for 100,000 miles without a scheduled tune-up under normal driving conditions with routine fluid/filter changes.*
- *Standard 5-speed offers synchromesh in all gears including reverse. A shift collar prevents accidentally shifting into reverse.*
- *Front subframe enhances rigidity to help resist torsional twisting. This is something you'll appreciate, especially on bumpy, twisty roads.*
- *Quadralink fully independent rear suspension*

MYSTIQUE LS ALSO FEATURES:

- *Optional leather seating surfaces (Standard on LS models manufactured after September 8, 1997.)*
- *15-inch polished alloy wheels*
- *10-way power driver's seat*
- *Remote Keyless Entry system*
- *Power door locks and windows*
- *Air-conditioning*
- *Rear window defroster*
- *AM/FM stereo with cassette*
- *Dual power outside mirrors*
- *60/40 split-fold rear seat*
- *A particulate air-filtration system filters out over 90% of particles larger than three microns.*
- *Second Generation dual airbags. Always wear your safety belt and secure children in the rear seat.*
- *Leather-wrapped steering wheel*



■ Tracer keeps you on the move.





The only thing that's predictable about you is you're always on the go. Tracer is perfectly suited to your lifestyle. Not only does it come with the kind of features you want, it also happens to be fun to drive.




Tracer Wagon comes with a rear window defroster, cargo cover, luggage rack and rear window washer/wiper.

SOME VERY SURPRISING FEATURES

- *Tracer features an Integrated Control Panel. Audio and temperature controls are combined and are designed for easy use.*
- *Driver's door Remote Keyless Entry system with panic alarm and trunk/liftgate release (Std. on LS, opt. on GS)*
- *Tracer LS features standard air-conditioning, rear window defroster, dual power mirrors and more*
- *60/40 split-fold rear seats can be folded down to accommodate extra long loads like skis and lumber.*
- *Quadralink fully independent rear suspension gives Tracer the smooth feel of a larger car.*

TRACER ALSO FEATURES:

- *2.0-liter 4-cylinder engine with split-port induction (SPI)*
- *100,000-mile scheduled tune-up interval under normal driving conditions with routine fluid/filter changes*
- *Fully synchronized 5-speed manual overdrive transaxle with self-adjusting clutch*
- *Second Generation dual airbags. Always wear your safety belt and secure children in the rear seat.*
- *Equip your Tracer LS Sedan with an optional six-disc radio-controlled CD changer and enjoy hours of crisp, clear sound.*
- *Rear seat heat ducts*



THE MERCURY COMMITMENT.SM

It's a comprehensive owner benefits package which includes:

ROADSIDE ASSISTANCE. 24-hour, seven-day-a-week coverage for towing, fuel delivery, jump-starts, tire changing and lock-out assistance. For roadside assistance, call 1-800-241-3673.

MERCURY VEHICLE WARRANTY. A Bumper to Bumper limited warranty, covering your automobile for three years or 36,000 miles with no deductible. Ask your Mercury dealer for complete details.

MERCURY CUSTOMER ASSISTANCE CENTER. If you have questions, feel free to call our Customer Assistance Center at 1-800-392-3673.

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



Mercury encourages you to get involved in the Race for the Cure[®] which benefits the Susan G. Komen Breast Cancer Foundation. Call 1-800-653-5355.



SEE YOUR NEARBY MERCURY DEALER.

Stop by your local Mercury dealer for the latest information and brochures. Your dealer can also answer any questions you may have.

CALL 1-800-446-8888.

Get more information without leaving home. Just give our toll-free number a call and we'll mail you the brochures you need about our vehicles.

SURF AT www.mercuryvehicles.com

If you're online, you can tap into a wealth of up-to-date information at our web site.



Ford Credit offers a wide variety of financing and leasing programs to qualified buyers that can be arranged right at the dealership. Ask your dealer for the facts on these programs, or call Ford Credit Customer Service at 1-800-727-7000.



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 these pages. 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.

LITHO IN USA (1,276,000) 9-97 P-0997 Buckle up—together we can save lives.