

MERCURY '89

GRAND MARQUIS





Grand Marquis LS sedan in Medium Cabernet.
Some features shown may be optional. See
option list page 12.

MERCURY GRAND MARQUIS. COMFORT AND CONTROL ON A GRAND SCALE.

Grand Marquis is one automobile that doesn't ask its driver or passengers to compromise. Its interior possesses more room than 99 percent of today's automobiles. There's full-frame construction and of course, the control that comes with a V-8 engine, power brakes, nitrogen gas-pressurized shocks and four-speed automatic transmission.

On the following pages, we will give you a close look at the Grand Marquis and its many features. After learning more about it and experiencing it firsthand at your Mercury dealer, we trust you will share our enthusiasm for this fine automobile.

Mercury Grand Marquis. Where comfort and control are one.



Grand Marquis LS in Titanium cloth. Some features shown may be optional. See option list page 12.

COMFORT, CONVENIENCE AND STYLE EXACTLY THE WAY YOU WANT IT.

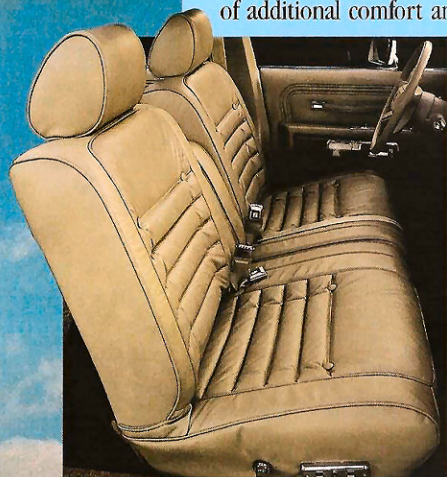
Grand Marquis sedan and Colony Park wagon are available with a number of additional comfort and convenience features to make them even more luxurious and personal.

Dread scraping winter windshields? The optional Insta-Clear® heated windshield uses a transparent silver and zinc oxide film to conduct electricity over the windshield surface. It generates enough heat to remove a tenth of an inch of heavy windshield frost at zero degrees Fahrenheit within three minutes. A standard car defroster requires 15 minutes or more to accomplish the same task.

An optional Premium Sound system includes a power amplifier and six speakers — two in the instrument panel, two in the front door panels and two in the rear seating area. A power antenna can also be ordered.

Other convenient interior features which may be ordered include a tilt steering wheel, fingertip speed control, power door locks and dual illuminated visor mirrors.

While Grand Marquis comes standard with an attractive color-coordinated half vinyl roof, you may also order an optional formal coach roof.



Full grain leather seating surfaces are optional on LS sedan and wagon models.



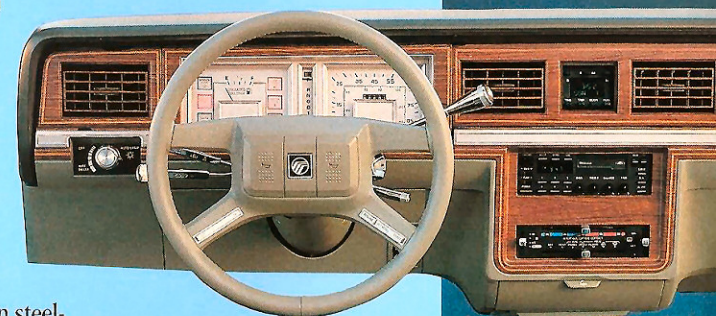
High-level electronic AM stereo/FM stereo cassette audio system.

All models feature formal coach lamps. (Vinyl roofs are available on sedans only.)

For protection from stone chips and road debris, every Grand Marquis comes with lower bodyside urethane protection. And for excellent visibility, quad halogen headlamps are among the standard features.

The Colony Park wagon features a deluxe luggage rack on the roof for added carrying capacity. There's also a rear bumper step pad for ease of entry to the optional rear fold-up seats.

Grand Marquis GS sedans and GS wagons come with 15-inch white sidewall all-season steel-belted radial tires with luxury full wheel covers. Turbine spoke aluminum wheels are offered on all models. For a more formal appearance, locking wire-style wheel covers may be ordered on GS sedans.



Grand Marquis instrument panel with optional high-level audio system. Some features shown may be optional. See option list page 12.

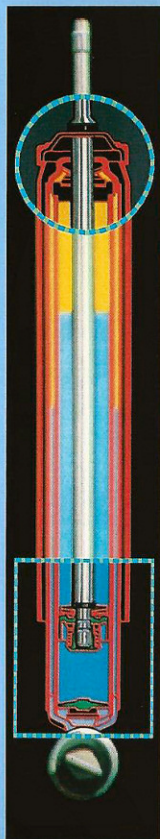


Grand Marquis Colony Park LS wagon in Medium Almond. Some features shown may be optional. See option list page 12.

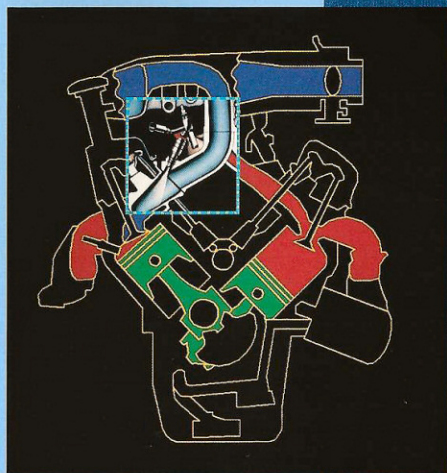
A DEDICATION TO TECHNICAL EXCELLENCE MAKES GRAND MARQUIS ONE OF DRIVING'S GREAT PLEASURES.

Grand Marquis delivers an abundance of refined power. The powerful 5.0-liter V-8 engine is equipped with an electronically controlled sequential multi-port fuel-injection system. This system delivers just the right amount of fuel to each cylinder at just the right moment to achieve maximum power, efficiency* and smoothness. The engine is managed by EEC-IV—one of the world's most advanced electronic engine control systems. EEC-IV controls engine operation with split-second management of vital functions. It continuously monitors and fine-tunes the engine to maximize responsiveness, driving smoothness and fuel economy.* Grand Marquis is also equipped with an efficient four-speed automatic overdrive transmission. It delivers an excellent balance of performance and fuel economy.* It features a 100 percent mechanical drive in fourth gear to improve fuel economy* at highway speeds.

For those who want to tow a boat, camper or trailer, Grand Marquis offers a trailer towing package. It includes a higher ratio (3.55:1) Traction-Lok axle, heavy duty cooling system, heavy duty suspension, 15 x 6.5-inch wheels, larger rear brakes, dual exhaust, auxiliary power steering and transmission fluid coolers, heavy duty "U" joints,



Nitrogen gas-pressurized shock absorbers at all four wheels improve ride and handling.

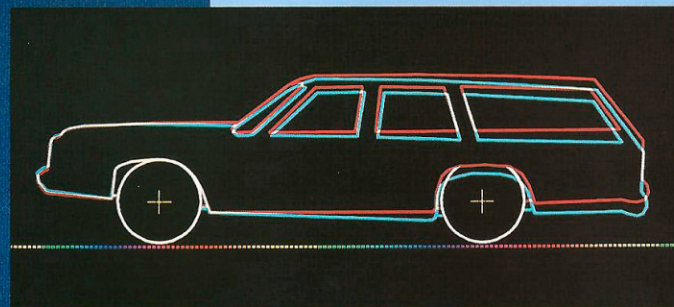


Smooth power is supplied by Grand Marquis' 5.0-liter V-8. The engine features sequential multi-port electronic fuel injection to enhance performance and fuel economy.*

*See EPA statement page 15.

a full-size spare tire, a heavy duty battery and a trailer wiring harness. With this option, Grand Marquis can pull a load of up to 5,000 pounds.

Grand Marquis can be ordered with an automatic load leveling option that helps maintain proper ride height even with a full load of passengers and luggage.



Automatic load leveling option ensures proper ride height even with passengers and luggage on board.

Selected Safety Features

The following is a partial list of the safety features incorporated into every Grand Marquis: Safety belts for all seating positions

- Child safety seat tether anchors behind the rear seats
- Flame-resistant interior materials
- Energy-absorbing materials in the dashboard, armrests, front seatback tops and sun visors
- Impact-absorbing laminated safety glass in the windshield
- Safety-designed radio control knobs and pushbuttons
- Inside rearview mirror designed to yield upon impact
- Energy-absorbing steering column
- Front pillars and roof designed to meet a static force test equal to 5,000 pounds or 1½ times the car's weight
- High strength steel beams in each door designed to withstand 7,000-pound push test
- Door latches designed to withstand a push-open load in excess of 2,000 pounds to help keep doors closed in the event of an impact
- All brake lines are corrosion resistant.



Trailer towing is easy with Grand Marquis optional trailer towing package. It allows Grand Marquis sedan and Colony Park wagon to tow up to 5,000 pounds.

SELECTED OPTIONAL AND STANDARD FEATURES.

ENGINE	
Type	V-8 OHV
Displacement	5.0 liters
Horsepower (SAE net)	150 @ 3200 rpm 160 @ 3400 rpm (with Trailer Tow III)
Torque (SAE net)	270 lb-ft @ 2000 rpm 280 lb-ft @ 2200 rpm (with Trailer Tow III)
Fuel delivery	Sequential multi-port electronic fuel injection
Compression ratio	8.9:1
Engine control	EEC-IV, electronic engine control
TRANSMISSION	
Type	Four-speed automatic overdrive with 100 percent lockup in fourth gear. No scheduled maintenance
SUSPENSION	
Front	Independent lower arm with ball joints, brake dip control geometry, coil springs, nitrogen gas-pressurized shocks and stabilizer bar
Rear	Four-bar link, rubber-cushioned pivots, rubber-insulated coil springs and nitrogen gas- pressurized shocks
STEERING	
Type	Power-assisted recirculating ball

Based on official 1989 MVMA specifications.

BRAKES		
Type	Dual hydraulic with power assist	
Front	11.0-inch disc	
Rear	10.0-inch drum (sedan) 11.0-inch drum (wagon)	
Brake swept area	385.8 sq. in. (sedan) 384.6 sq. in. (wagon)	
DIMENSIONS (in inches)		
	SEDAN	WAGON
Wheelbase	114.3	114.3
Overall length	214.3	219.0
Overall height	55.5	56.5
Overall width	77.5	79.3
Track, front/rear	62.2/62.0	62.2/62.0
Headroom, front/rear	37.9/37.2	38.8/39.1
Legroom, front/rear	43.5/39.3	43.5/37.9
Shoulder room, front/rear	61.6/61.5	61.6/61.5
Hiproom, front/rear	57.6/56.9	57.6/54.2
CAPACITIES		
Cargo volume	22.4 cu. ft.	52.5 cu. ft. (rear seat up) 88.0 cu. ft. (rear seat down)
Fuel	18.0 gal.	18.0 gal.
Oil	5.0 qt.	5.0 qt.
Engine coolant	14.4 qt.	14.4 qt.
Curb weight	3763 lb.	3995 lb.

MERCURY GRAND MARQUIS	GS SEDAN/ WAGON	LS SEDAN/ WAGON
FUNCTIONAL FEATURES		
Insta-Clear* heated windshield	0	0
5.0-liter V-8 engine	S	S
Four-speed automatic overdrive transmission	S	S
Automatic leveling suspension	0	0
Heavy-duty suspension	0	0
Power brakes	S	S
Power steering	S	S
Maintenance-free battery	S	S
65-amp alternator	S	S
Trailer Tow III with 5,000-lb. load capacity	0	0
Luxury sound insulation	S	S
Tinted glass	S	S
Stalk-mounted controls on steering column for turn signals, headlamp beams, flash-to-pass, washer/wipers	S	S
Engine block heater	0	0
Deluxe luggage rack (wagon)	S	S
EXTERIOR FEATURES		
Five-mph impact bumpers	S	S
Lower bodyside urethane protection	S	S
Upper bodyside paint stripes (sedan)	S	S
Hood accent stripes	0	0
Wide lower bodyside molding (sedan)	S	S
Narrow bodyside molding (wagon)	0	0

S—Standard feature 0—Optional feature

	GS	LS
Bumper rub strips	S	S
Bumper guards	S	S
Rear bumper step pad (wagon)	S	S
Halogen headlamps	S	S
Half-vinyl roof (sedan)	S	S
Formal coach roof (sedan)	0	0
Coach lamps	S	S
Bodyside appliqué (wagon)	S	S
Cornering lamps	0	0
License plate frame	0	0
INTERIOR COMFORT AND CONVENIENCE FEATURES		
Air conditioning	S	S
Automatic Climate Control	0	0
Power windows	S	S
Power tailgate window (wagon)	S	S
Power decklid release	0	0
Automatic headlamp on/off/delay	S	S
Automatic parking brake release	S	S
Tilt steering wheel	0	0
Leather-wrapped steering wheel	0	0
Fingertip speed control	0	0
Twin comfort seats with dual recliners	Sedan/Wagon	
Cloth	S	0
Vinyl	—	S
Luxury twin comfort lounges seats with high level cloth	—	S
Leather seating surfaces	—	0
Six-way power driver's seat	0	0

	GS	LS
Six-way dual power seats	0	0
Dual inboard facing rear seats in vinyl only (wagon)	0	0
Front door map pockets	S	S
Front seatback map pockets	—	S
Rear seat center armrest (sedan)	—	S
Two rear seat ashtrays with cigarette lighters	S	S
Dual illuminated visor mirrors	0	0
Rear window defroster	0	0
Illuminated entry system	0	0
Dual courtesy lights on instrument panel	S	S
Courtesy light switches on all doors	S	S
Power lock group: Includes door locks, decklid or tailgate release	0	0
Tripfinder*	0	0
Trunk, glovebox, front ashtray lights	S	S
Light group: Includes engine compartment light, dual-beam dome light and headlamps-on reminder chime	0	S
Tailgate-activated cargo compartment light (wagon)	S	S
Electronic digital clock	S	S
Quarter-panel stowage bin with lock (wagon)	S	S
Power outside mirrors	S	S
18-ounce carpeting	S	S
Carpeted luggage area	S	S
Carpet floor mats	0	0
Spare tire cover (sedan)	S	S
Interval wipers	S	S

	GS	LS
SOUND SYSTEMS		
Electronic AM/FM stereo with four speakers (may delete for credit)	S	S
Electronic AM/FM stereo with cassette and four speakers	0	0
Premium Sound— power amplifier, total 60 watts RMS and two additional speakers (six total)	0	0
High-level electronic AM stereo/FM stereo cassette audio system with power amplifier, total 80 watts RMS and total of six speakers	0	0
Power antenna	0	0
INSTRUMENTATION		
Analog instrumentation with speedometer, fuel gauge, odometer and trip odometer	S	S
Warning lights for low fuel and low washer fluid	S	S
WHEELS AND TIRES		
P215/70R15 white sidewall, all-season, steel-belted radial tires	S	S
Conventional size spare tire	0	0
Luxury full wheel covers	S	—
Locking wire-style wheel covers	0	—
Turbine spoke aluminum wheels	0	0
TRAILER TOW III OPTION		
Includes 5,000-lb. gross trailer weight, conventional spare tire, 3.55:1 Traction-Lok axle, heavy-duty cooling, upgraded suspension components, 15x6.5-inch wheels (std. on wagon), upsized rear brakes (std. on wagon), dual exhaust, auxiliary power steering and transmission fluid coolers, heavy-duty signal flashers, heavy-duty U-joint, heavy-duty battery (std. on wagon) and trailer wiring harness.		

	GS	LS
Bumper rub strips	S	S
Bumper guards	S	S
Rear bumper step pad (wagon)	S	S
Halogen headlamps	S	S
Half-vinyl roof (sedan)	S	S
Formal coach roof (sedan)	0	0
Coach lamps	S	S
Bodyside appliqué (wagon)	S	S
Cornering lamps	0	0
License plate frame	0	0
INTERIOR COMFORT AND CONVENIENCE FEATURES		
Air conditioning	S	S
Automatic Climate Control	0	0
Power windows	S	S
Power tailgate window (wagon)	S	S
Power decklid release	0	0
Automatic headlamp on/off/delay	S	S
Automatic parking brake release	S	S
Tilt steering wheel	0	0
Leather-wrapped steering wheel	0	0
Fingertip speed control	0	0
Twin comfort seats with dual recliners		
Cloth	S	0
Vinyl	—	S
Luxury twin comfort lounge seats with high level cloth	—	S
Leather seating surfaces	—	0
Six-way power driver's seat	0	0

	GS	LS
Six-way dual power seats	0	0
Dual inboard facing rear seats in vinyl only (wagon)	0	0
Front door map pockets	S	S
Front seatback map pockets	—	S
Rear seat center armrest (sedan)	—	S
Two rear seat ashtrays with cigarette lighters	S	S
Dual illuminated visor mirrors	0	0
Rear window defroster	0	0
Illuminated entry system	0	0
Dual courtesy lights on instrument panel	S	S
Courtesy light switches on all doors	S	S
Power lock group: Includes door locks, decklid or tailgate release	0	0
Tripminder*	0	0
Trunk, glovebox, front ashtray lights	S	S
Light group: Includes engine compartment light, dual-beam dome light and headlamps-on reminder chime	0	S
Tailgate-activated cargo compartment light (wagon)	S	S
Electronic digital clock	S	S
Quarter-panel stowage bin with lock (wagon)	S	S
Power outside mirrors	S	S
18-ounce carpeting	S	S
Carpeted luggage area	S	S
Carpet floor mats	0	0
Spare tire cover (sedan)	S	S
Interval wipers	S	S

	GS	LS
SOUND SYSTEMS		
Electronic AM/FM stereo with four speakers (may delete for credit)	S	S
Electronic AM/FM stereo with cassette and four speakers	0	0
Premium Sound—power amplifier, total 60 watts RMS and two additional speakers (six total)	0	0
High-level electronic AM stereo/FM stereo cassette audio system with power amplifier, total 80 watts RMS and total of six speakers	0	0
Power antenna	0	0
INSTRUMENTATION		
Analog instrumentation with speedometer, fuel gauge, odometer and trip odometer	S	S
Warning lights for low fuel and low washer fluid	S	S
WHEELS AND TIRES		
P215/70R15 white sidewall, all-season, steel-belted radial tires	S	S
Conventional size spare tire	0	0
Luxury full wheel covers	S	—
Locking wire-style wheel covers	0	—
Turbine spoke aluminum wheels	0	0
TRAILER TOW III OPTION		
Includes 5,000-lb. gross trailer weight, conventional spare tire, 3.55:1 Traction-Lok axle, heavy-duty cooling, upgraded suspension components, 15x6.5-inch wheels (std. on wagon), upsized rear brakes (std. on wagon), dual exhaust, auxiliary power steering and transmission fluid coolers, heavy-duty signal flashers, heavy-duty U-joint, heavy-duty battery (std. on wagon) and trailer wiring harness.		

To make ordering easy we've grouped certain options together into the Preferred Equipment Packages listed below. And priced them to cost you less than if they were purchased separately.*

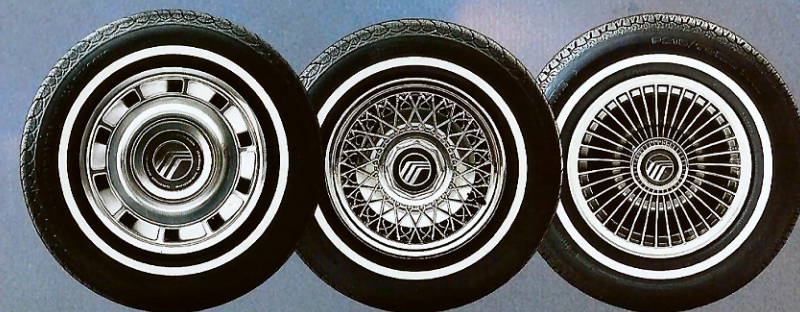
GS SEDAN	Preferred Equipment Package		
	156A	157A	
Tilt steering wheel	•	•	
Fingertip speed control	•	•	
Power lock group	•	•	
Six-way power driver's seat	•	•	
Electric rear window defroster	•	•	
Hood accent stripes	•	•	
Illuminated entry system	•	•	
Locking wire-style wheel covers	•	•	
Light group	•	•	
Electronic AM/FM stereo with cassette	•	•	
Turbine spoke aluminum wheels	•	•	
Dual illuminated visor mirrors	•	•	
GS and LS WAGONS	Preferred Equipment Package	192A	193A
Tilt steering wheel	•	•	•
Fingertip speed control	•	•	•
Power lock group	•	•	•
Illuminated entry system	•	•	•
Front cornering lamps	•	•	•
Six-way power driver's seat	•	•	•
Dual inboard facing rear seats	•	•	•

Electric rear window defroster	•	•	
Turbine spoke aluminum wheels	•	•	
Bodyside protection moldings	•	•	
Light group (standard on LS)	•	•	
Leather-wrapped steering wheel	•	•	
Dual illuminated visor mirrors	•	•	
Power antenna	•	•	
Premium Sound System	•	•	
Electronic AM/FM stereo with cassette	•	•	
LS SEDAN	Preferred Equipment Package	171A	172B
License plate frame	•	•	•
Illuminated entry system	•	•	•
Tilt steering wheel	•	•	•
Leather-wrapped steering wheel	•	•	•
Fingertip speed control	•	•	•
Six-way power driver's seat	•	•	•
Electric rear window defroster	•	•	•
Turbine spoke aluminum wheels	•	•	•
Power lock group	•	•	•
Hood stripes	•	•	•
Front cornering lamps	•	•	•
Dual illuminated visor mirrors	•	•	•
Power antenna	•	•	•
Electronic AM/FM stereo with cassette	•	•	•

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

GRAND MARQUIS COLORS	
Standard Exterior Colors	
Black	
Medium Cabernet	
Medium Almond	
Almond	
Oxford White	
Optional Clearcoat Colors	
Light Titanium Clearcoat Metallic	
Light Crystal Blue Clearcoat Metallic	
Deep Titanium Clearcoat Metallic	
Cinnabar Clearcoat Metallic	
Twilight Blue Clearcoat Metallic	
Rose Quartz Clearcoat Metallic	
Garnet Red Clearcoat Metallic	
Optional Tu-Tone Colors (Sedan)	
Light Titanium Clearcoat Metallic/Deep Titanium Clearcoat Metallic	
Rose Quartz Clearcoat Metallic/Cinnabar Clearcoat Metallic	
Almond/Medium Almond	
Vinyl Roof Colors	
Black	
Twilight Blue	
Light Titanium	
Medium Cabernet	
Almond	
Garnet Red	
Oxford White	
Cinnabar	
Standard Interior Colors	
Titanium	
Cabernet	
Shadow Blue	
Cinnabar	
Light Sandalwood	

Left to right: Luxury full wheel cover, locking wire-style wheel cover, turbine spoke aluminum wheel.



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, and certain restrictions and a deductible apply. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it. Genuine Ford and Motorcraft original equipment replacement parts are engineered and manufactured to Ford's high specifications.

Motorcraft
QUALITY PARTS

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 Mercury cars for longer cost is so moderate covers selected components on new than the vehicle's basic warranty. The for the protection offered that it could pay for itself the first time it is needed. Ask your 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.



the Life-
on your



Participating Lincoln-Mercury dealers are now offering time Service Guarantee, which guarantees their work Mercury Grand Marquis 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.

Ford-paid repair programs after the warranty period Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Technical Service Bulletins All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Mercury Grand Marquis.

To get copies of materials for your Grand Marquis or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959, or write Ford at: Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size.

EPA statement 1989 EPA mileage estimates were unavailable when this publication was printed. The 1989 Mercury Grand Marquis, 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 Grand Marquis 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.



MERCURY

WHERE COMFORT AND CONTROL ARE ONE

