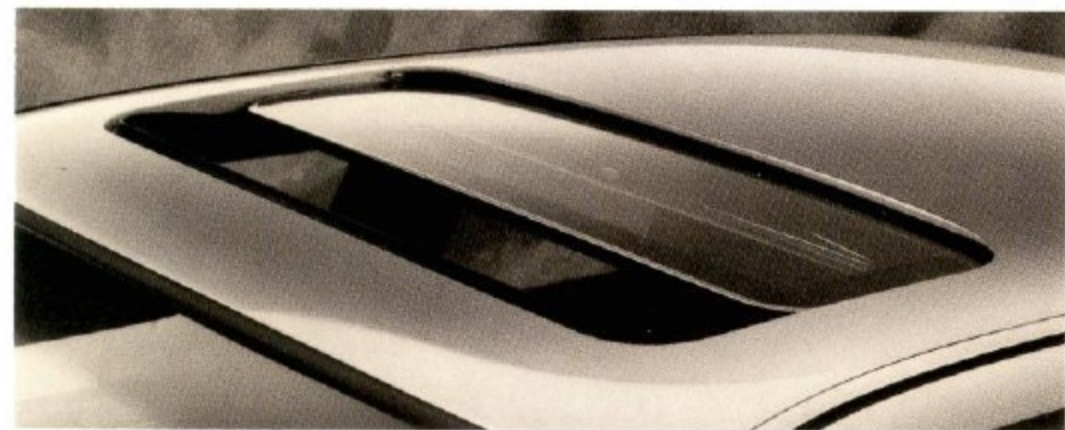


 **MERCURY COUGAR XR7**



**1993**



An optional power moonroof glides open to let in sunshine or tilts up to vent in fresh air. A sliding shade is included should you choose to block out the sun.



An optional keyless entry system allows you to lock or unlock the doors or open the trunk without fumbling for your keys.



An optional power antenna can be raised or lowered by means of a dash-mounted switch.



Standard dual power remote-controlled mirrors electronically adjust to provide you with a better line of rear vision.



This optional electric rear window defroster provides clear birdsight on frosty winter mornings.



Cougar XR7 pictured in Electric Red Clearcoat Metallic with optional luxury cast aluminum wheels.

**COUGAR XR7 STANDARD FEATURES INCLUDE:**  
3.8-liter fuel-injected V-6  
Four-speed automatic overdrive transmission  
Four-wheel independent suspension  
Power-assist front disc/rear drum brakes

Flush side glass  
Limousine-style doors

Low-profile halogen headlamps

Dual power remote-controlled mirrors

Five mile-per-hour bumpers

Lower bodyside chip-resistant coating



**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 really do 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 can readily identify 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 in the best traditions of the term, able to shrink vast stretches of geography down to pleasure trips. Transporting you

with a gratifying sense of ease and control. And indulging you with a host of luxuries along the way.

There's a road nearby that's heading someplace you've never been before, and a car that can take you there like no other. Mercury Cougar XR7.



The optional keyless entry system now includes a remote feature which is small enough to put in your pocket or purse and carry with you. It allows you to lock or unlock doors and open the trunk from a distance, and it includes the added security of a personal alarm which will bonk the horn and flash the exterior lights when you push the "panic" button.

COUGAR XR7  
STANDARD  
FEATURES  
INCLUDE:

Four-spoke  
luxury steering  
wheel  
Power rack-and-  
pinion steering  
Backlighted  
analog  
performance  
cluster

Electronic  
AM/FM stereo  
radio with four  
speakers and  
digital clock  
Air conditioner  
Four-speed  
heater/defroster  
system  
Side window  
demisters  
Power side  
windows  
Interval wipers



An available tilt  
steering wheel  
adjusts to your most  
comfortable driving  
position.

This optional elec-  
tronic instru-  
ment  
cluster provides  
highly visible digital  
readings of speed  
and distance

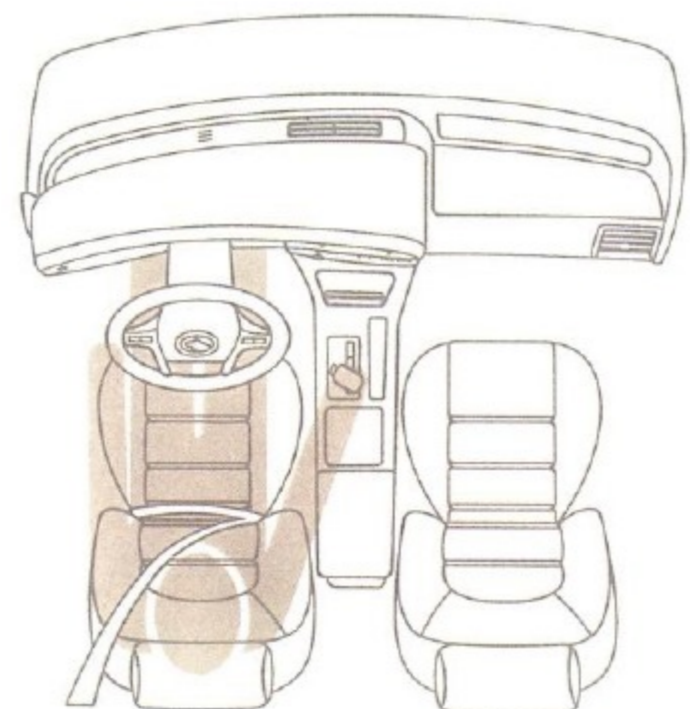
traveled. A fuel  
computer displays at  
a touch trip distance,  
fuel remaining,  
fuel economy and  
distance to empty.



Controls for  
the standard  
dual power  
outside  
mirrors, power  
side windows  
and available  
power door  
locks are  
grouped for  
easy access.



Behind the wheel is  
the perfect position  
to appreciate how  
form follows function  
inside XR7. The  
configuration and  
placement of con-  
trols allow the driver  
to easily reach and  
operate them with-  
out distraction.



#### A CLEAR LINE OF COMMUNICATION BETWEEN CAR AND DRIVER.

What you are looking at here is the  
instrument panel of XR7—one  
of the most communicative clusters  
of gauges to be found in any car on  
the road. Even though they're  
shown in much smaller size than  
they'd appear to you from behind  
the wheel, the analog dials are, as

you can see, eminently readable.

This panel not only keeps you  
constantly updated on your XR7's  
vital functions, but also, with the  
available Diagnostic Maintenance  
Monitor, tells you when the fuel,  
washer fluid, coolant and oil levels  
are low. It even alerts you when it's  
time to change the oil.

Everything before you is  
scientifically designed to be

extremely inviting and driver  
friendly. Exhaustive studies involv-  
ing reach, eye/hand movement,  
field of vision and other driver  
functions formed the basis for the  
design and placement of instru-  
ments and controls. For example,  
power door lock and window  
switches are shaped so that they  
can be operated by touch alone,  
without moving your eyes from the

road. Note also that the buttons for  
the optional fingertip speed control  
are located on the steering wheel  
itself for easy driver access.

The result of this carefully cal-  
culated communication is a driver  
who feels comfortable, relaxed and,  
most importantly, focused behind  
the wheel. Because a focused driver  
is a safe driver.



An available electronic automatic temperature control system maintains the temperature you select.

Cougar XR7's optional day/night rearview mirror includes sensors which automatically detect and reduce blinding glare by changing the mirror's reflectivity.



Dual illuminated visor vanity mirrors are included in the optional light group.

Cougar XR7 standard luxury cloth and leather trim interior is pictured here in Opal Grey. Other equipment shown may be optional.

Front seat belts not shown in order to provide a clear view of vehicle interior. Always wear the shoulder and separate lap belts.



Door map pockets provide storage space that's out of the way, yet easily reached.



In true cockpit fashion, Cougar XR7 groups the automatic transmission shift in a console with stereo, heater and air conditioner controls to the driver's immediate right for ready access.



Cougar XR7 interior pictured with optional Ebony leather seating surfaces. Other equipment shown may be optional.



**COUGAR XR7 STANDARD FEATURES INCLUDE:**  
Reclining individual front bucket seats  
Rear seat fold-down armrest  
Rear seat heat ducts  
Full-length floor console with leather-wrapped floor shift and armrest storage  
Dual-beam dome/map light  
Driver and front passenger visor mirrors  
Tinted glass

**FEW DRIVER'S CARS ACCOMMODATE PASSENGERS THIS GENEROUSLY.**

In fact, XR7 is the roomiest car in its class by a comfortable margin.

XR7 combines generous space up front with rear head-, hip- and legroom that will accommodate up to three full-sized adults in back.

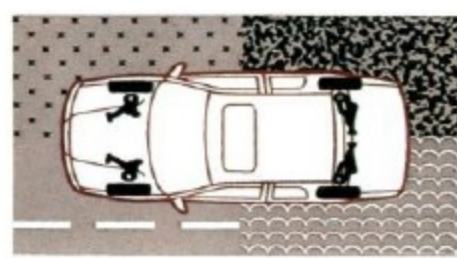
Yet the true generosity of Cougar XR7 isn't so much the room inside as how much this room has to offer. For instance, XR7's bucket

seats are meticulously shaped to be anatomically correct for your comfort. There's thoughtfully hidden storage compartments, too, including side map pockets, concealed storage in the center console bin and a sizable glove compartment.

As you'd expect in an interior of this caliber, the cool comfort of air conditioning is standard. XR7's four-speed heater/defroster includes the consideration of rear seat heat ducts that spread the warmth to

rear passengers. Or you may choose an optional electronic automatic temperature control system that maintains a temperature you select.

XR7 also looks after the safety of its passengers with characteristic thoroughness. In front, two-point motorized safety belts are provided for use in combination with manual lap belts. Passengers in the outer rear seats have three-point lap/shoulder belts, and there's an adjustable lap belt for the center passenger.



XR7's excellent road manners and fast reflexes in the corners are largely due to its four-wheel

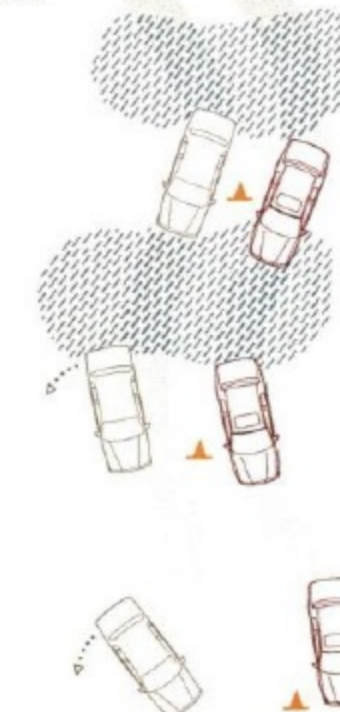
independent suspension with front and rear stabilizer bars. The front suspension's highly

advanced SLA design is the same as you'll find in advanced luxury automobiles.



Brakes applied

XR7's available anti-lock brakes keep the wheels from exceeding the threshold of lockup, no matter how hard the brake pedal is pressed. This helps provide the driver with greater steering control while braking on ice, snow or rain-slick roads.



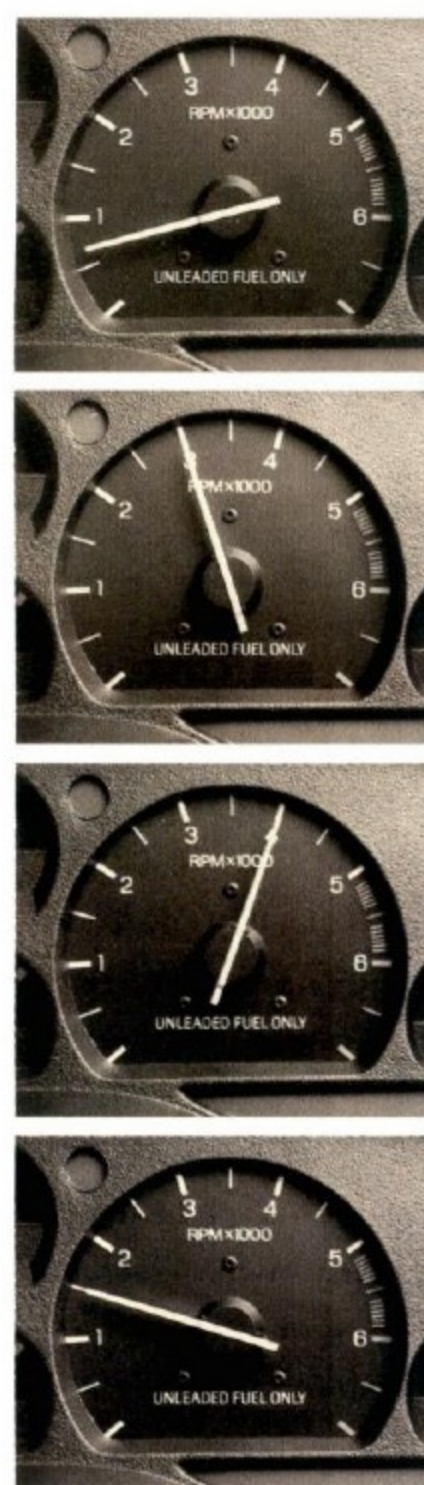
An available dash-mounted diagnostic display is so communicative, it even reminds you when it's time to change your oil.



XR7's smooth, steady performance is carefully watched over by its sophisticated EEC-IV electronic engine control. EEC-IV continuously monitors nearly every factor that affects engine and transmission operation, including vehicle speed, ambient air temperature and oxygen content of the exhaust gas mixture. It then uses this data to decide within milliseconds how to best control a multitude of drive-train functions, including fuel metering, air/fuel mixture and ignition timing.



XR7 may be ordered with an optional 5.0-liter V-8 engine that generates 200 hp (SAE net).



While smaller, higher-revving engines may display similar horsepower figures, they simply can't match XR7's optional V-8 engine when it comes to torque.

Starting from a low 650 rpm idle speed in drive, the 5.0-liter engine smoothly climbs to a peak 275 ft-lbs of torque at only 3,000 rpm. A 200-horsepower maximum is achieved at 4,000 rpm.

A steady cruising speed of 55 mph requires an incredibly low 1,500 rpm. This lower rpm means less wear and friction, which helps increase engine life.

**A POWERFUL YET CIVILIZED BREED OF COUGAR.**

Of all a car's attributes, power is certainly one of the most important in determining its character.

Cougar XR7's standard 3.8-liter, 140-horsepower V-6 engine displays plenty of character with its satisfying combination of mid-range passing acceleration and generous fuel efficiency.\* For those who seek something extra, XR7 is also available with an optional 5.0-liter High-Output V-8

producing 200 horsepower along with ample reserves of low-end torque (see example at left).

Both engines offer such sophisticated engineering features as sequential electronic fuel injection (SEFI) and EEC-IV, a state-of-the-art electronic engine control. And both engines are matched to a smooth four-speed automatic overdrive transmission that reduces engine rpm by one-third in the overdrive mode for quiet and frugal highway cruising.\*

Also, XR7 is the only car in its class with front-engine, rear-wheel-drive design—a feature it shares with many of the world's outstanding driver's cars.

Yet for all the focus on XR7's powertrain, you'll be equally enamored of its many other sporting characteristics. For example, its four-wheel independent suspension provides plenty of road-gripping responsiveness in the turns while still delivering a comfortable, quiet highway ride. Further contributing

to XR7's ride and handling is its rigid unibody structure, which resists torsional twisting and flexing for added turning stability while quieting road noise.

This performance is brought to a quick halt by power brakes, including stout 10.8-inch ventilated discs at the front wheels. An optional Anti-lock Brake System (ABS) is available to lend greater driving control while braking on slippery road surfaces.

\*See EPA statement on back cover.



DIMENSIONS (in inches)									
Wheelbase	Overall length	Overall height	Overall width	Track front/rear	Headroom, front/rear	Legroom, front/rear	Shoulder room, front/rear	Hiproom, front/rear	
113.0	199.9	52.5	72.7	61.6/60.2	38.1/37.6	42.5/36.5	59.1/59.1	57.6/56.6	

ENGINES	Type	Displacement	Horsepower (SAE net)	Torque (SAE net)	Fuel delivery	Compression ratio	Engine control
Standard	V-6	3.8 liters	140 @ 3800 rpm	215 lb-ft @ 2400 rpm	Sequential multi-port electronic fuel injection	9.0:1	EEC-IV, electronic engine control
Optional	V-8	5.0 liters	200 @ 4000 rpm	275 lb-ft @ 3000 rpm	Sequential multi-port electronic fuel injection	9.0:1	EEC-IV, electronic engine control

CAPACITIES	Cargo volume	Fuel	Oil	Engine coolant	Curb weight*	BRAKES	Front	Rear	Brake swept area	Type	STEERING
	15.1 cu. ft.	18.0 gal.	5.0 qt. (w/filter)	12.3 qt. (V-6)	3,512 lbs. / 3,666 lbs. (w/V-8)		10.8-inch disc	9.8-inch drum	304.6 sq. inches	Dual hydraulic (diagonally linked front to rear) with power assist	Power-assist rack-and-pinion**

TRANSMISSION	SUSPENSION
Four-speed automatic overdrive, fourth-gear overdrive reduces engine speed by one-third to improve highway fuel economy	FRONT—Short/long arm design with double isolation, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, front sub-frame REAR—Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers



You can equip your XR7 with any of the excellent sound systems shown here, starting with the standard electronic AM/FM stereo with digital clock and four speakers (A). Or you can listen to your favorite tapes by selecting the optional AM/FM stereo with cassette, digital clock and four speakers (B). Serious music lovers can specify the optional High-Level audio system (C) with C-Quam® AM stereo/FM stereo and cassette, four premium speakers and an 80-watt premium sound amplifier. Or, for truly exceptional clarity and fidelity, choose the Ford JBL audio system. It augments the High-Level radio with eight speakers, a separate seven-inch subwoofer and two amplifiers that produce 145 total watts RMS of pure listening power. You may further enhance either the High-Level or the Ford JBL Audio System by ordering the optional CD player with music search and shuffle features (D).

FUNCTIONAL FEATURES	XR7
3.8-liter V-6 sequential multi-port fuel injection	S
5.0-liter V-8 sequential multi-port fuel injection	O
Four-speed automatic overdrive transmission	S
Tinted glass	S
Power-assist brakes with audible wear sensors on front	S
Power four-wheel disc brakes with Anti-lock Brake System (ABS)	O
Traction-Lok rear axle	O
Electronic speed-sensitive power rack-and-pinion steering	O**
58-amp/hr maintenance-free battery	S
75-amp alternator	S
Cold weather group including engine block heater, 72-amp/hr heavy-duty battery and rear defroster	O

EXTERIOR FEATURES	XR7
Five-mph impact bumpers front/rear	S
Dual color keyed power mirrors	S
Low profile aero halogen headlamps	S
Flush glass	S
Keyless entry system	O***
Multi-sport roof rack (ski, bicycle, water sports)	A
Luggage rack	A
Front end cover	A

INTERIOR COMFORT AND CONVENIENCE FEATURES	XR7
Front seat motorized shoulder safety belt system with manual lap safety belts	S
Rear seat three-point manual shoulder safety belts (outboard) and lap safety belt for center position	S
Air conditioner	S
Reclining front bucket seats	S
Center console with floor shift	S
Rear center fold-down armrest	S
Courtesy lights	S
Map pockets on doors	S
Power windows	S
Side window demisters	S
Interval wipers	S
Push-on/push-off parking brake system	S
Luggage compartment light	S
Rear seat heat ducts	S
Cargo net†	S

S Standard feature O Optional feature A Dealer-installed accessory

INTERIOR (continued)	XR7
Luxury cloth and leather seat trim	S
Leather seating surfaces	O
Power lumbar supports	S
Six-way power driver's seat	O
Dual six-way power seats	O
Tilt steering wheel	O
Leather-wrapped steering wheel	O
Leather-wrapped shift knob	S
Electronic automatic climate control	O
Power slide/tilt moonroof with sunshade	O
Electric rear window defroster	O
Fingertip speed control	O
Illuminated entry system	O
Carpeted front floor mats	O

SOUND SYSTEMS	XR7
Electronic AM/FM stereo radio with four speakers and digital clock (may delete for credit)	S
Electronic AM/FM stereo radio with cassette, four speakers and digital clock	O
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	O
Ford JBL audio system — includes four satellite speaker enclosures with two speakers in each, a seven-inch subwoofer in a 10-liter enclosure and two amplifiers with 145 total watts RMS	O
Compact digital disc player (requires High-Level audio system or Ford JBL audio system)	O
Power radio antenna	O
Trunk-mounted 10-CD changer with remote control	A

INSTRUMENTATION	XR7
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	O
Diagnostic maintenance monitor: includes low fluid level indicators for engine oil, coolant, washer fluids and fuel and oil change indicator	O
Backlighted analog performance cluster with tachometer, fuel gauge, coolant temperature gauge, 120 mph speedometer, oil pressure gauge and voltmeter	S

WHEELS AND TIRES	XR7
P205/70R15 black sidewall, all-season steel-belted radial tires	S
P215/70R15 BSW all-season radial tires (requires 15-inch cast aluminum wheels)	O
15-inch bolt-on luxury wheel covers	S
15-inch luxury cast aluminum wheels with locking lug nuts and P215/70R15 BSW tires	O
Mini spare T-125/90R15 BSW	S

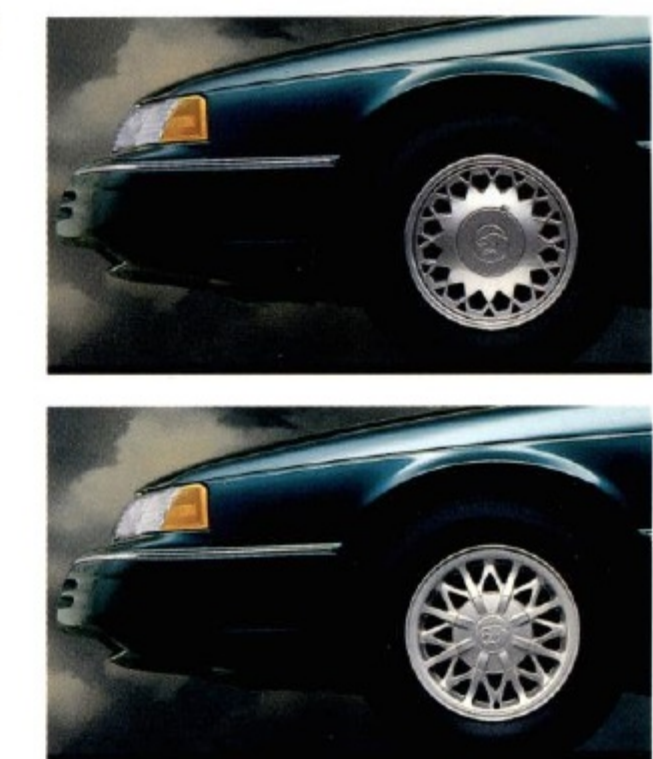
OPTIONAL PACKAGES
<b>POWER LOCK GROUP</b>
Includes power door locks, remote decklid and fuel-filler door releases
<b>HEADLAMP CONVENIENCE GROUP</b>
Autolamp on/off delay system, automatic day/night inside rearview mirror
<b>KEYLESS ENTRY SYSTEM WITH REMOTE</b>
Allows driver's door to be unlocked by depressing numbers above door handle in proper sequence or with remote hand-held transmitter. Passenger side door and decklid can also be opened with additional numbers (includes illuminated entry and autolock)
<b>POWER MOONROOF</b>
Features pop-up air deflector, sliding sunshade, rear tilt-up and dual reading lamps (requires light group)
<b>LIGHT GROUP</b>
Includes engine compartment light, instrument panel courtesy lights and dual illuminated visor mirrors

\* With Package 260A: 3,532 lbs. / 3,686 (w/V-8).  
 \*\* Electronic speed-sensitive, variable-assist power rack-and-pinion steering included and only available w/optional 5.0L V-8.  
 \*\*\* Requires Power Lock Group.  
 † Subject to late availability.  
 †† C-Quam® is a registered trademark of Motorola Inc.  
 Based on official MVMA specifications.  
 For more information on available accessories please visit your local Lincoln-Mercury dealer.

PREFERRED EQUIPMENT PACKAGE
To make ordering easy we've grouped certain options together into the Preferred Equipment Package listed below and priced it to offer sticker price savings over ordering these items individually. <sup>3</sup>
<b>XR7 260A</b>
Tilt steering wheel
Fingertip speed control
Electric rear window defroster
Electronic AM/FM stereo cassette radio
Power lock group
Luxury cast aluminum wheels w/P215/70R15 tires
Front carpet floor mats
Leather-wrapped steering wheel
Six-way power driver's seat
Light group (engine compartment light, instrument panel courtesy lights, dual illuminated visor mirrors)
<b>XR7 EXTERIOR COLORS</b>
Oxford White
Black Clearcoat
Mocha Frost Clearcoat Metallic
Electric Red Clearcoat Metallic
Crystal Blue Frost Clearcoat
Twilight Blue Clearcoat Metallic
Cayman Green Clearcoat Metallic
Dark Plum Clearcoat Metallic
Midnight Opal Clearcoat Metallic
Silver Clearcoat Metallic
<b>XR7 INTERIOR COLORS</b>
Ebony
Ruby Red
Mocha
Opal Grey
Crystal Blue
§ Specific content is subject to change throughout model year. Consult your dealer for the most up-to-date information.

Luxury bolt-on wheel covers are standard.  
 Or choose these optional 15-inch luxury cast aluminum wheels.



PRODUCT CHANGES
Following publication of this catalog, 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 Lincoln-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.



Tilt steering wheel



Fingertip speed control



Rear window defroster



Keyless entry system



Power antenna



Illuminated visor mirror



Electronic instrument cluster

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.

Capri



Tracer



Topaz



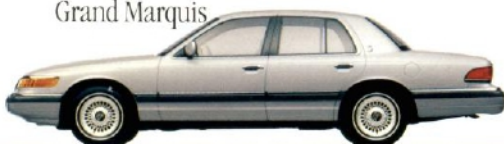
Cougar XR7



Sable



Grand Marquis



Villager



**Motorcraft**  
QUALITY PARTS

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.



Ford Credit offers advantageous financing arrangements for qualified buyers, plus the convenience of making them right where you buy your car—at your Lincoln-Mercury dealer.

As an alternative to car ownership that may well suit your needs, there's Ford Credit's Red Carpet Lease Plan. Ask for the facts on leasing at your Lincoln-Mercury dealer.

DEMAND GENUINE FORD  
COLLISION REPAIR 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 crash worthiness. 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.



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.



*EPA statement: 1993 EPA mileage estimates were unavailable when this publication was printed. The 1993 Mercury Cougar XR7, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information.*

*Option availability: Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.*

 **All This And The Quality Of A Mercury.**

LINCOLN-MERCURY DIVISION 