



1995
MERCURY
COUGAR XR7





Exterior shown in Moonlight Blue Clearcoat Metallic. Some features may be optional.

IT'S DESIGNED
TO MOVE YOU.
EVEN WHEN IT'S
STANDING STILL.



In a world full of look-alike cars, there's one automobile that truly sets itself apart from the rest. Mercury Cougar XR7. Its distinctive profile, driver-focused interior and special emphasis on safety all contribute to its ability to turn heads. And if looking at Cougar XR7 isn't moving enough, just wait until you take it out on the open road.





BEAUTY IS IN THE EYE,
ARMS, LEGS AND BACK
OF THE BEHOLDER.

Cougar XR7's interior has been engineered to be not only pleasing to the eye but to the other parts of you as well. Its wrap-around design includes controls angled toward the driver to be easily reached and visible. Seats are crafted for comfort on long trips. And perhaps most beautiful of all is that this is also the roomiest interior in its class.



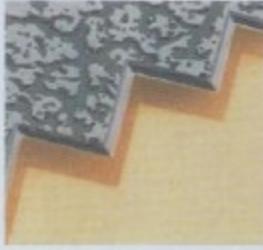
AND NOW FOR OUR FEATURE PRESENTATION.

Step inside a Mercury Cougar XR7 and you'll notice an abundance of features that contribute to your sense of comfort, convenience and sheer driving pleasure.

COMFORT FEATURES.



RECLINING FRONT SEATS.
Individual front bucket seats can be easily adjusted for maximum comfort.



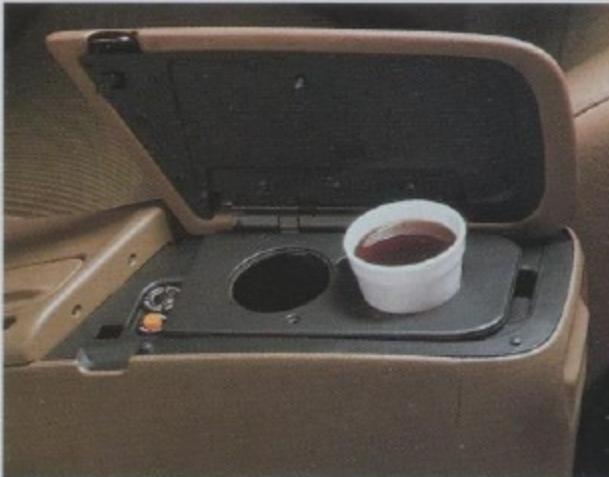
LEATHER SEATING SURFACES.
For the ultimate in luxury and comfort, all-leather seating surfaces are available. (Optional)



POWER LUMBAR SUPPORT. With the flick of a switch, your seat's contour can be fine-tuned to give your back proper support. (Optional)



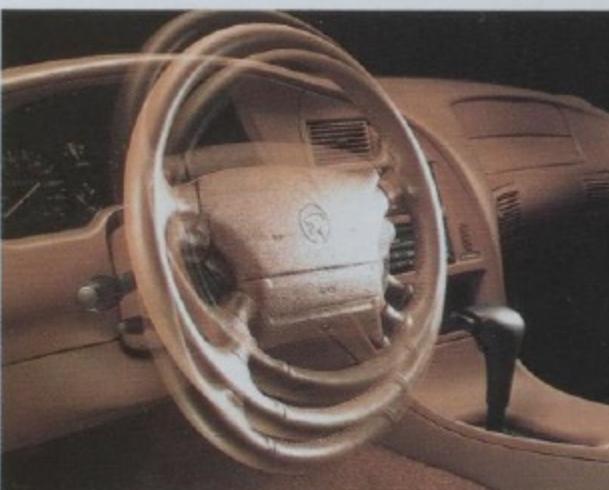
CENTRE CONSOLE WITH HIDDEN CUP HOLDERS.
Includes leather-wrapped floorshift, armrest storage, and beverage holders that are hidden when not in use.



6-WAY POWER DRIVER'S SEAT.
It's easy to adjust your seat to the perfect position with handy fingertip controls. (Optional)



CFC-FREE AIR CONDITIONER.
System operates completely free of CFCs and thus will not further harm the ozone layer.



TIFF STEERING COLUMN. Allows you to adjust the steering wheel up or down until the ideal position is achieved.



REAR CENTRE ARMREST. Folds down to provide rear passengers an extra measure of comfort.

CONVENIENCE FEATURES.



INSTRUMENTATION AND CONTROLS.
You'll notice from behind the wheel that Cougar XR7 is clearly designed with the driver in mind. Bright, easy-to-read analog instrumentation includes tachometer, fuel gauge, coolant temperature, analog electronic 193 km/h (120 mph) speedometer, oil and voltmeter gauges. And controls are carefully positioned at the precise location and angle where they're most easily reached and used.



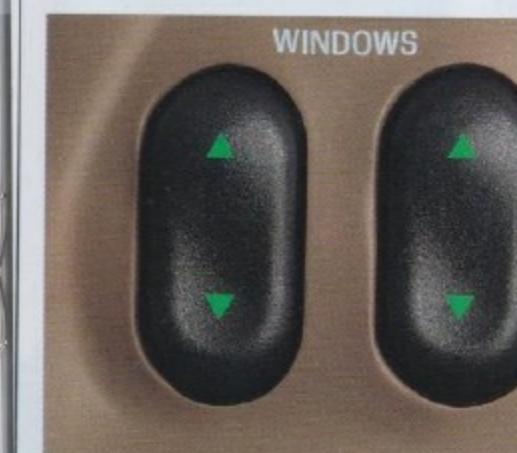
DUAL BEAM MAP/DOME LIGHT. When you need to read a map or light the interior, the proper lights are there when you need them.



POWER REMOTE MIRRORS. Both exterior mirrors adjust with conveniently located switches.



COIN SLOTS. Keep change for parking meters and tolls conveniently close at hand.



POWER WINDOWS. Soft illumination makes power window switches extra easy to locate and operate.



REAR SEAT HEAT DUCTS. Makes sure backseat passengers are just as warm and comfortable as those in front.



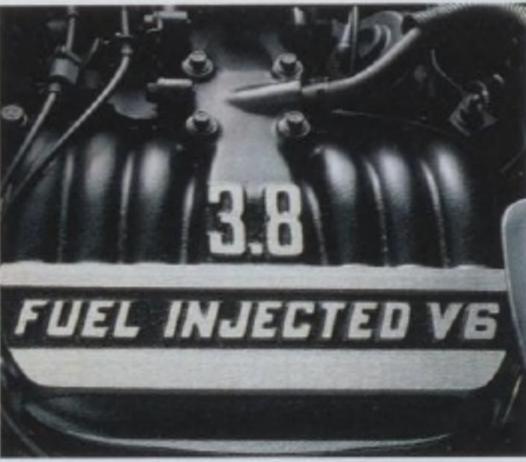
AM/FM STEREO RADIO WITH CASSETTE. Listen to your favourite tapes or radio stations with clear stereo sound.



GLOVE BOX WITH DAMPENED DOOR. The glove box door is dampened to open smoothly instead of dropping directly to the front passenger's knees.

THE LIST OF FEATURES GOES ON AND ON. MUCH LIKE COUGAR XR7 ITSELF.

PERFORMANCE FEATURES.



V-8 ENGINE. An optional 4.6-litre, single overhead cam V-8 engine with EEC-V electronic engine controls is available on Cougar XR7. This powerful yet smooth performer employs advanced engineering to generate 205 horsepower with exceptional fuel economy.



ELECTRONIC ENGINE CONTROLS AND SEQUENTIAL ELECTRONIC FUEL INJECTION (SEFI). Advanced electronic engine controls can monitor and control up to 300,000 engine and transmission functions every second, while SEFI sequentially adds the precise amount of fuel into each cylinder. Together, they provide an optimal blend of efficiency and performance.



4-SPEED ELECTRONIC TRANSMISSION. Precisely and smoothly renders gear changes to complement either one of Cougar XR7's engines' performance.



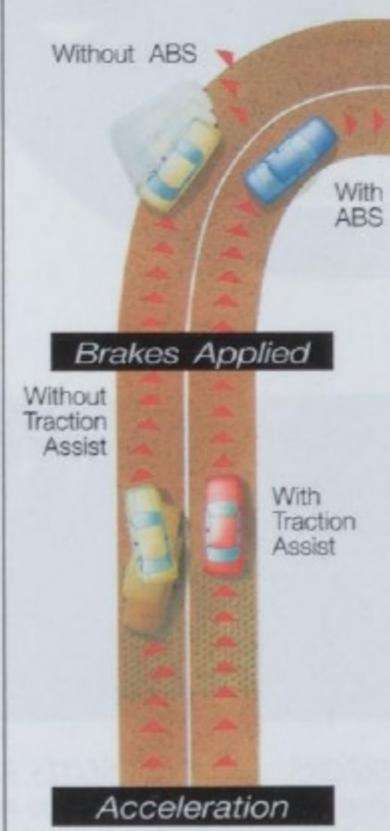
VARIABLE-ASSIST POWER STEERING. Included with the optional V-8, it reduces steering effort at slow speeds while decreasing assist for a better feel of the road as speed increases.

See specification pages for feature availability.

SAFETY FEATURES.



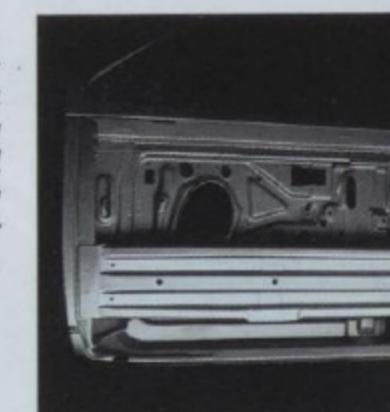
DUAL AIR BAGS. An air bag Supplemental Restraint System (SRS) for both driver and front passenger is standard equipment. Safety belts must be properly worn for air bags to be effective.



3-POINT BELTS. Lap/shoulder safety belts are the primary restraint for front and rear outboard occupants.

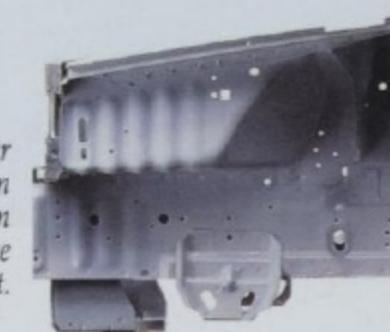


DOOR BEAMS. They're engineered into both doors to already meet expected federal safety standards for 1997.



ABS AND TRACTION ASSIST. Cougar XR7's optional Anti-lock Brake System can help shorten stopping distances for most conditions and improve steering control during heavy braking, especially on slippery road surfaces. Electronic Traction Assist helps reduce wheel spin, thus improving traction during low-speed acceleration.

CRUMBLE ZONES. Front and rear crumple zones are designed to deform upon severe impact and absorb much of an impact's force before it reaches the passenger compartment.



SECURITY FEATURES.

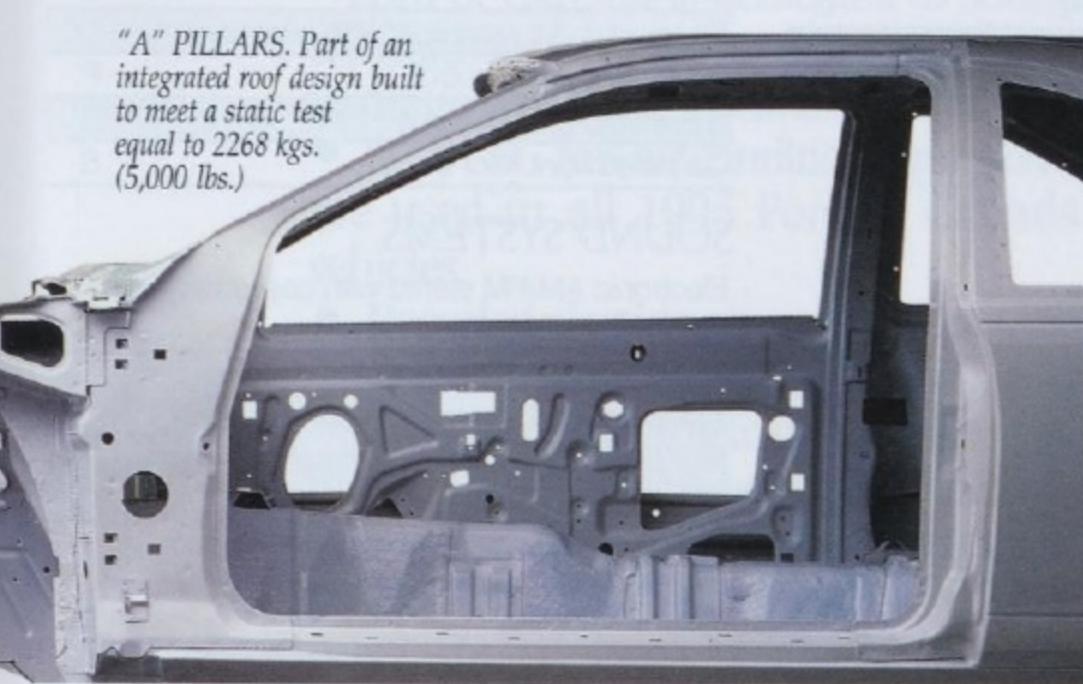
REMOTE KEYLESS ENTRY. This optional feature includes two remote transmitters that allow you to unlock or lock all doors and open the trunk from up to 10 meters (33 ft.) away. A panic button will sound the horn and flash exterior lights when engaged.



BRAKE/SHIFT INTERLOCK. Prevents shifting the transmission out of park unless the brake pedal is depressed.



INTERVAL WIPERS. Include high, low and variable intermittent speeds so that the driver can adjust for a mist or a downpour.

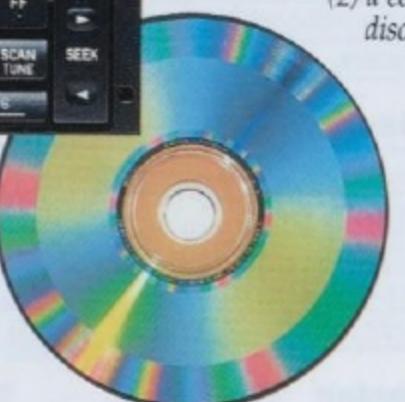


"A" PILLARS. Part of an integrated roof design built to meet a static test equal to 2268 kgs. (5,000 lbs.)

OPTIONAL FEATURES.



POWER MOONROOF. Let the sunshine in with the touch of a switch.



HIGH-LEVEL AUDIO AND CD RADIO. In addition to the standard AM/FM stereo with cassette, you can choose (1) an 80-watt High-Level audio system with AM stereo/FM stereo cassette and premium speakers or (2) a compact disc/radio.

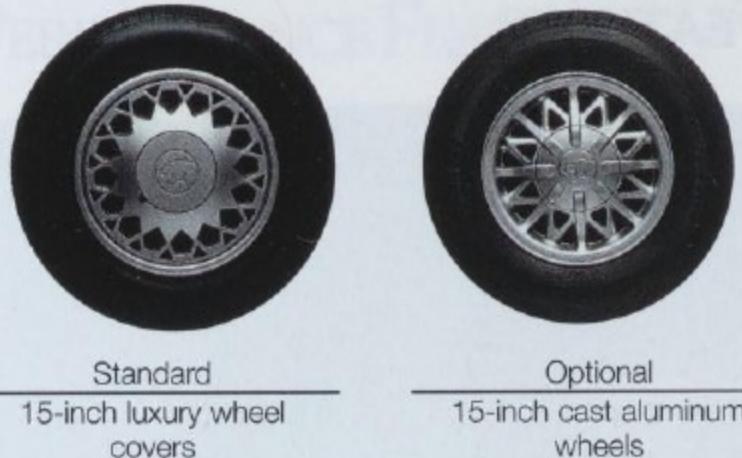


SEMI-AUTOMATIC CLIMATE CONTROL. This CFC-free system automatically maintains the temperature you select.



SPEED CONTROL. You set the speed and it does the rest. Great for long trips.

COUGAR XR7 SPECIFICATIONS.



Standard 15-inch luxury wheel covers
Optional 15-inch cast aluminum wheels

Dimensions mm (in)

	Standard	Optional
Wheelbase	2870 (113.0)	
Overall Length	5077 (199.9)	
Overall Height	1334 (52.5)	
Overall Width	1847 (72.7)	
Track, front/rear	1565 (61.6) / 1529 (60.2)	
Head room, front/rear	968 (38.1) / 955 (37.6)	
Leg room, front/rear	1080 (42.5) / 927 (36.5)	
Shoulder room, front/rear	1499 (59.0) / 1496 (58.9)	
Hip room, front/rear	1412 (55.6) / 1438 (56.6)	

Engines	Standard	Optional
Type	V-6	V-8
Displacement	3.8 litres	4.6 litres
Horsepower (SAE net)	140 @ 3,800 rpm	205 @ 4,500 rpm
Torque (SAE net lbs./ft.)	215 lbs/ft @ 2,400 rpm	265 lbs/ft @ 3,200 rpm
Fuel Delivery	Sequential electronic multi-port fuel injection	
Compression ratio	9.0:1	9.0:1
Engine control	EEC-IV	EEC-V

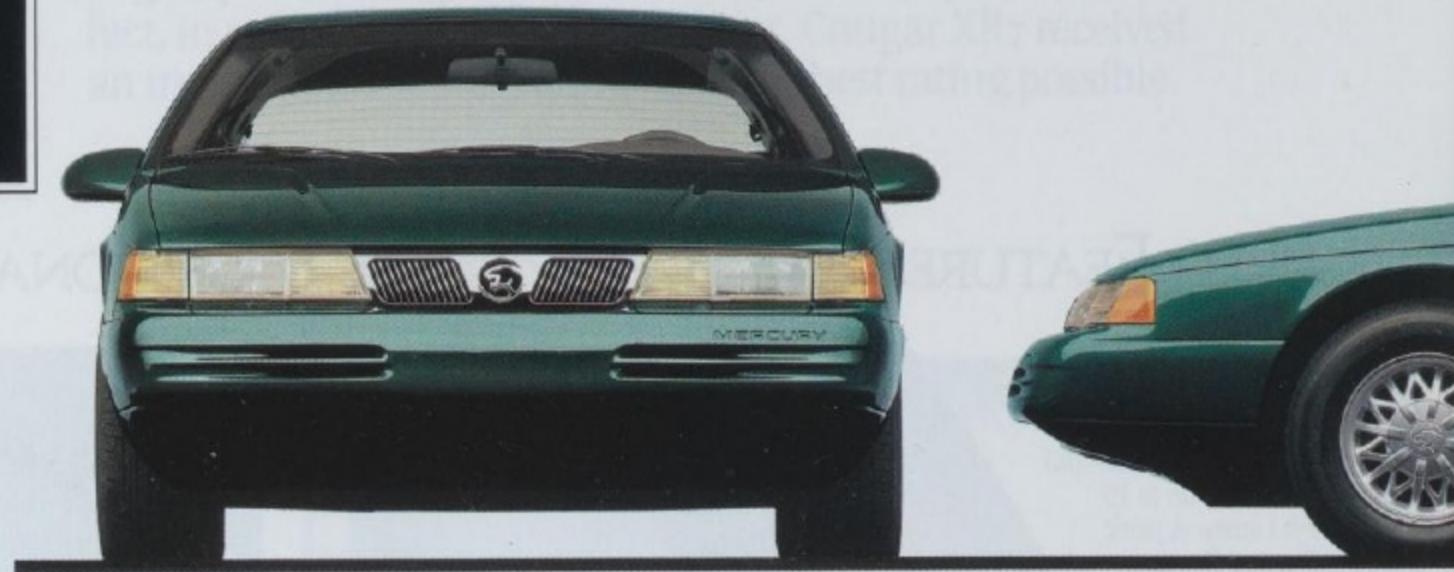
Capacities	
Cargo volume, litres (cu. ft.)	428 (15.1)
Fuel, liters (imp. gal.)	68 (15.0)
Oil, liters (qt.)	4.73 (5.0) (V-6 w/filter), 4.26 (4.5) (V-8 w/filter)
Engine coolant, liters (qt.)	11.6 (12.3) (V-6), 13.2 (14.0) (V-8)
Curb weight, kg (lbs)	1,617 (3,564) / 1,690 (3,726) w/V-8

Transmission	
Four-speed electronic automatic overdrive, fourth-gear overdrive reduces engine speed by one-third to improve highway fuel economy.	

Suspension	
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, rear sub-frame.

Brakes	
Front	10.8 inch disc
Rear	9.8 inch drum
Swept area	0.21 sq. m. (330.1 sq. in.)
Type	Dual hydraulic (diagonally linked front to rear) with power assist

Steering	
Power-assist rack-and-pinion*	



FUNCTIONAL FEATURES

Driver-side air bag Supplemental Restraint System	S
Front passenger-side air bag (SRS)	S
3.8-litre V-6 sequential multi-port fuel injection	S
4.6-litre SOHC V-8 sequential multi-port fuel injection	O
4-speed electronic automatic overdrive transmission	S
Tinted glass	S
Power brakes	S
72-amp/hr. maintenance-free heavy-duty battery	S
130-amp alternator	S
Power 4-wheel disc brakes with Anti-lock Brake System (ABS)	O
Traction-Lok rear axle	O**
Electronic Traction Assist (requires ABS)	O
Electronic speed-sensitive power rack-and-pinion steering	O*
Engine block heater	S
Electric rear window defroster	S

EXTERIOR FEATURES

8km/h (5mph) impact bumpers front/rear	S
Dual colour keyed power mirrors	S
Low profile aero halogen headlamps	S
Flush glass	S
Remote keyless entry system	O
Luggage rack/BBS wheels	O

S Standard Feature

O Optional Feature

P Contained in a Preferred Equipment Package

OPTIONS AVAILABILITY

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

INTERIOR COMFORT AND CONVENIENCE FEATURES

Rear seat 3-point manual shoulder safety belts (outboard) and lap safety belt for centre position	S
CFC-free air conditioner	S
Reclining front bucket seats	S
Centre console with floor shift	S
Rear centre fold-down armrests	S
Courtesy lights	S
Map pockets on doors	S
Power windows with illuminated switches	S
Side window demisters	S
Variable intermittent wipers	S
Push-on/push-off parking brake system	S
Luggage compartment light	S
Rear seat heat ducts	S
Dual console-mounted cup holders	S
Tilt steering wheel	S
Luxury cloth and leather seat trim	S
Leather-wrapped shift knob	S
Power lumbar supports	S
Leather seating surfaces	O
6-way power driver's seat	P
Dual 6-way power seats	O
Leather-wrapped steering wheel	P
CFC-free electronic automatic climate control [†]	O
Power slide/tilt moonroof with sunshade	O
Fingertip speed control	P
Illuminated entry system	S
CARPETED front floor mats	S

SOUND SYSTEMS

Electronic AM/FM stereo with cassette with four speakers	S
High-Level audio system with premium AM stereo/FM stereo radio and cassette, four premium speakers in four locations, 80 total watts RMS	O
Electronic AM stereo/FM stereo compact disc radio, 80 total watts RMS (does not include cassette)	O
Power antenna	O

INSTRUMENTATION

Indicator lamp module with door ajar, low fuel, low coolant, low washer fluid warning lights. Also includes Traction Assist light on models so equipped.	S
Backlit analog performance cluster with tachometer, fuel gauge, coolant temperature gauge, 193 km/h (120-mph) speedometer, oil pressure gauge and voltmeter	S

WHEELS AND TIRES

P205/70R15 BSW all-season steel-belted radial tires	S
15-inch bolt-on wheel covers	S
15-inch luxury cast-aluminum wheels with locking lug nuts and P215/70R15 BSW all-season tires	O
6-way power driver's seat	S
Electronic automatic temperature control air conditioning	O
Autolamp	S
Premium electronic AM/FM stereo cassette	S

OPTIONAL PACKAGES

POWER LOCK GROUP	
Includes power door locks, remote decklid release, remote fuel filler door	
AUTOLAMP ON/OFF DELAY SYSTEM	
Automatically turns headlights on/off with delay/dimming system	
REMOTE KEYLESS ENTRY SYSTEM	
Allows doors and decklid to be unlocked by depressing a five-digit number in proper sequence on a keypad above driver-side door handle or with one of two remote hand-held transmitters (includes autolock)	

POWER MOONROOF	
Features pop-up air deflector, sliding sunshade, rear tilt-up and dual reading lamps (requires light group and power lock group)	
LIGHT GROUP	
Includes engine compartment light, instrument panel courtesy lights and dual illuminated visor mirrors	

PREFERRED EQUIPMENT PACKAGES

To make ordering easy we've grouped certain options together into the Preferred Equipment Packages below and priced them to offer sticker price savings over ordering these items individually.[†]

381A 385A

Fingertip speed control	•
Leather-wrapped steering wheel	•
Cast-aluminum wheels w/P215/70R15 BSW tires	•
Power lock group (includes power door locks, power decklid release, remote fuel filler door)	•
6-way power driver's seat	•
Electronic automatic temperature control air conditioning	•
Autolamp	•
Premium electronic AM/FM stereo cassette	•

EXTERIOR COLOURS

Vibrant White Clearcoat	

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THE OWNERSHIP EXPERIENCE



We've gone to great lengths to make the experience of driving - and owning - a new Mercury Cougar XR7 enjoyable.

We stand behind your vehicle with our 3-year/60,000 km bumper-to-bumper limited warranty. And we look after your security with our no-cost Roadside Assistance Program. You can expect nothing less from a "customer-driven" company.



The 36-month/60,000 km bumper-to-bumper limited warranty covers the complete vehicle (except tires, and other items listed in the Warranty Information booklet) against defects in factory-supplied materials or workmanship.

Ford of Canada's corrosion warranty covers against corrosion perforation on body sheet metal panels for 5 years/unlimited distance. Each vehicle is protected with the corrosion protection DuraGuard system. This system is built in at the factory to provide superior corrosion protection.

For complete warranty coverage information, see your Ford of Canada Dealer.



Ford of Canada extended service plans are available and cover major components on new vehicles for longer than the basic vehicle warranty.



You can count on Ford Quality now and down the road. That's because every new Ford of Canada car and light truck includes the assurance of an emergency no-cost Roadside Assistance Program during the 3-year/60,000 km bumper-to-bumper warranty period.

Help is just a toll-free phone call away - 24 hours a day anywhere in Canada or the continental United States - should you ever need trip planning, towing assistance, fuel delivery, tire change, a jump start, emergency travel reimbursement or even help when you're locked out of your vehicle.

Ask your Ford of Canada Dealer for complete details regarding this outstanding Program.



Ford Credit is a full service company that makes a wide variety of financing and leasing programs available to every qualified buyer. Offices are located across Canada. Ask your Ford of Canada Dealer for complete program details.



The Red Carpet leasing alternative is available through your Ford of Canada Dealer. This includes the popular leasing option known as "The Plan". A participating Dealer can arrange a lease term and payments tailored to your personal needs.

THE FORD COMMITMENT



Ford of Canada vehicles are built with state-of-the-art safety features. To begin with, all 1995 cars and light trucks are available with air bag supplemental restraint systems.

Each vehicle also offers the following safety features for vehicle operation and occupant protection: Shoulder and/or lap belts for all seating positions. Daytime running lights. High mount stop lamp. Two-speed or variable speed windshield wipers. Safety hood latch system. Glare-reduced instrument panel. Corrosion-resistant brake lines. Inside yieldaway rearview mirror. Impact-absorbing laminated safety-glass windshield. Inertia shut-off switch for electric fuel pumps.

Ask your Ford of Canada Dealer for complete details of Anti-Lock Braking systems (ABS), traction assist, speed-sensitive steering and our many other available safety features.



Ford of Canada encourages the use of safety belts and child/infant restraints. If a top tether is needed for a child restraint, an anchor is provided at each rear outboard seating position.

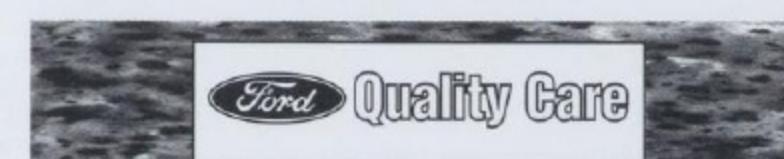


Ford of Canada is dedicated to sound environmental practices and are industry leaders in supporting a cleaner environment.

- Only CFC-free air conditioning systems are used in all 1995 Ford of Canada vehicles.
- Recycled plastic resin appears in some vehicles.
- Ford is continuing to develop alternative fuel and battery-powered vehicles.
- This catalogue is printed on recycled paper containing 10% de-inked post-consumer materials and uses vegetable inks.



\$750 CASH BACK. Recent graduates (graduating between April 1, 1993 and December 31, 1995) from a **recognized** post-secondary program may qualify for Canada's most established Graduate Rebate Program. They can get \$750 cash back, **over and above** most other consumer retail offers advertised at the time of purchase or lease. Get all the details from your local Ford or Mercury Dealer, or in your **Graduate Program Information Kit**. It's free! Just call our toll-free hotline at **1-800-387-5535**.



You can rely on Motorcraft Quality Replacement Parts to help ensure the long-term quality of your Ford of Canada vehicle. These parts meet the same high standards as those installed in production.

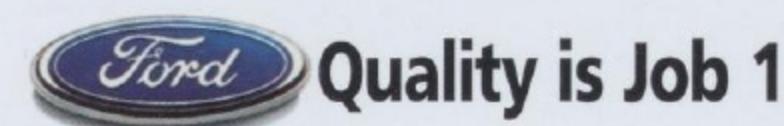


1-800-561-FORD. Should you require any additional general or program information, call our toll-free Customer Information Hotline for prompt, courteous assistance.



Following the publication of this catalogue, certain changes in standard equipment, options, prices or product delays may have occurred which would not be included in these pages.

Ford Motor Company of Canada, Limited, reserves the right to make these changes without incurring obligations of any kind. Your Dealer is your best source for up-to-date information.



Your Key To Saving For A Brand New Cougar XR7.



Use CIBC Ford VISA and Save up to \$3,500
Use CIBC Ford Gold VISA and Save up to \$7,000****

- Earn a 5% rebate from everyday purchases.
- Rebate earnings may be applied to the purchase or selected lease of any new Ford of Canada vehicle.
- Choose either the CIBC Ford VISA Card or the CIBC Ford Gold VISA Card.
- Rebates are in addition to any other incentives that may be in effect at the time of purchase or lease.
- Use either card to pay for residential long-distance calling with Unitel, book package holidays with Marlin Travel or rent a vehicle at participating Hertz locations

and you'll earn up to an additional 5% on top of your regular rebate.*** And there's no limit to how much extra you can earn.

- Apply now. Just call 1-800-465-CIBC (980-CIBC in Toronto), or visit your local Ford of Canada dealership or CIBC branch office.

Join the thousands of Canadians who have already applied the savings from this outstanding program towards the purchase of a new Ford of Canada vehicle.

Your Key To Saving.™

*CIBC and Ford Motor Company of Canada, Limited, Licensee of Mark. **Save up to a maximum of \$700 per year or \$3,500 in total with the CIBC Ford VISA Card and up to a maximum of \$1,400 per year or \$7,000 in total with the CIBC Ford Gold VISA Card. ***Subject to change and/or cancellation without notice. Some conditions and an annual fee apply. Ask for full details of this program.

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