

Imagine yourself
in a Mercury
Grand Marquis.



96 Mercury



It's hard to imagine a car

When it comes to room, ride and comfort,
there's nothing else on the road exactly like it.
And that's something you'll really appreciate.

that accommodates you like Grand Marquis.



All the traits that have made Grand Marquis both distinctive and popular can be found on this year's model. It offers the interior room to seat six passengers. Its powerful V-8 and body-on-frame construction help produce its legendary ride. And its many thoughtful features make driving Grand Marquis an extraordinarily comfortable experience.

Grand Marquis LS

A comfortable place to stay

It's very easy to relax in a Grand Marquis. With a roomy, six-passenger interior, luxurious upholstery and convenient appointments wherever you look, you'll feel right at home, away from home.

when you're on the road.

Your Space

Expect a lot from a car?

From theatre lighting and tilt steering to an extra 12-volt outlet and heated power mirrors, you'll discover convenient amenities throughout this truly rewarding automobile.

You certainly won't be disappointed here.



COMFORTABLE SEATS AND HEAD RESTRAINTS. They're designed to provide optimal comfort for driver and passengers.

6-WAY POWER DRIVER'S SEAT WITH POWER RECLINER. The comfort and convenience of a power driver's seat comes standard.

SEAT TRACK TRAVEL. Front seats slide forward and back, up to 10 inches for more rear legroom.

CFC-FREE AIR CONDITIONER. Uses a CFC-free refrigerant that doesn't deplete the ozone layer.

REAR SEAT HEAT DUCTS. This standard feature delivers warmth directly to rear passengers.

DUAL CUP HOLDERS. What could be more convenient? These slide out to provide a secure place for your beverages.



TILT STEERING COLUMN. Adjusts quickly and effortlessly to your driving position.



You'll find when it comes to user-friendliness, Grand Marquis reigns supreme. It features an instrument panel that puts you firmly in control. All the instrumentation is bright and easy to read. Knobs and switches are large and placed right at your fingertips. And speed control buttons are conveniently located on the steering wheel.

LARGE TRUNK. At a generous 20.6 cubic feet, this trunk is one of the largest in its class.



1. SEAT CONTROLS. They're conveniently located at your side on the door trim panel.

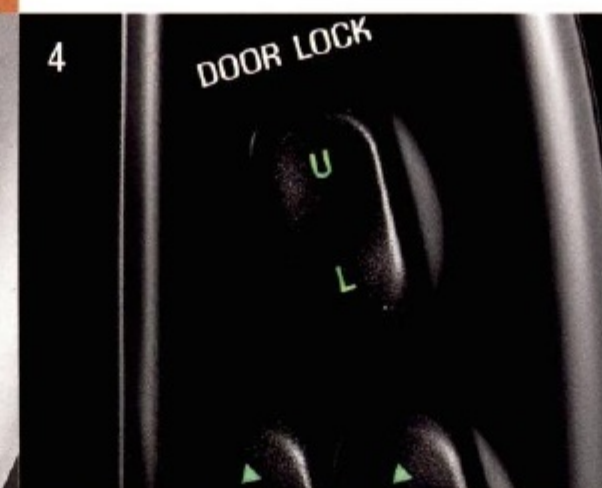
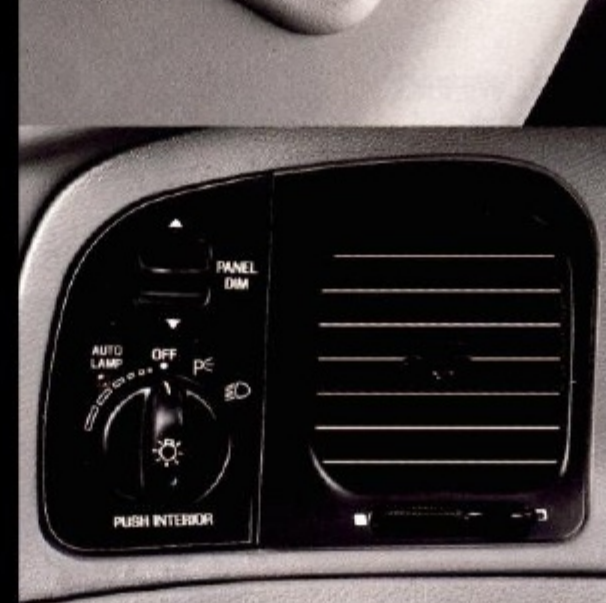
2. SEAT BELT HEIGHT ADJUSTERS. They're included for improved shoulder belt fit and comfort.

3. DUAL HEATED POWER MIRRORS. Outside mirrors automatically defrost when the rear window defogger is turned on.

4. TACTILE ILLUMINATED SWITCHES. They're easier to locate and use than conventional switches.

5. COLLAPSIBLE FRONT AND REAR GRAB HANDLES. These not only facilitate getting in and out of seats but also fold neatly out of the way.

6. 12V POWER POINT. You have an extra 12-volt outlet for electric devices such as vacuum cleaners and hand-held spotlight/emergency lights.



AUTOMATIC HEADLAMP ON/OFF DELAY. Headlamps automatically turn off after a selected interval to increase security. They turn on at dusk or whenever a low level of light is detected—such as in a garage or tunnel.

SOLAR TINT GLASS. Solar tint glass helps protect against fabric fading and improves temperature control.

See specification pages for feature availability.

Convenience Features

Ride

V-8 POWER.
One feature that contributes to Grand Marquis' popularity is its V-8 engine. This technologically advanced single overhead camshaft (SOHC) V-8 engine with EEC-V Electronic Engine Control produces 190 horsepower and 265 lb-ft of torque from 4.6 liters. It's been designed for smooth, quiet performance and provides Grand Marquis with impressive passing power. And it can go for 100,000 miles without a scheduled tune-up.*



SPEED-SENSITIVE POWER STEERING.
It's designed to increase steering assist at low speeds for maneuvers like parking. Reduces assist at higher speeds for improved road feel.



REAR AIR SUSPENSION.
This available system automatically adjusts ride height to suit heavier loads while increasing ride comfort.

Safety

BRAKE-ACTIVATED TRANSMISSION LOCK.
It prevents the transmission from shifting out of park unless the driver's foot is on the brake pedal.

SIDE DOOR BEAMS.
Heavy gauge steel beams are mounted inside each door for additional protection.

CHILD-PROOF REAR DOOR LOCKS.
These help prevent accidental opening of rear doors.

5-MPH BUMPERS.
Both front and rear bumpers can absorb 5-mph impacts.

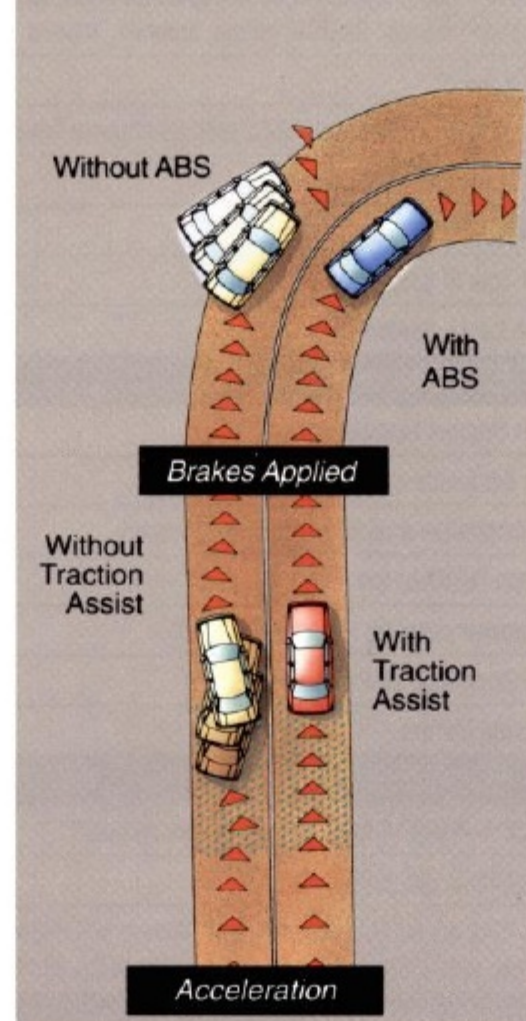
INTERVAL WIPERS.
These wipers feature low, high and variable intermittent speeds.

CORNERING LAMPS.
This option increases visibility when completing a turn at night for extra driving security.

FRONT AND REAR CRUMPLE ZONES.
They've been designed to absorb energy during a collision before it reaches the passenger compartment.



DUAL AIR BAGS.
Another safety feature to provide peace of mind. Always wear your safety belt.



REMOTE KEYLESS ENTRY.
Option locks and unlocks doors, opens trunk and switches on illuminated entry system at distances up to 33 feet.

ABS AND ELECTRONIC TRACTION ASSIST.
Available ABS helps drivers maintain steering control during hard braking. And it includes electronic Traction Assist which helps the driving wheels grip slippery surfaces rather than spinning during low-speed acceleration.



Options



HIGH-LEVEL AUDIO SYSTEM.
Electronic AM/FM stereo cassette radio produces 80 watts through six speakers.



ILLUMINATED ENTRY.
Grand Marquis' interior is automatically lit whenever the outside door handle is lifted.



FINGERTIP SPEED CONTROL.
Vital controls are conveniently positioned on the steering wheel.

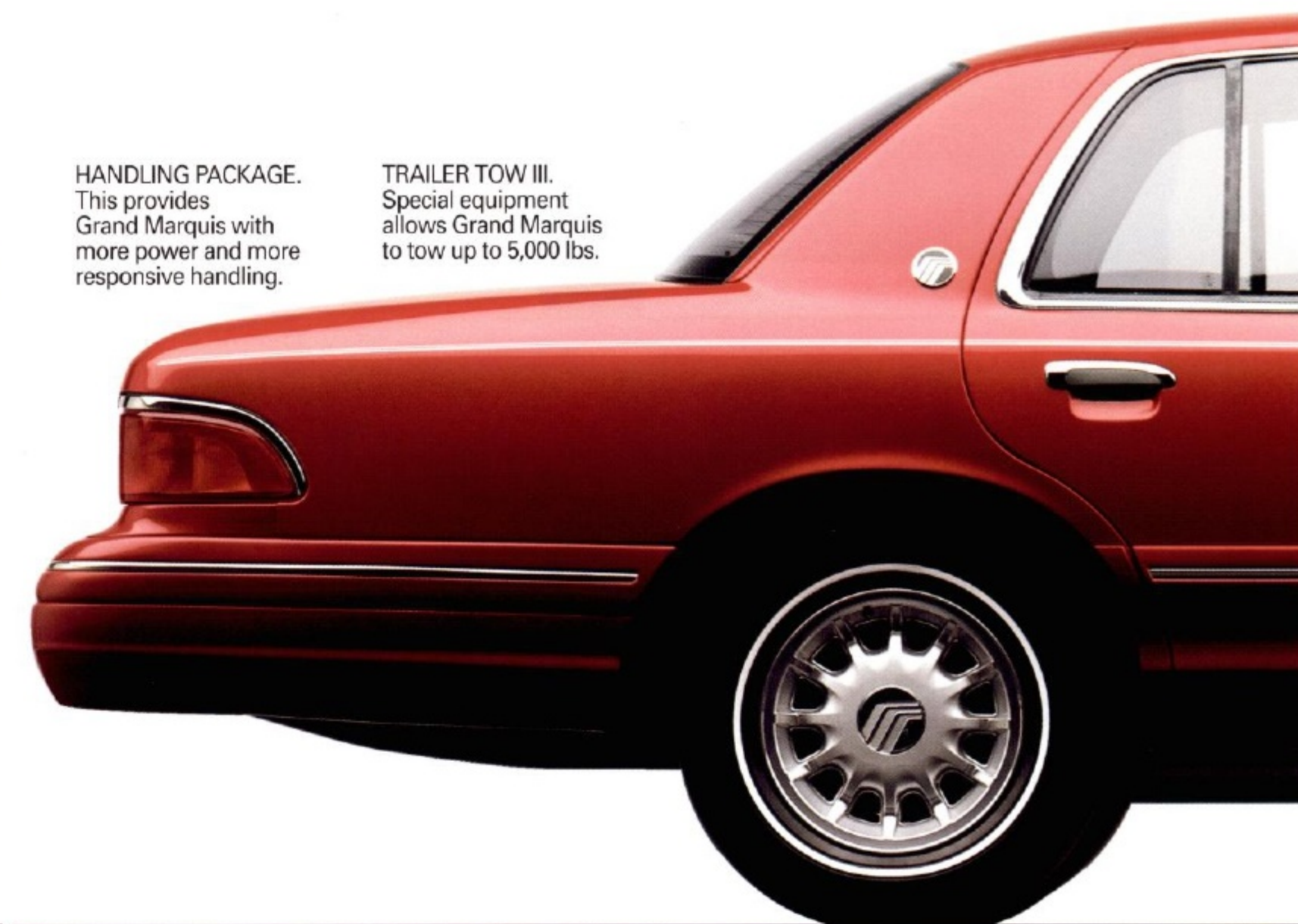


POWER LOCK GROUP.
Includes power door locks and decklid release.

LUXURY LIGHT GROUP.
Includes illuminated visor mirrors, rear seat reading lamps and map/dome light.

HANDLING PACKAGE.
This provides Grand Marquis with more power and more responsive handling.

TRAILER TOW III.
Special equipment allows Grand Marquis to tow up to 5,000 lbs.





DIMENSIONS (IN INCHES)	
Wheelbase	114.4
Overall length	211.8
Overall height	56.8
Overall width	77.8
Track, front/rear	62.8/63.3
Headroom, front/rear	39.4/38.1
Legroom, front/rear	42.5/38.4
Shoulder room, front/rear	60.1/60.3
Hiproom, front/rear	58.0/59.0
ENGINE¹	
Type	SOHC V-8
Displacement	4.6 liters
Horsepower	190 @ 4250 rpm (210 @ 4250 rpm with Trailer Tow III or Handling Package)
Torque (SAE net)	265 lb-ft @ 3250 rpm (275 lb-ft @ 3250 rpm with Trailer Tow III or Handling Package)
Fuel delivery	Sequential multi-port electronic fuel injection
Compression ratio	9.0:1
Engine control	EEC-V, Electronic Engine Control

CAPACITIES	
Cargo volume	20.6 cu. ft.
Fuel	20.0 gal.
Oil (with filter)	5.0 qt.
Engine coolant	13.6 qt.
Curb weight	3,796 lbs.

TRANSMISSION	
Electronically-controlled four-speed automatic overdrive with full lockup capability in fourth gear and overdrive lockout	

BRAKES	
Power-assisted 4-wheel hydraulic with tandem diaphragm, integral vacuum booster	
Front/rear	11.3-inch disc/11.1-inch disc

SUSPENSION	
Front	Independent S.L.A. with ball joints, anti-dive control geometry, coil springs, nitrogen gas-pressurized shocks and stabilizer bar
Rear	Four-bar link, rubber-cushioned pivots, rubber-insulated coil springs, nitrogen gas-pressurized shocks and stabilizer bar

STEERING	
Power speed-sensitive, variable-assist with prelubricated low-friction steering axis	

¹Minor engine differences exist between engines produced at different Ford Motor Company plants.

Based on official AAMA specifications.

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.	

FUNCTIONAL FEATURES	GS SEDAN	LS SEDAN
Driver-side air bag Supplemental Restraint System	STD	STD
Right-front passenger air bag Supplemental Restraint System	STD	STD
Lap/shoulder safety belts for front and rear outboard occupants	STD	STD
4.6-liter SOHC V-8 engine ¹	STD	STD
4-speed electronic automatic overdrive transmission	STD	STD
Power 4-wheel disc brakes	STD	STD
Speed-sensitive, variable-assist power steering	STD	STD
Maintenance-free battery	STD	STD
95-amp alternator	STD	STD
Luxury sound insulation	STD	STD
Solar tint glass	STD	STD
Stalk-mounted control on steering column for turn signals, headlamp beams, flash-to-pass, washer/wipers	STD	STD
Battery saver	STD	STD
Anti-lock Brake System (ABS) with electronic Traction Assist	OPT	OPT*
Rear air suspension		OPT
Handling package		OPT
Trailer Tow III package		OPT
Engine block heater	OPT	OPT

EXTERIOR FEATURES		
5-mph impact bumpers	STD	STD
Lower body-side urethane protection	STD	STD
Wide body-side molding with bright insert	STD	STD
Halogen headlamps	STD	STD
Dual power outside mirrors (heated)	STD	STD
Upper body-side paint stripes	OPT	OPT*
Cornering lamps		OPT*

SOUND SYSTEMS		
Electronic AM/FM stereo radio with cassette	STD	STD
Rear window antenna	STD	STD
High-Level audio system with AM stereo/FM stereo radio cassette and power amplifier, total 80 watts RMS		OPT*

INSTRUMENTATION		
Analog instrumentation with speedometer, fuel level, temperature, voltmeter, oil pressure gauges, odometer and trip odometer	STD	STD
Warning lights for low fuel, emissions system and air bag readiness	STD	STD
Electronic instrumentation with built-in message center (available only as a part of electronic group)		OPT*

WHEELS AND TIRES		
P215/70R15 white sidewall all-season steel-belted radials	STD	STD
Luxury full-wheel covers	STD	STD
Locking radial spoke wheel covers	OPT*	
12-spoke aluminum wheels		OPT*
Dual plane cast aluminum wheels		OPT
16" lacy-spoke aluminum wheels with P225/60R16 BSW tires (included and only available with Handling Package)		OPT*
Conventional size spare wheel and tire		OPT

INTERIOR COMFORT AND CONVENIENCE FEATURES	GS SEDAN	LS SEDAN
CFC-free air conditioner	STD	STD
Rear door child-proof safety locks	STD	STD
Power windows with driver's express down	STD	STD
Automatic headlamp on/off delay system	STD	STD
Automatic parking brake release	STD	STD
Driver footrest	STD	STD
Tilt steering column	STD	STD
6-way power driver's seat	STD	STD
Twin comfort cloth seats with driver power recliner	STD	
Luxury twin comfort cloth seats with driver power recliner and driver power lumbar support		STD
12-volt power point	STD	STD
Door map pockets	STD	STD
Rear seat center armrest	STD	STD
Two rear seat ashtrays	STD	STD
Passenger visor mirror	STD	STD
Dual courtesy lights on instrument panel	STD	STD
Courtesy light switches on all doors	STD	STD
Trunk, glove box, front ashtray lights	STD	STD
Electronic digital clock	STD	STD
Dual cup holders	STD	STD
Color-keyed carpeting (16 oz.—GS, 18 oz.—LS)	STD	STD
Carpeted luggage area	STD	STD
Spare tire cover	STD	STD
Interval wipers	STD	STD
Rear window defroster	STD	STD
Rear seat heat ducts	STD	STD
Keyless entry with two remote control keyfobs	OPT	OPT*
Fingertip speed control	OPT*	OPT*
Leather seating surfaces		OPT
Leather-wrapped steering wheel (requires speed control)		OPT*
6-way power passenger seat with power recliner		OPT*
Electronic automatic temperature control		OPT*
Electronic group includes electronic instrumentation, Tripminder [®] computer, heavy-duty battery		OPT*
Luxury light group includes dual illuminated visor mirrors with dual secondary visors for front/side coverage, rear seat reading lamps and dual-beam map/dome light	OPT	OPT*
Illuminated entry system	OPT*	OPT*
Power lock group includes door locks and decklid release	OPT*	OPT*
Front carpet floor mats	OPT*	OPT*
Rear carpet floor mats	OPT*	OPT*
Electronic auto-dimming mirror		OPT*

THE LEASING ALTERNATIVE.

More and more people are choosing a Red Carpet Lease from Ford Credit as an alternative to buying a new Mercury. That's because a Red Carpet Lease allows a qualified customer to drive a brand-new Mercury more often for less than you'd think. Which means you can afford to drive what you really want to drive. When you fulfill your lease, you can return the car and lease another brand-new vehicle all over again. Ask for the benefits of a Red Carpet Lease at your Mercury dealer.

ADVANCE PAYMENT PROGRAM

Instead of monthly payments, you make just one lump-sum payment for the full lease. You can save hundreds by lowering the lease charges incurred with conventional monthly lease payments. Plus, you enjoy all the benefits of a Red Carpet Lease. See your dealer for complete details.



Optional on GS
Locking radial spoke
wheel cover

Optional on LS
12-spoke aluminum
wheel

Included and only
available with
Handling Package
Lacy-spoke aluminum wheel

PREFERRED EQUIPMENT PACKAGES

To make ordering easy we've grouped certain options together into the Preferred Equipment Packages listed below. PEPs are priced to offer sticker price savings over ordering these items individually.**

GS SEDAN PREFERRED EQUIPMENT PACKAGE 157A

Fingertip speed control • Power lock group • Front carpet floor mats • Rear carpet floor mats • Locking radial spoke wheel covers • Illuminated entry

LS SEDAN PREFERRED EQUIPMENT PACKAGE 172A

Fingertip speed control • Power lock group • Illuminated entry system • Luxury light group • Front carpet floor mats • Rear carpet floor mats • Upper body-side paint stripe • Leather-wrapped steering wheel • Remote keyless entry • Front cornering lamps • 12-spoke aluminum wheels

LS SEDAN PREFERRED EQUIPMENT PACKAGE 173A

Electronic automatic temperature control • Electronic auto-dimming mirror • Premium electronic AM/FM stereo cassette • 6-way power passenger seat • Anti-lock brakes with Traction Assist • Electronic group

TRAILER TOW III PACKAGE OPTION

5,000-lb. capacity • Rear air suspension • Heavy-duty battery • Heavy-duty cooling • Dual exhaust • Trailer wiring harness • Power steering fluid cooler • Transmission oil cooler • Engine oil cooler • Heavy-duty flashers • Conventional spare tire • 3.27 Traction-Lok axle (replaced with 3.27 conventional axle when trailer tow is ordered in conjunction with ABS/Traction Assist)

HANDLING PACKAGE OPTION

16" lacy-spoke aluminum wheels with P225/60R16 BSW tires • Dual exhaust (210 HP rating) • 3.27 Traction-Lok axle • Upsized front and rear stabilizer bars • Rear air suspension w/unique springs • Unique tuned suspension (shocks, spring rates) • Unique steering gear • Power steering fluid cooler

EXTERIOR COLORS

Black Clearcoat • Vibrant White Clearcoat • Ivory Clearcoat • Silver Frost Clearcoat Metallic • Light Saddle Clearcoat Metallic • Medium Wedgewood Blue Clearcoat Metallic • Toreador Red Clearcoat Metallic • Medium Willow Green Clearcoat Metallic • Iris Frost Clearcoat Metallic • Light Willow Green Clearcoat Metallic

INTERIOR COLORS

Willow Green
Saddle
Light Graphite
Cordovan
Portofino Blue
Oxford White/Light Graphite

STD = Standard; **OPT** = Optional Feature

*Option available as part of a package.

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

Option 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.

EPA Statement: 1996 EPA mileage estimates were unavailable when this publication was printed. Ask your Mercury dealer for the latest information.



Black Clearcoat



Vibrant White Clearcoat Metallic



Ivory Clearcoat



Silver Frost Clearcoat Metallic



Light Saddle Clearcoat Metallic



Medium Wedgewood Blue
Clearcoat Metallic



Toreador Red Clearcoat Metallic



Medium Willow Green
Clearcoat Metallic



Iris Frost Clearcoat Metallic



Light Willow Green
Clearcoat Metallic

The Facts

Tracer



Mystique



Cougar XR7



Sable



Grand Marquis



Villager



Imagine a full line of cars featuring sophisticated styling and quality craftsmanship. Imagine an automaker who's concerned about every aspect of the care you receive from your dealer. Imagine a comprehensive program dedicated to your total satisfaction. It's called the Mercury CommitmentSM and it's one of the extra comforts of owning a Mercury. It provides the assurance that each customer's needs are always the highest priority and that they receive immediate attention for as long as they own their vehicle.

ROADSIDE SERVICE ASSISTANCE.

Throughout the three-year/36,000-mile warranty period, you get complimentary 24-hour, seven-day-a-week coverage for towing, fuel delivery, jump-starts, tire changing and lock-out assistance.

MERCURY VEHICLE WARRANTY.

As part of the Mercury Commitment, you receive the Mercury Bumper To Bumper Limited Warranty, covering your automobile for three years or 36,000 miles with no deductible. You also receive a corrosion protection limited warranty providing coverage for five years with unlimited mileage and no deductible. Ask your Mercury dealer for complete details and a copy of the limited warranties.

SPECIAL DELIVERY PROCESS.

Prior to delivery, your dealer's service department thoroughly prepares your vehicle. At delivery, the dealership sales staff provides a customer delivery meeting, service department tour, checklist review and other services.

MERCURY CUSTOMER ASSISTANCE CENTER.

If you have questions about your Mercury vehicle or the Mercury Commitment, you're invited to contact your selling dealer. Or if you wish, feel free to call our Customer Assistance Center at 1-800-392-3673.

OWNER IDENTIFICATION CARD.

You'll receive a Mercury Commitment ID card for your wallet. You'll want to keep it handy because it includes the Mercury Commitment hotline numbers for customer service and roadside assistance.



IMAGINE YOURSELF
IN A MERCURY

MercurySM Commitment



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Buckle up—together we can save lives.

LINCOLN
Mercury