

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.

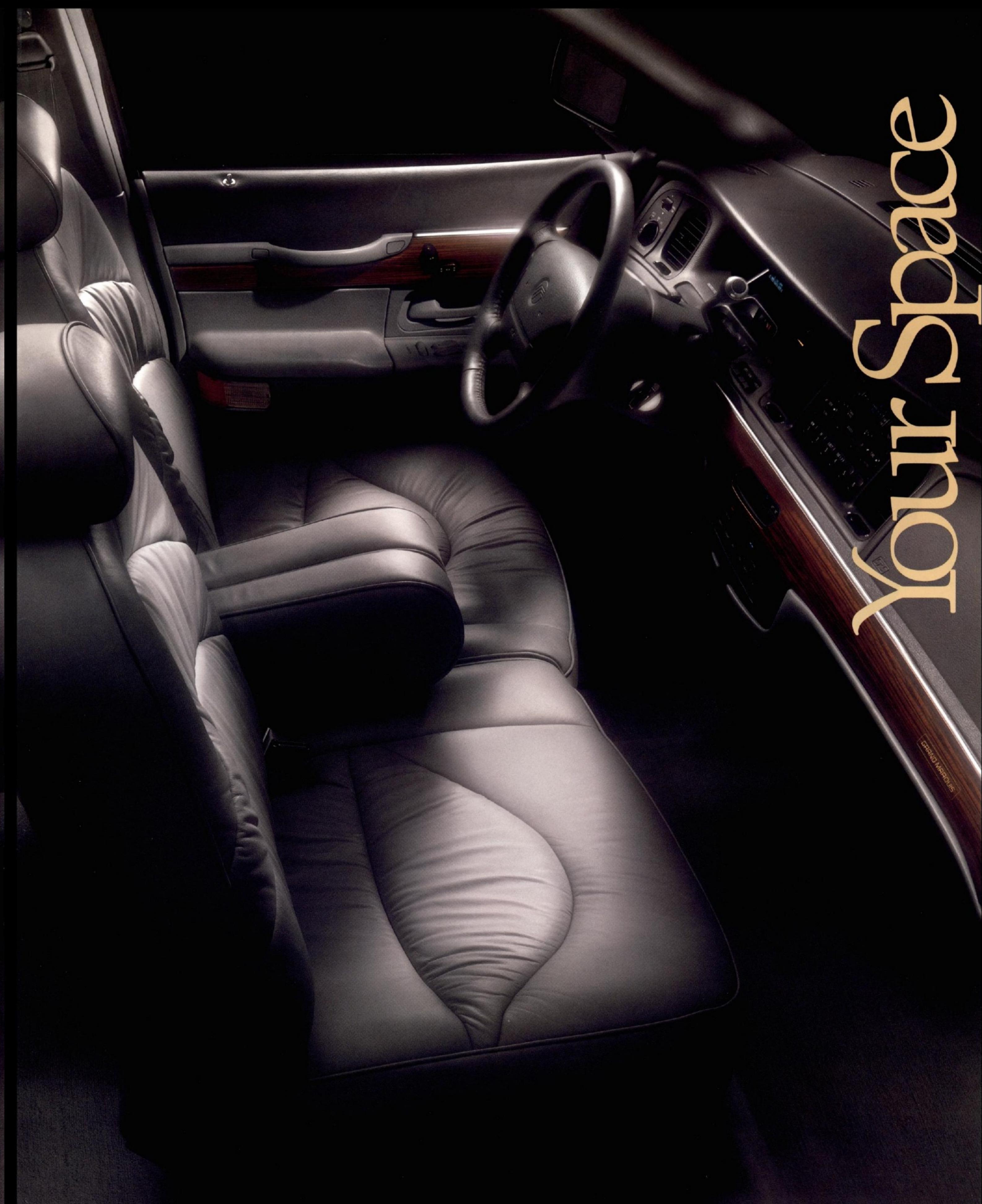
Grand Marquis LS

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



Convenience Features

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.



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.

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

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.



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 defroster 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.



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.*

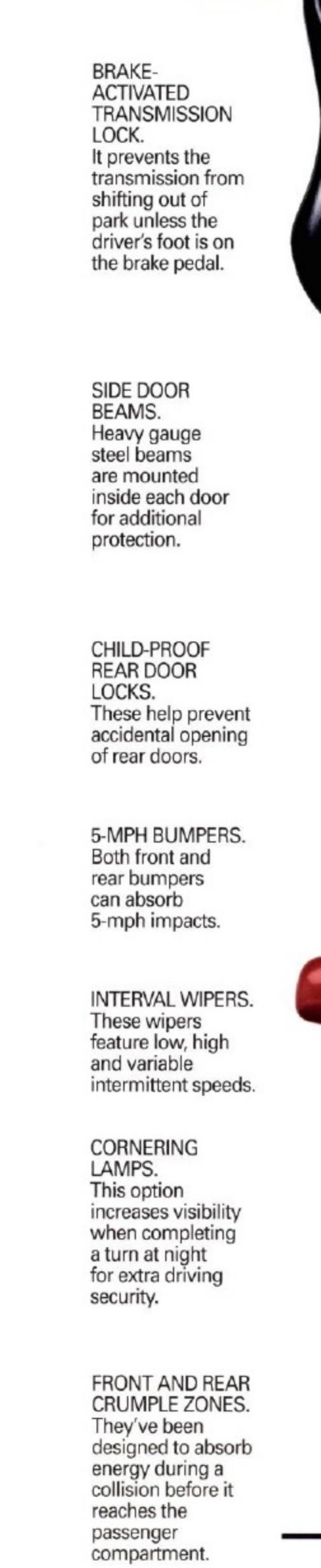


SPEED-SENSITIVE POWER STEERING.
It's designed to increase steering assist at low speeds for maneuvers like parking. Reduces assist at higher speeds for improved road feel.



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.

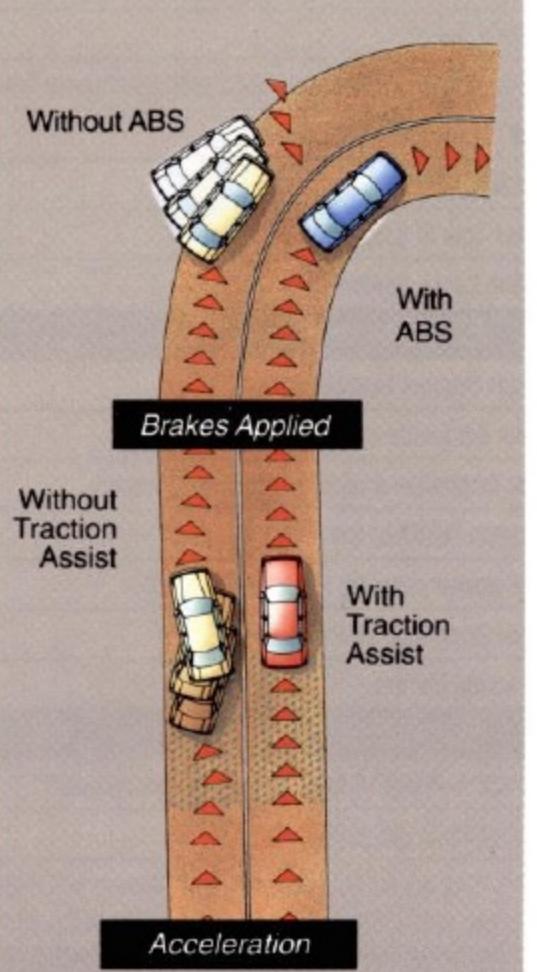
INTERVAL WIPERS.
These wipers feature low, high and variable intermittent speeds.

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.



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



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



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

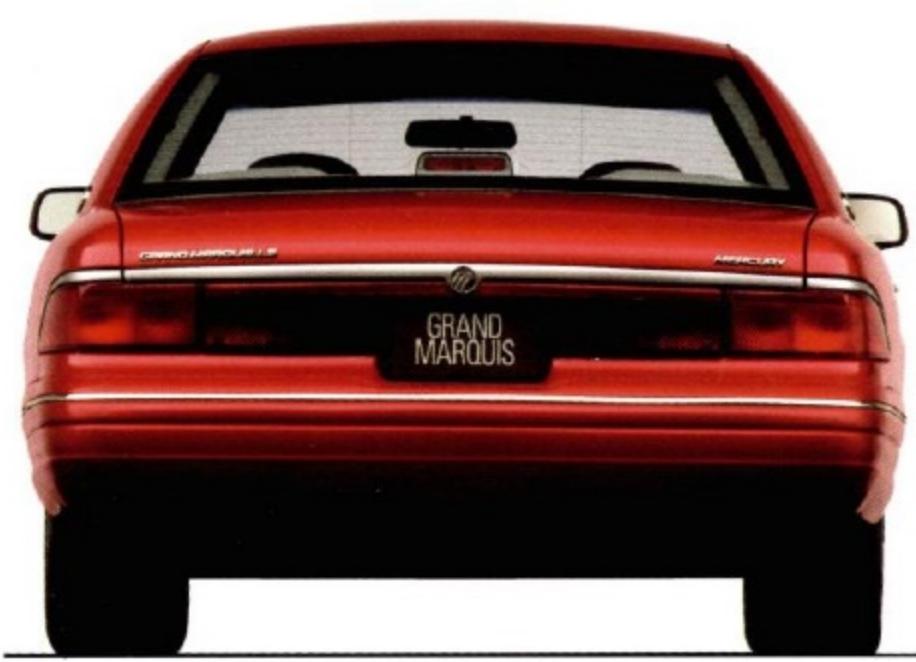
LUXURY LIGHT GROUP.
Includes illuminated visor mirrors, rear seat reading lamps and map/dome light.

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.



The Facts



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
ENGINE ¹	
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	
*Minor 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		STD	STD
5-mph impact bumpers	STD	STD	
Lower bodyside urethane protection	STD	STD	
Wide bodyside molding with bright insert	STD	STD	
Halogen headlamps	STD	STD	
Dual power outside mirrors (heated)	STD	STD	
Upper bodyside paint stripes	OPT	OPT*	
Cornering lamps	OPT		
SOUND SYSTEMS		STD	STD
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		STD	STD
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		STD	STD
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 ² 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*		

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 bodyside 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 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 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



Dual plane cast aluminum wheel

Mercury CommitmentSM



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



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Buckle up—together we can save lives.

 LINCOLN
Mercury 