



1998 MERCURY GRAND MARQUIS



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*Imagine yourself in a Mercury*



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■ Grand Marquis. The next generation.

The new 1998 Mercury Grand Marquis is here. It has been elegantly restyled. While it continues to offer ample interior room for your family and friends and provides an abundance of power, it also has a contemporary new look and a smoother ride. So you just might say it has everything it takes to keep up with your very active lifestyle.







■ You're comfortable with  
who you are.



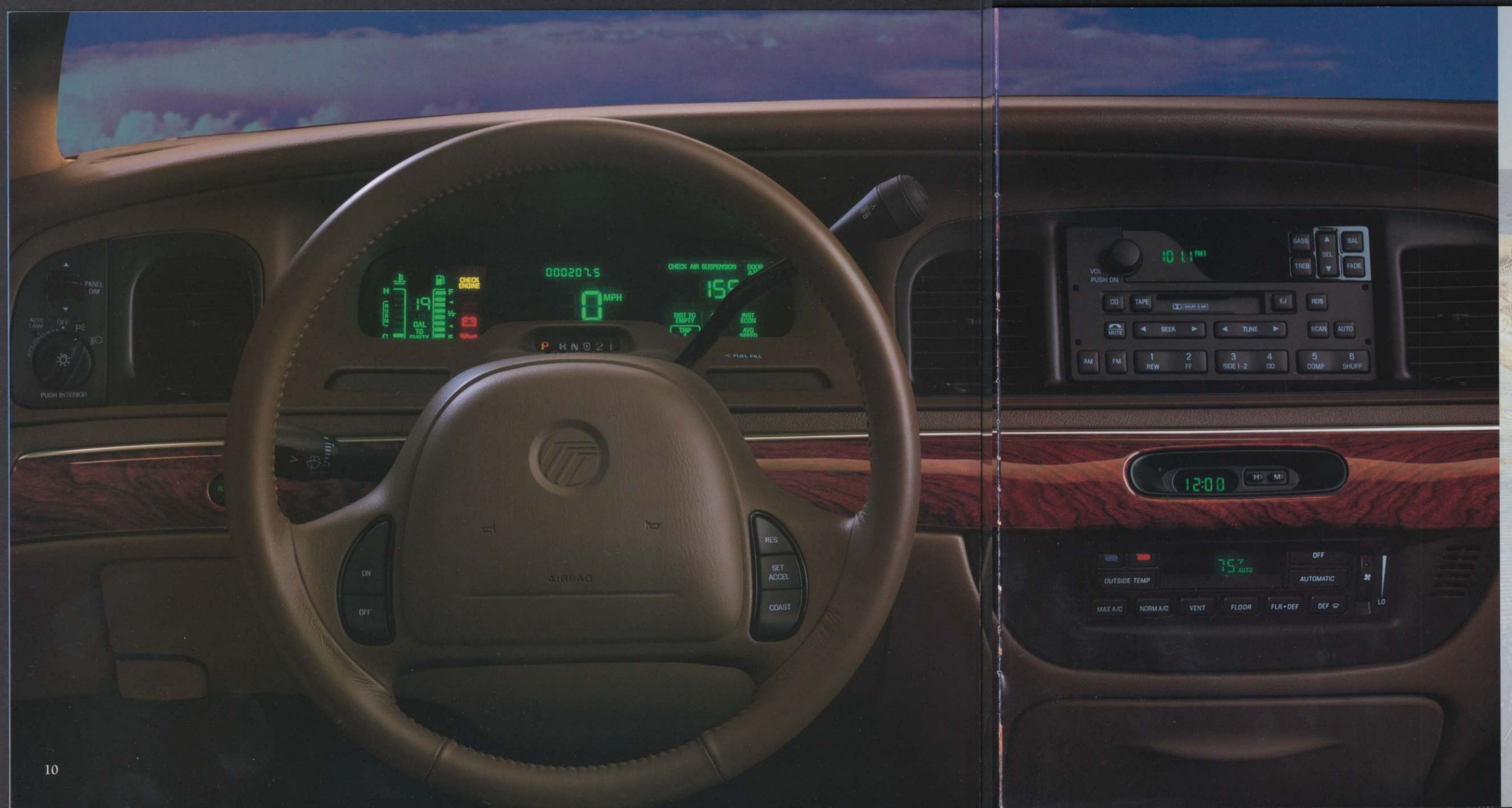


■ And where you are.

You'll feel especially comfortable here. For the new Grand Marquis has been designed to deliver a generous amount of space. Its interior provides the kind of room you'll find on few other vehicles. And since it's a Mercury, it's remarkably well appointed. With the features that make it a most accommodating full-sized sedan. Now you can enjoy yourself, on the way to enjoying yourself.









## ■ The gratification of details.

8-way power driver's seat (1) is operated through controls conveniently located at your side.

Front seat safety belt height adjusters (2) are included for shoulder belt fit and comfort.



Headlamps (3) 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.

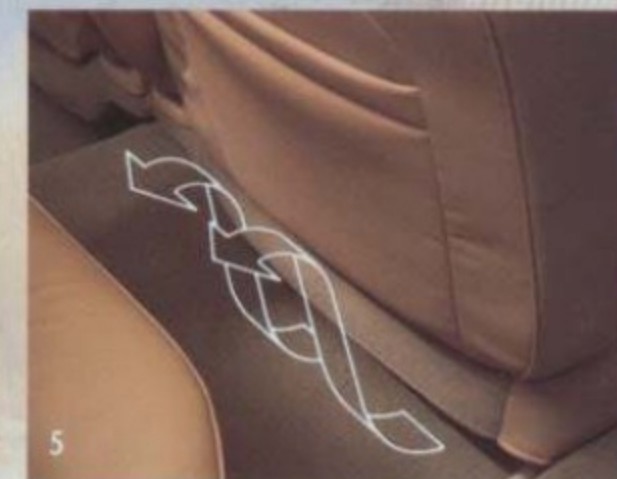
Grand Marquis comes with dual cup holders (4). They slide out to provide a secure place for your beverages.



Rear seat heat ducts (5) come standard and deliver warmth directly to rear passengers.

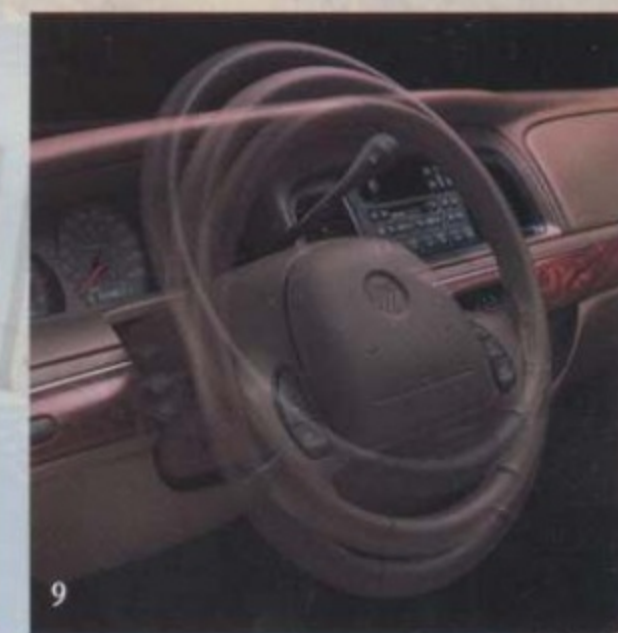
Tactile illuminated switches (6) are easier to locate and operate than conventional switches.

Dual power, fold-away mirrors (7) are standard features.



Power lumbar support (8) helps ensure that your ride is comfortable. Driver's side lumbar support comes standard on LS. Passenger's side available on LS.

The tilt steering column (9) adjusts quickly and effortlessly to your driving position.



Some features shown may be optional.

## ■ The pleasure of freedom.











• Broad vistas. Crisp air.  
And room to stretch out.





• The great outdoors is pretty spectacular, too.



- The goal: To engineer the most responsive handling Grand Marquis ever. The result: **PrecisionTrac™**.



Over the years, Grand Marquis has earned a reputation as a comfortable riding, full-sized sedan. However, we decided to make its ride even better. Now, every Grand Marquis comes equipped with the **PrecisionTrac™** suspension system. With this and available All-Speed Traction Control, we think we've reached this lofty goal. The result: more precise handling, better control and road feel. And, of course, a smoother ride. Get behind the wheel of the new Mercury Grand Marquis with the **PrecisionTrac™** suspension system and compare for yourself.

And the Grand Marquis certainly has the kind of power you appreciate. It's the only vehicle in its class with a standard V-8 engine. It provides smooth, quiet performance and impressive passing power.



The steering gear has revised tuning to take advantage of the front and rear suspension improvements, and steering linkage tie-rod and ball joints have been redesigned to reduce friction.

The front suspension has been retuned and includes new, stiffer double-headed bushings. This contributes to better directional control, more confident handling and improved steering on-center feel.

The braking system has been improved. Larger diameter, thicker front rotors, dual piston calipers, larger pads and a retuned booster have been included for enhanced stopping performance and feel.

Shock absorbers have been upgraded. The twin-tube shocks are better able to maintain a plush ride over rough pavement while improving overall ride control.

A new Watt's linkage rear suspension delivers a smooth ride while providing precise, responsive steering and handling and improved directional stability.

The optional load-leveling rear air suspension system automatically compensates for changes in passenger seating and trunk loading.

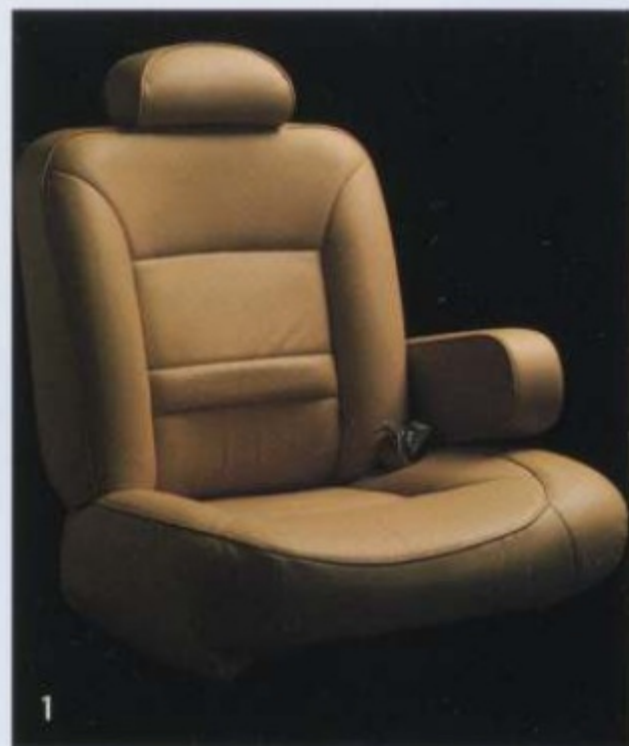
Unique new tires have been specially designed for the new 1998 Grand Marquis.

New bi-directional body mounts attach the body to the frame. They are tuned to be soft in the front-to-back direction and stiffer laterally.



## Options

Equip your Grand Marquis with available leather seating surfaces (1). (LS only)



Grand Marquis even leaves your options open concerning instrumentation. For those who prefer it, digital instrumentation (2) is available. (LS only)



Chromed locking wheel covers (Std. on GS)



Luxury chromed wheel covers (Std. on LS) late availability



Teardrop alloy wheels (Opt. on LS)



Lacy-spoke aluminum wheels (Included and only available with Handling Package)



A radio-controlled 6-disc CD changer (3) is available on LS models equipped with Premium Sound and delivers crisp, clear sound. The optional Premium Sound System (not shown) comes with Radio Data System (RDS) which allows you to search for stations with a specific format. It can also automatically interrupt cassette tape or CD play for traffic alerts or other emergency messages.

8-way power passenger seat with power lumbar support (4) is available on LS.



Electrochromic inside rearview mirror (5) automatically dims to reduce the glare of other cars' headlamps. And it includes a compass (new for '98). Included in the LS Premium and Ultimate Packages.

An available programmable garage door opener (6) is located on the visor. So now you can always have a garage door opener on board. It can control up to three garage doors and can turn on house lights with additional equipment. (LS only)

## Safety and Security.



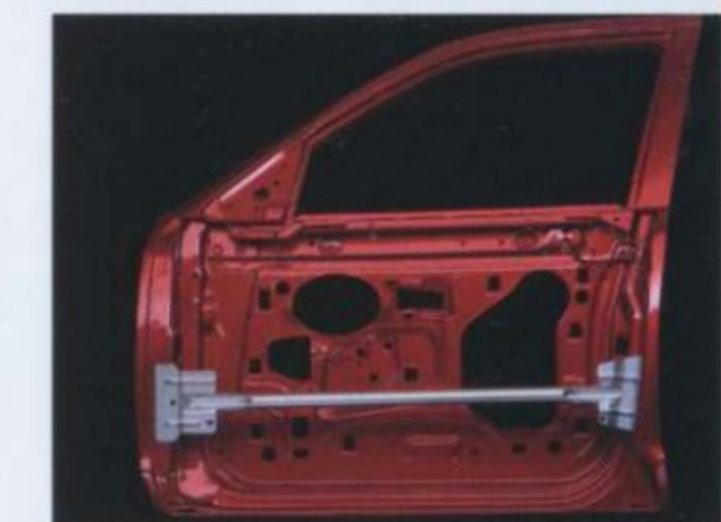
Front and rear crumple zones are designed to help absorb energy during a collision before it reaches the passenger compartment.



Interval wipers feature low, high and variable intermittent speeds.



Second Generation airbags are designed to further enhance protection for the driver and passenger. Always wear your safety belt and secure children in the rear seat.



Heavy gauge steel side door beams are mounted inside each door for additional protection.



Remote Keyless Entry locks and unlocks doors, opens trunk, and switches on illuminated entry system from a distance. (Standard on LS, available on GS)

Available ABS helps drivers maintain steering control during hard braking. It includes All-Speed Traction Control which helps the driver maintain stability and steering control on most slippery surfaces at all speeds by detecting and controlling rear-wheel spin.



## Exterior Colors



Black Clearcoat



Vibrant White Clearcoat



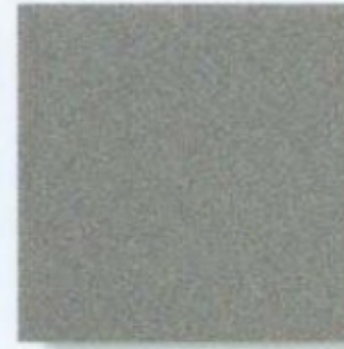
Medium Grey  
Clearcoat Metallic



Light Prairie Tan  
Clearcoat Metallic



Toreador Red  
Clearcoat Metallic



Spruce Green  
Clearcoat Metallic



Dark Green Satin  
Clearcoat Metallic



Silver Frost  
Clearcoat Metallic



Medium Wedgewood  
Blue Clearcoat Metallic

## Interior Colors

Light Graphite  
Light Prairie Tan  
Deep Slate Blue  
Oxford White/Light Graphite



Light Denim Blue  
Clearcoat Metallic

## The Technical Stuff

| ENGINE†              |                                                                               |
|----------------------|-------------------------------------------------------------------------------|
| Type                 | SOHC V-8                                                                      |
| Displacement         | 4.6 liters                                                                    |
| Horsepower (SAE net) | 200 @ 4250 rpm<br>(215 @ 4500 rpm with<br>Handling Package)                   |
| Torque (SAE net)     | 265 lbs.-ft. @ 3000 rpm<br>(275 lbs.-ft. @ 3000 rpm with<br>Handling Package) |
| Fuel delivery        | Sequential multi-port<br>electronic fuel injection                            |
| Compression ratio    | 9.0:1                                                                         |
| Engine control       | EEC-V, Electronic<br>Engine Control/OBDII                                     |

| CAPACITIES          |                         |
|---------------------|-------------------------|
| Fuel tank           | 19.0 gal.               |
| Curb weight (GS/LS) | 3,917 lbs. / 3,922 lbs. |

| TRANSMISSION                                                        |  |
|---------------------------------------------------------------------|--|
| Four-speed electronic automatic overdrive with<br>overdrive lockout |  |

| BRAKES                                                         |                               |
|----------------------------------------------------------------|-------------------------------|
| Power-assisted 4-wheel disc with dual piston<br>front calipers |                               |
| Front/rear                                                     | 12.4-inch disc/11.2-inch disc |

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

| FUNCTIONAL FEATURES                                                                                                      | GS  | LS     |
|--------------------------------------------------------------------------------------------------------------------------|-----|--------|
| Second Generation dual airbags*                                                                                          | STD | STD    |
| 3-point lap/shoulder safety belts for front outboard passengers                                                          | STD | STD    |
| 3-point lap/shoulder safety belts for rear outboard passengers                                                           | STD | STD    |
| Front and rear seat center lap safety belts                                                                              | STD | STD    |
| 100,000-mile scheduled tune-up intervals**                                                                               | STD | STD    |
| Brake/shift interlock                                                                                                    | STD | STD    |
| Stainless steel extended-life exhaust system                                                                             | STD | STD    |
| 130-amp alternator                                                                                                       | STD | STD    |
| Luxury sound insulation                                                                                                  | STD | STD    |
| Solar tint glass                                                                                                         | STD | STD    |
| Stalk-mounted control on steering column for turn signals,<br>headlamp high beam, flash-to-pass, windshield wiper/washer | STD | STD    |
| Battery saver                                                                                                            | STD | STD    |
| Anti-lock Brake System (ABS) with All-Speed Traction Control                                                             | OPT | OPT*** |
| Handling Package                                                                                                         | OPT | OPT    |
| Engine block heater                                                                                                      | OPT | OPT    |
| Rear air springs with load leveling suspension                                                                           |     | OPT    |

| EXTERIOR FEATURES                                                     | GS  | LS  |
|-----------------------------------------------------------------------|-----|-----|
| 5-mph impact bumpers front/rear                                       | STD | STD |
| Lower bodyside urethane protection                                    | STD | STD |
| Complex reflector headlamps with crystalline lenses and parking lamps | STD | STD |
| Dual power outside fold-away mirrors                                  | STD | STD |
| Extensive corrosion protection                                        | STD | STD |
| Cornering lamps                                                       | STD | STD |
| Narrow bodyside molding with bright insert                            | STD |     |
| Wide bodyside molding with bright insert                              |     | STD |
| Upper bodyside paint stripes                                          | OPT | STD |

| SUSPENSION                                                                                                                                   |  |
|----------------------------------------------------------------------------------------------------------------------------------------------|--|
| Front—Independent SLA with dive control<br>geometry and retuned springs,<br>gas-pressurized shocks, bushings and<br>stabilizer bar           |  |
| Rear—All new solid rear axle with 4-bar link<br>and Watt's linkage, rubber-isolated<br>springs, gas-pressurized shocks and<br>stabilizer bar |  |

| STEERING                                                                                    |  |
|---------------------------------------------------------------------------------------------|--|
| Power speed-sensitive, variable-assist with<br>pre-lubricated low-friction steering linkage |  |

| DIMENSIONS                 |              |
|----------------------------|--------------|
| 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"  |
| Cargo volume               | 20.6 cu. ft. |
| Wheelbase                  | 114.7"       |
| Overall length             | 212.0"       |
| Track (front/rear)         | 63.1"/65.3"  |
| Overall height/width       | 56.8"/78.2"  |

| AUDIO SYSTEMS                                                                                                                                                                  | GS  | LS     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------|
| AM/FM stereo/cassette                                                                                                                                                          | STD | STD    |
| Concealed radio antenna                                                                                                                                                        | STD | STD    |
| Premium AM/FM stereo/cassette/Premium Sound with Radio Data System (RDS)                                                                                                       |     | OPT*** |
| AM/FM stereo with single-disc CD player                                                                                                                                        | OPT |        |
| 6-disc radio-controlled CD changer                                                                                                                                             |     | OPT    |
| INSTRUMENTATION                                                                                                                                                                | GS  | LS     |
| Backlit analog instrumentation with speedometer, fuel gauge, temperature<br>gauge, voltmeter, oil pressure gauge, odometer and trip odometer                                   | STD | STD    |
| Warning lights for low fuel, check engine, fail-safe cooling, emissions system, airbag<br>readiness alert, safety belts, parking brake, ABS and Traction Control (if equipped) | STD | STD    |
| Reminder chimes for headlamps-on, key-in-ignition, and safety belt                                                                                                             | STD | STD    |
| Digital instrumentation with built-in message center                                                                                                                           |     | OPT*** |
| INTERIOR COMFORT AND CONVENIENCE FEATURES                                                                                                                                      | GS  | LS     |
| CFC-free air conditioner                                                                                                                                                       | STD | STD    |
| Height-adjustable front outboard shoulder safety belts                                                                                                                         | STD | STD    |
| Rear door childproof safety locks                                                                                                                                              | STD | STD    |
| Power windows with driver's side express-down                                                                                                                                  | STD | STD    |
| Autolamp on/off delay lighting system                                                                                                                                          | STD | STD    |
| Automatic parking brake release                                                                                                                                                | STD | STD    |
| Tilt steering wheel                                                                                                                                                            | STD | STD    |
| Door map pockets                                                                                                                                                               | STD | STD    |
| Passenger-assist grab handles                                                                                                                                                  | STD | STD    |
| Passenger visor mirror                                                                                                                                                         | STD | STD    |
| Luggage compartment, glove box, dual instrument<br>panel courtesy and dome lights                                                                                              | STD | STD    |
| Electronic digital clock                                                                                                                                                       | STD | STD    |
| Dual cup holders                                                                                                                                                               | STD | STD    |
| Deep well carpeted luggage compartment with spare tire cover                                                                                                                   | STD | STD    |
| Interval wipers with fluidic washer system                                                                                                                                     | STD | STD    |
| Rear window defroster                                                                                                                                                          | STD | STD    |
| Rear seat heat ducts                                                                                                                                                           | STD | STD    |
| Fingertip speed control with tap-up/tap-down feature                                                                                                                           | STD | STD    |
| Illuminated entry system                                                                                                                                                       | STD | STD    |
| Power lock group (includes power door locks and decklid release)                                                                                                               | STD | STD    |
| Front and rear carpeted floor mats                                                                                                                                             | STD | STD    |
| Rear seat center fold-down armrest                                                                                                                                             |     | STD    |
| Twin comfort cloth seats with driver power recliner                                                                                                                            | STD |        |
| 8-way power driver's seat                                                                                                                                                      | STD |        |
| Luxury twin comfort cloth seats with driver power<br>recliner, driver power lumbar support, and 8-way power adjustment                                                         |     | STD    |
| 8-way power passenger seat with power recliner and power lumbar                                                                                                                |     | OPT*** |
| Remote Keyless Entry system with two remote hand-held key fobs<br>and driver side exterior keypad                                                                              | OPT | STD    |
| Luxury Light Group includes dual illuminated visor mirrors,<br>rear seat reading lamps and dual beam map/dome lights                                                           | OPT | STD    |
| Universal garage door opener                                                                                                                                                   |     | OPT    |
| Leather seating surfaces                                                                                                                                                       |     | OPT    |
| Leather-wrapped steering wheel                                                                                                                                                 |     | OPT*** |
| Electronic automatic temperature control                                                                                                                                       |     | OPT*** |
| Electrochromic (auto-dimming) inside rearview mirror with compass                                                                                                              |     | OPT*** |



## The Mercury Commitment<sup>SM</sup>

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 Commitment and it's one of the extra comforts of owning a Mercury.



Tracer



Mystique



Sable



Grand Marquis



Villager



Mountaineer

### ROADSIDE ASSISTANCE

Throughout the three-year/36,000-mile warranty period, you get 24-hour, seven-day-a-week coverage for towing, fuel delivery, jump-starts, tire changing and lock-out assistance. For roadside assistance, call 1-800-241-3673.

### 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.



### WHEELS AND TIRES

|                                                                                                                                             | GS     | LS     |
|---------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|
| P225/60R16 white sidewall all-season steel-belted radials                                                                                   | STD    | STD    |
| Chromed locking wheel covers                                                                                                                | STD    |        |
| Luxury chromed wheel covers                                                                                                                 |        | STD    |
| Teardrop alloy wheels                                                                                                                       |        | OPT*** |
| 16-inch lacy-spoke cast aluminum wheels with P225/60R16 black sidewall "Handling" tires (included and only available with Handling Package) | OPT*** | OPT*** |
| Conventional size spare steel wheel and tire                                                                                                |        | OPT    |

### LS PREMIUM PACKAGE

- Teardrop alloy wheels
- Leather-wrapped steering wheel
- Electronic automatic temperature control
- 8-way power passenger seat with power recliner and power lumbar support
- Electrochromic (auto-dimming) inside rearview mirror with compass

### LS ULTIMATE PACKAGE

- Premium package
- ABS with All-Speed Traction Control
- Digital instrumentation
- Premium AM/FM stereo/cassette/Premium Sound with Radio Data System (RDS)

### HANDLING PACKAGE

- 3.27 axle ratio
- 16-inch lacy-spoke cast aluminum wheels with P225/60R16 black sidewall "Handling" tires
- Dual exhaust (with 215 HP engine rating)
- Rear air suspension with unique springs
- Unique tuned suspension (shocks, spring rates, stabilizer bars)

STD = Standard; OPT = Optional Feature

\*Always wear your safety belt and secure children in the rear seat.

\*\*Under normal driving conditions with routine fluid/filter changes.

\*\*\*Denotes items included in Option Package.

For more information on available accessories, please see your Mercury dealer.

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.

### 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.



Ford Credit offers a wide variety of financing and leasing programs to qualified buyers that can be arranged right at the dealership. Ask your dealer for the facts on these programs, or call Ford Credit Customer Service at 1-800-727-7000.



Mercury encourages you to get involved in the Race for the Cure<sup>®</sup> which benefits the Susan G. Komen Breast Cancer Foundation. Call 1-800-653-5355.

For more information on Mercury vehicles via the Internet enter: <http://www.mercuryvehicles.com>







Imagine yourself in a Mercury

Mercury 

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*Buckle up—together we can save lives.*