



**MERCURY '86 / SABLE / COUGAR / TOPAZ / LYNX / CAPRI / MARQUIS / GRAND MARQUIS**





**S**able is designed to reshape the way you think about contemporary automobiles.

The new Mercury Sable is a sophisticated shape that blends contemporary style and efficient performance in the manner of a great European road car.

Sable was designed to fulfill the needs of today's discriminating buyer—spaciousness, comfort and superior driving characteristics.

Sable, shown in a Medium Regatta Blue Clearcoat Metallic LS model, is equipped with front-wheel drive to provide good traction over a wide variety of road and weather conditions.

And Sable has a fully independent suspension to help it deliver a smooth, comfortable ride.

Power-assisted rack-and-pinion steering delivers precise driver control, and

power-assisted front disc and rear drum brakes provide the Sable with impressive stopping power.

Sable's powertrains are equally impressive. A 2.5-liter four-cylinder engine or an all-new 3.0-liter V-6 engine with multi-port electronic fuel injection and an advanced four-speed automatic overdrive transaxle are offered.

Available in GS or LS models, the new Mercury Sable was designed from the inside out to provide spacious and luxurious interior accommodation for up to six persons.

The new 1986 Mercury Sable. Its striking contemporary styling, responsive powerplants, spacious interior and confident ride make it the shape you'll want to be in.

Some features shown may be optional. See your Lincoln-Mercury dealer for details.





**S**able wagon is a great road car that just happens to be a station wagon.

The 1986 Sable wagon—the perfect car for people who never dreamed they'd want a station wagon.

Shown in a Driftwood Clearcoat Metallic LS model, Sable wagon's aerodynamic efficiency translates to better handling and a quiet, comfortable interior.

Handling and ride comfort on the Sable wagon also are enhanced by the independent rear suspension, designed specially for the wagon.

Additionally, Sable wagon is equipped with a rear stabilizer bar to further improve handling and deliver a sedan-like ride quality.

The wagon's rear suspension was designed to provide maximum handling

capability along with the practicality of a roomy cargo area.

And cargo area is something Sable wagon has plenty of. With the rear seatbacks folded down, it can hold 81 cubic feet\* of luggage, groceries or sports equipment. With the seatbacks up, Sable wagon can still carry up to six passengers and more than 45 cubic feet of cargo\*.

And Sable wagon can be ordered with an optional rear-facing third seat to increase carrying capacity to eight passengers.

Sable wagon. Its style, space and sedan-like ride clearly make it a superior car. Even for people who ordinarily don't like wagons.

\*Based on 1986 MVMA Passenger Car Specifications. Some features shown may be optional. See your Lincoln-Mercury dealer for details.





**C**ougar XR-7 proves that a car can be strong on performance without being musclebound.

The Cougar XR-7, shown in Smoke Clearcoat Metallic over Argent, is designed to use the wind to achieve practical, functional benefits. XR-7 responds to driver commands with nimble agility, crisp handling and a consistently smooth ride. Its suspension, steering and braking systems allow the driver to confront the road with sheer confidence.

The Cougar XR-7 uses a modified MacPherson-type front suspension with gas-pressurized struts and shock absorbers. On the rear suspension, the XR-7 employs an advanced quad-shock system that actually uses four shock absorbers instead of the usual two.

The result is a level of control that couldn't be achieved using a conventional rear suspension.

And for maintaining sure contact with the road on either wet or dry surfaces, the XR-7 is equipped with P225/60VR15 Goodyear Eagle performance tires.

The XR-7's formidable performance is supplied through a turbocharged 2.3-liter four-cylinder engine with multi-port electronic fuel-injection and a five-speed manual overdrive transmission.

Working together, these sophisticated components help XR-7 deliver the kind of responsive performance and precise handling that makes even routine driving a pleasurable art.

Some features shown may be optional. See your Lincoln-Mercury dealer for details.







**C**ougar's advanced design and sophisticated technology are intended to better the driving condition.

Style, comfort and performance are rapidly becoming the hallmark of the Mercury Cougar.

The Cougar LS, shown in Black, is a beautifully crafted car. It combines the contemporary good looks and practical benefits of aerodynamic design with traditional styling cues like its formal roofline and electroluminescent coach lamps.

Cougar's standard powerplant—a 3.8-liter V-6 with SelectShift three-speed automatic transmission—adds to your driving comfort by providing sure acceleration and a smooth power band. The automatic transmission includes a centrifugal torque converter to help

reduce gear slippage and enhance Cougar's fuel economy.\*

A 5.0-liter V-8 engine can be ordered as an option and, new for 1986, is now equipped with sequential multi-port electronic fuel injection that increases the efficiency of the engine.\*

A four-speed automatic overdrive transmission, standard with the V-8 and optional with the V-6, can further enhance Cougar's fuel economy.\*

And all Mercury Cougars are standard-equipped with power-assisted rack-and-pinion steering and power brakes.

Advanced styling, advanced technology. Proof that beauty and brains aren't mutually exclusive with the 1986 Cougar.

\*See EPA statement on page 27.

Some features shown may be optional. See your Lincoln-Mercury dealer for details.





**T**opaz has a shape that says something important. It says 'Smart.'

Topaz expresses functional beauty in an intelligent shape created not just for style, but for handling and maneuverability as well. Topaz's attractive shape actually helps the car hug the highway. That's smart.

And consider that this is an aerodynamic shape that can carry five people and nearly 13 cubic feet of luggage, according to 1986 MVMA Passenger Car Specifications.

For 1986, Topaz, shown in a Black GS model, improves its profile with an even more aerodynamic front end, new aero headlamps and dual-power outside rearview mirrors on all models.

Of course, Topaz's intelligence extends well beyond its appearance. Its front-

wheel drive provides added traction. And its fully independent suspension delivers a smooth ride along with nimble handling.

Topaz is equipped with standard power-assisted front disc and rear drum brakes to provide sure stopping power. Standard power-assisted rack-and-pinion steering on all Topaz models helps deliver precise handling.

And the efficient 2.3-liter overhead valve four-cylinder engine on Topaz provides both performance and economy in good measures.\*

That's smart, too.

So smart certainly applies to Topaz. It also applies to the driver who's savvy enough to select a Topaz to enhance his or her contemporary life-style.

\*See EPA statement on page 27.

Some features shown may be optional. See your Lincoln-Mercury dealer for details.





**L**ynx is proof positive  
that practical can be  
truly exciting.

Versatile, responsive and fun to drive, the 1986 Mercury Lynx offers motorists affordable transportation that's anything but basic.

Lynx is a popular subcompact that provides the room and comfort of some larger cars at an affordable price.

And for 1986, Mercury introduces the most exciting Lynx of all. The new performance-minded Mercury Lynx XR3, shown in Bright Red.

Sporty, exhilarating, Lynx XR3 is a fun-to-drive performer that can turn day-to-day driving into a real adventure.

Lynx XR3 is the newest edition of Mercury's popular subcompact. It's a sleek, two-door hatchback with a distinctive shape that is the XR3's alone.

Its front end is dominated by a unique asymmetric grille, bold XR3 graphics and an aerodynamic front air dam with built-in fog lamps.

XR3 is just one of the 1986 Mercury Lynx models. The standard Lynx also is available as a two-door hatchback, plus two-door and four-door hatchbacks and station wagons are available in either the Lynx L or the Lynx GS series.

All Lynx models are equipped with front-wheel drive, a fully independent suspension and rack-and-pinion steering to help provide good road manners.

Bold, brash and exciting, the new Mercury Lynx XR3—and the rest of the Mercury Lynx line—are practical, fun-to-drive cars that are everything but basic.

Some features shown may be optional.  
See your Lincoln-Mercury dealer for details.





**L**ynx wagon—the versatility of a wagon in a shape and style that's distinctly Mercury Lynx.

For some loads—and some people's taste—nothing compares to a wagon.

Lynx wagon, shown in a Smoke Clearcoat Metallic GS model, combines the stylish good looks of the Lynx sedan with nearly double the usable cargo space. You get the same comfort and economy,\* the same power and panache plus the ability to haul bigger, bulkier loads.

With the rear seats folded down, the Lynx wagon offers 58.3 cubic feet of space for building supplies, landscaping needs, groceries, sports equipment or camping gear, according to 1986 MVMA Passenger Car Specifications.

And, with the rear seatback up, the

new Mercury Lynx can carry four people and 28.0 cubic feet of cargo, according to MVMA specifications.

The Lynx wagon makes getting to all that cargo area easy with a one-piece liftgate. Other wagon features include load-cushioning cargo floor carpeting, a small-package stowage bin, a cargo cover to conceal valuables and a “tail-gate ajar” warning light.

Of course, all Lynx models can be purchased with desirable options, such as an automatic transaxle or fingertip speed control.

Fun-loving, extra spacious, fuel-efficient\* Mercury Lynx wagons. Cars that combine the utility of a wagon with the shape and style of a Lynx.

\*See EPA statement on page 27.

Some features shown may be optional.  
See your Lincoln-Mercury dealer for details.







**C**apri proves that getting there can be a fun experience in itself.

From its attractive styling to its impressive performance and its responsive handling, the Mercury Capri is intended for those who believe driving is just one more aspect of life's pleasurable pursuits.

The Mercury Capri 5.0L, shown in Bright Red, is a perfect case in point.

The Capri 5.0L is powered by an impressive small-block 5.0-liter H.O. V-8 engine with advanced sequential multi-port fuel injection that's capable of propelling it from zero to 50 mph in under six seconds. This advanced injection system increases both the operating and fuel efficiency of the engine\*.

The Mercury Capri 5.0L's sophistica-

tion extends well beyond its engine.

A special handling suspension uses nitrogen-pressurized shocks in both front and rear along with front and rear stabilizer bars for consistently stable handling.

Capri 5.0L also is equipped with quick-ratio power-assisted rack-and-pinion steering for precise driver control and power-assisted front disc and rear drum brakes to provide sure stopping power.

And the Capri also is available in a GS model that offers a fuel-efficient\* 2.3-liter four-cylinder engine as standard equipment.

The 1986 Mercury Capri. Designed to provide you with the fun experience that driving should be.

\*See EPA statement on page 27.

Some features shown may be optional. See your Lincoln-Mercury dealer for details.





**M**ercury Marquis—  
*designed to please,  
engineered to  
perform.*

The 1986 Mercury Marquis, by design, pleases in many ways. Its stylish appearance strikes visual accord wherever it travels. Its spacious and comfortable interior underscores its smooth, quiet ride.

But Marquis' pleasing design, shown in a Midnight Blue Metallic Brougham model, wasn't fashioned with aesthetics alone in mind. Efficiency, too, was a prime consideration.

The Marquis' shape, with its sloped nose and raised rear deck, helps overcome wind resistance for enhanced handling, engine cooling and fuel economy.\*

Underneath, Marquis' sophisticated

Nitra-cushion suspension contributes to its smooth ride and exceptional passenger comfort.

A hybrid MacPherson front suspension with stabilizer bar and four-bar link rear suspension combine with Marquis' standard power-assisted front disc and rear drum brakes and standard variable-ratio power-assisted steering to contribute to its smooth ride and precise driver control.

Also standard on 1986 Marquis is a highly efficient 2.3-liter four-cylinder engine with a three-speed SelectShift automatic transmission.\*

1986 Mercury Marquis. For when pleasing design is important and effective engineering is essential.

\*See EPA statement on page 27.

Some features shown may be optional.  
See your Lincoln-Mercury dealer for details.





**M**arquis wagon—what you see is only part of what you get.

What you see is certainly impressive: a traditionally beautiful exterior with clean lines, stately dignity and a subtle hint of excitement—an interior design executed in tasteful luxury.

What you don't see, however, is even more remarkable.

It isn't until you put this wagon to work that you'll truly appreciate the versatility of Marquis wagon's features and fully realize the wonderful adaptability of Mercury Marquis wagon's spacious interior.

No matter what it is—groceries, luggage, sporting goods or just assorted bulky household items—the Marquis wagon is up to the task. With 75.4 cubic feet of capacity\* with the rear seat

folded down, the Marquis wagon puts a high priority on cargo space. If you want to carry five or six people, this wagon still has plenty of room—41.6 cubic feet of capacity\* with the rear seatback up.

And with either the standard easy-to-lift rear liftgate or the optional two-way liftgate shown on the right, the Marquis wagon makes getting to the glassed-in cargo space an easy task. To help keep valuables secure and out of sight, a locking storage compartment is included.

Other important standard features on the Marquis wagon include a “liftgate ajar” warning light, located on the instrument pod, and a cargo area lamp for added convenience.

Extra pulling power for the wagon is provided by a 3.8-liter electronically fuel-injected V-6 engine with a three-

speed SelectShift automatic transmission, both standard. An Electronic Engine Control system assures maximum power under heavy operating conditions and maximum economy under normal operation.

Underneath, the Marquis' Nitracushion suspension consistently provides a comfortable ride.

At far left, the Marquis wagon is shown in Sand Beige. Also pictured is the Marquis wagon in Sand Beige with Wood-tone exterior trim and Brougham Decor option.

1986 Mercury Marquis wagon. Its promise is extended through its appearance—and fulfilled through its performance.

\*According to 1986 MVMA Passenger Car Specifications. Some features shown may be optional. See your Lincoln-Mercury dealer for details.





**G**rand Marquis.  
Where traditional values  
meet state-of-the-art  
technology.

While many so-called "full-size" cars have been downsized, the 1986 Mercury Grand Marquis continues to be a truly full-size car that can seat up to six persons with ample accommodation. Room, ride and comfort remain undiminished in the 1986 Mercury Grand Marquis, shown in a Black four-door LS model.

And with Grand Marquis' refinements, you can enjoy the best of both worlds—traditional luxury and comfort and the benefits of today's up-to-the-minute technology and innovation.

Grand Marquis is powered by an improved 5.0-liter V-8 engine featuring totally new sequential multi-port

electronic fuel injection.

This advanced system injects a metered amount of gasoline through the intake ports into each cylinder at the exact moment it's needed in a sequence identical to the cylinder valve openings. This gives the engine greater operating precision and fuel efficiency.\*

And the Grand Marquis pays as much attention to the niceties as to the necessities, as evidenced by the luxurious LS interior's twin comfort lounge seats shown in Smoke.

The 1986 Mercury Grand Marquis. Its traditional attributes combine with surprising technological advancements to make it a truly grand automobile.

\*See EPA statement on page 27.

Some features shown may be optional.  
See your Lincoln-Mercury dealer for details.





**G**rand Marquis respects the American heritage of choice by providing several.

In fact, today's driver can choose from a line of six distinct Grand Marquis.

In addition to the elegant Grand Marquis and Grand Marquis LS four-door sedans, there are the Grand Marquis two-door and the Grand Marquis Colony Park wagon. And because we all enjoy added luxury whenever possible, each is available in an LS version.

The Grand Marquis LS model presents additional touches such as tinted glass, a fold-down rear-seat center armrest on sedans, dual-beam dome lights



and handy map pockets located behind the luxuriously upholstered cloth twin comfort lounge front seats.

Grand Marquis two-door delivers the same uncompromising smooth ride as the four-door. Its smartly styled rear-quarter windows are accented by a wraparound roof molding and coach lamps.

The Grand Marquis Colony Park wagon is a chameleon where adaptability is concerned. It's a people mover, a cargo hauler, a work wagon, a tow vehicle—just about anything you want it to be.

While amazingly versatile, it remains first and foremost a Mercury Grand Marquis. Luxurious. Roomy. Distinctively styled.

***The inner space of the Grand Marquis Colony Park wagon is unsurpassed by other American wagons.***

The Grand Marquis Colony Park wagon can simultaneously move up to six people and carry 52.5 cubic feet of cargo.\*

Fold down the rear seatback, and it becomes a workhorse, capable of hauling furniture or building materials in its 88.0-cubic-foot\* cargo bay.

Colony Park wagon eases loading and unloading tasks with its three-way liftgate and power liftgate window, and it can be ordered with optional rear dual-facing seats to carry even more passengers. And this is one of the few

cars today that can tow up to 5,000 pounds. Just order the optional heavy-duty trailer towing package.

For added utility, the seating surfaces in the Grand Marquis Colony Park wagon are covered with vinyl. Other standard luxury features include power windows, a highly accurate quartz clock and an AM/FM stereo radio.

Of course, all Grand Marquis models can be tailored to your driving needs and personal tastes through a wide range of options.

1986 Mercury Grand Marquis. You have but to choose.

\*Based on 1986 MVMA Passenger Car Specifications. Some features shown may be optional. See your Lincoln-Mercury dealer for details.

# **C**ustomer satisfaction is a top priority with Mercury, and it shows.

One of the key ways Mercury cars deliver customer satisfaction is through product quality.

Mercury automobiles—the all-new Sable, the Cougar, Topaz, Lynx, Capri, Marquis and Grand Marquis—are among the best-built American cars, according to an average of owner-reported problems in the prior six months in a 1985 survey of '81-'84 models designed and built in the U.S.

Customer satisfaction with Mercury cars is attributable to the products' quality, to the personalized attention given by the sales and service staffs at Mercury dealerships and to the firm commitment made to integrity.

To demonstrate the sincerity of this commitment to quality, the Lincoln-Mercury Quality Commitment program was implemented.

The goal of the Lincoln-Mercury Quality Commitment is to achieve industry leadership in customer satisfaction. We want our customers to be the happiest, most pleased in the entire industry.

Additionally, through a mail program which corresponds directly with Mercury car owners, we occasionally ask our customers to voice their opinions on our quality and their delivery satisfaction. In this way, we are better able to provide the customer satisfaction that has made Mercury a leader in its field.

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## **1986 MERCURY CARS**

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### **SABLE**

- Sable GS sedan
- Sable GS wagon
- Sable LS sedan
- Sable LS wagon

- Lynx GS two-door
- Lynx GS four-door
- Lynx GS wagon
- Lynx XR3

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### **COUGAR**

- Cougar
- Cougar LS
- Cougar XR-7

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### **CAPRI**

- Capri GS
- Capri 5.0L

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### **TOPAZ**

- Topaz GS two-door
- Topaz GS four-door
- Topaz LS two-door
- Topaz LS four-door

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### **MARQUIS**

- Marquis sedan
- Marquis Brougham sedan
- Marquis wagon

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### **LYNX**

- Lynx two-door
- Lynx L two-door
- Lynx L four-door
- Lynx L wagon

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### **GRAND MARQUIS**

- Grand Marquis two-door
- Grand Marquis four-door
- Grand Marquis LS two-door
- Grand Marquis LS four-door
- Grand Marquis Colony Park wagon
- Grand Marquis Colony Park LS wagon

## Extended Service Plan

The Ford Extended Service Plan covers certain selected components on new Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection offered that it could pay for itself the first time it is needed. Ask your Lincoln-Mercury dealer for complete details of the plan, which is available on cars sold and normally operated in the 50 United States and Canada.

## Lifetime Service Guarantee

Participating Lincoln-Mercury dealers are now offering the Lifetime Service Guarantee, which guarantees their work on your Mercury car for as long as you own it. This means that you pay for a covered repair once and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Even if the car is kept your lifetime. It doesn't matter where the car was purchased, or whether it's new or used, the work is still covered by the repairing dealer.

This limited warranty covers vehicles in normal use. Items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

## Ford-paid repair programs after the warranty period

Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Ask Ford Motor Company or your Lincoln-Mercury dealer about such programs relating to your Mercury car. To get copies of any adjustment program for your Mercury car or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673.

In Alaska and Hawaii, call 1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at: Ford Customer Information System, P.O. Box 95427, Atlanta, GA 30347.

Please include your name and address, year, make, model and vehicle identification number; as well as engine size.

## Technical Service Bulletins

All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs and new repair procedures. Often a repair now can prevent a more serious repair later.

Ask Ford Motor Company or your Lincoln-Mercury dealer for any such TSBs and explanations relating to your Mercury. To get copies of these Technical Service Bulletins and explanations for your Mercury car or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673.

In Alaska and Hawaii, call 1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at: Ford Customer Information System, P.O. Box 95427, Atlanta, GA 30347.

Please include your name and address, year, make, model and vehicle identification number; as well as engine size.

## Leasing

There may be considerable advantages in leasing a new Mercury depending on individual needs.

Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used in business, tax records may be simplified.

Your Lincoln-Mercury Dealer Leasing Association (LMDLA) member can help you with a lease program that is right for you.

## EPA statement

1986 EPA estimates were not available at the time this publication was printed. 1986 Mercury cars, however, should post excellent mileage figures in the new EPA Gas Mileage Guide. See your Lincoln-Mercury dealer for the latest information.

## Buckle up— together we can save lives.

Buy or lease your Mercury from your Lincoln-Mercury dealer.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time or change specifications, equipment or designs without notice and without incurring obligation.

Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options.

Availability of some features may be subject to a slight delay.



 **MERCURY.** The shape you want to be in.

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LINCOLN-MERCURY DIVISION

