
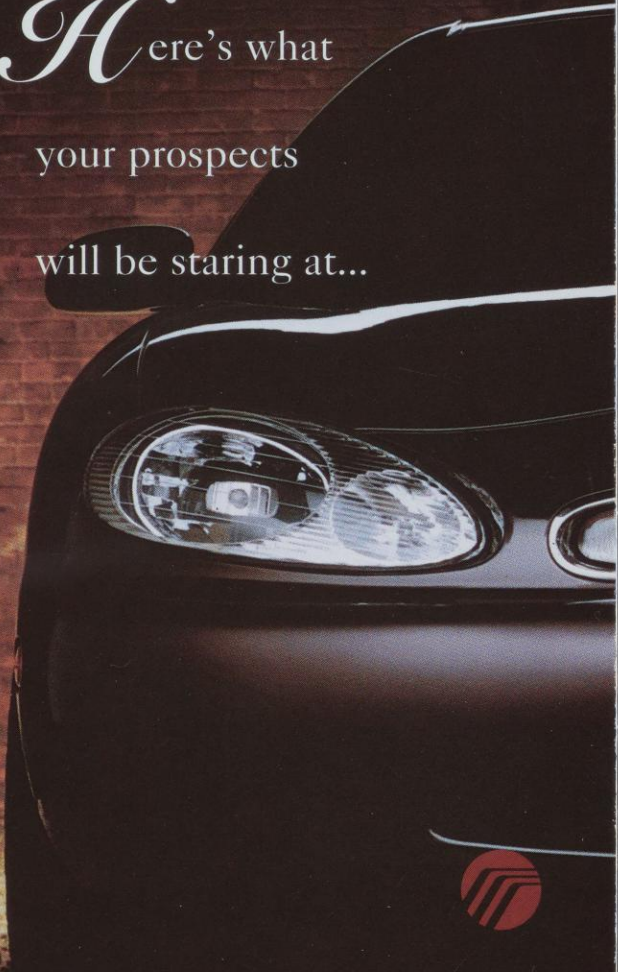


Training Excellence For All Members

T E A M  
**SABLE**

*Here's what*  
your prospects  
will be staring at...



**A customer-focused preview of the All-New Sable and  
how it excels in each of the "Significant Seven."**

**SALES CONSULTANT  
ADVANCE INFORMATION**

# The All-New 1996 Mercury Sable

The 1996 Mercury Sable will not be officially introduced until fall 1995, but it will soon be viewed by millions of consumers at major auto shows across the country. This early exposure is expected to generate unprecedented levels of interest and enthusiasm, with the likely result that a number of prospects will be visiting Lincoln-Mercury dealerships for more information. The purpose of this Advance Information Guide is to familiarize you with the key product features of the 1996 Mercury Sable grouped into seven areas or the "Significant Seven." This guide will help you answer customer questions about the all-new Sable.

## Sable Training Timetable

The Advance Information Guide marks the beginning of a complete and integrated training program. The following are key training elements and their approximate in-dealership dates:

Advance Product Pocket Guide	June
Sable Applied Selling Handbook	July
Product Video	July
FORDSTAR Launch Broadcast	August
Sales Training Event	August-September
Certification Testing	October
Competitive Comparison information	October

### KEY DATES

Dealer orders accepted	March
Sedan production begins	June
Vehicles begin arriving in dealerships	August
Wagon production begins	July
Public introduction	September

Note: Due to early publishing, dates are subject to change

## New Sable Demographics

Sable's expressive design will likely appeal to younger, import-oriented prospects – a feat accomplished by the original Sable – while still attracting current Sable customers. The target market for the new Sable is divided into three groups: families, middle-age couples and empty nesters. The typical customer will be between 45 and 55 years old, college educated and earning \$55,000-\$70,000 a year.

## Sable Models

As with the current Sable, the 1996 model will be available in GS and LS variations for both sedan and wagon. A performance V8 model is planned for the sedan and it's tentatively scheduled to be introduced for the 1997 model year.

## Key Specifications & Capacities

	SEDAN	WAGON
Wheelbase	108.5"	108.5"
Length	199.7"	199.2"
Height	55.4"	57.8"
Width	73.0"	73.1"
Tread (F/R)	61.6"/61.4"	61.6"/61.8"
Head room (F/R)	39.4"/36.6"	37.3"/38.9"
Leg room (F/R)	42.6"/38.9"	42.6"/38.5"
Trunk/cargo volume	15.8 cu.ft.	38.4 cu.ft.**
Fuel capacity	16.1 gal.	16.1 gal.
Seating	6 passenger (Std. GS, Opt. LS)	5 passenger (Std. LS)
Engines/Transaxles	3.0L 12-Valve V6/AX4S (GS)	3.0L 24-Valve Duratec V6/AX4N (LS)
Fuel system	Sequential electronic fuel injection	
Suspension	MacPherson front and Quadralink rear (sedan); gas-pressurized hydraulic struts and stabilizer bars	
Steering	Power rack-and-pinion with variable assist	
Brakes	Power-assisted front disc/rear drum (GS Sedan)	Power-assisted four-wheel disc (GS Wagons)
		Power-assisted four-wheel disc with anti-lock (ABS) (LS)
Tires	P205/65R15 BSW all-season	

\* including roof rack

\*\*with rear seat backs up; 81.1 cu.ft. with rear seatback down





# The All-New 1996 Mercury Sable

The 1996 Sable is an exciting, highly styled vehicle with outstanding vehicle dynamic characteristics, state-of-the-art safety and security features, customer-focused technology, and exceptional craftsmanship and quality.

## The Customer-Driven Criteria for the All-New Sable

Extensive customer research categorized prospects' needs into seven areas. The all-new Sable was designed to excel in each of these "Significant Seven" areas.

### 1. Quality You Can See, Hear and Feel

- "No adjust car build" and one-piece bodyside stamping improve fit and finish
- Significant improvement in noise/vibration/harshness (NVH) characteristics. For example, the doors are triple sealed for noise control.
- New levels of squeak and rattle control with the addition of a cross-car beam and special foam materials
- More efficient climate control with improved "time-to-comfort" in both heating and air-conditioning modes with increased air flow and reduced noise

### 2. Outstanding Driving Dynamics

- Improved 3.0L 12-valve V6 engine on GS, with all-new 3.0L 24-valve Duratec V6 engine on LS
- Lengthened wheelbase, increased body structure stiffness and new anti-lift/anti-dive front suspension for improved vehicle handling and road feel
- New rack-and-pinion steering with variable assist provides improved driving precision and smoothness
- New AX4N 4-speed transaxle with 3.0L 24-valve Duratec engine for quieter, smoother operation and improved fuel economy
- Refined brake pedal feel and travel



### 3. Advanced and Innovative Styling

- All-new, distinctive exterior styling
- New headlamps provide jewel-like appearance for an advanced, luxurious look
- Innovative, attractive interior with new flowing instrument panel and trend-setting Integrated Control Panel (ICP)
- A unique flip-fold center console with cup holder and stowage, or six-passenger seating

### 4. Safety Features

- Dual Air Bag Supplemental Restraint System
- Shoulder/lap Emergency Locking Retractor belts with automatic locking retractor for outboard passengers
- Child locks on rear doors
- Safety cell body structure with safety latches on rear doors, steel cross-car beams, steel section door beams, roof rail beams, header beams, and lower-back reinforcement
- Rear center seat passenger shoulder harness on sedans
- Anti-lock Braking System standard on LS
- Anti-submarine seats to help restrain the occupant during a collision
- Meets 1997 Federal Safety Standards
- Integrated child seat (available on wagon only)
- Dual power heated outside mirrors

### 5. Feature Leadership/Value for the Money

- Flip-fold center console (Six-passenger seating)
- Battery saver automatically turns off interior lights after 40 minutes
- Decklid/loadfloor tiedowns
- Solar glass keeps interior cooler
- Split-fold rear seats
- Rear center shoulder harness
- Dual power heated outside mirrors
- Non-smoker package for more stowage
- Accessory delay allows use of selected power features for up to 45 seconds after engine is turned off
- MicronAir® Filtration System
- Available lock disable with power door locks to prevent locking keys in car
- Height-adjustable front shoulder harnesses
- Rear air conditioning and heating ducts (a/c on five-passenger seating only)
- Available chrome aluminum wheels
- Available remote keyless entry with perimeter anti-theft
- Integrated child seat (available on wagon only)

### 6. Comfort and Convenience

- Large interior volume
- Choice of five- or six-passenger seating
- Interior controls that are easy to reach, easy to use and easy to read
- Low liftover trunk lid
- No tune-ups required for 100,000 miles
- Air extractors for improved ventilation and easier door closing
- Height-adjustable front-seat shoulder harnesses
- Redesigned seats for better lumbar and lateral support
- Improved fuel economy
- Environmentally responsible; recyclability level 80%

### 7. Security Features

- No-cost 24-hour Roadside Assistance Program
- Passive anti-theft key available – ignition operates only with coded key
- Available remote keyless entry with perimeter anti-theft
- Lock disable with power door locks prevents accidental locking of keys
- Fuel shut off switch
- Illuminated power window and door lock switches





## New 1996 Sable Features

1. Accessory delay
2. Adjustable-height front shoulder belts
3. Automatic locking safety belt retractors
4. Battery saver
5. Six-disc CD changer (Opt.)
6. Central locking (Std. LS)
7. Decklid tie-down provision
8. Front seat flip-fold center console
9. Glove box damper
10. Dual power heated outside mirrors
11. Integrated child seat (available on wagon only)
12. Lock disable (Std. LS)
13. MicronAir® Filtration System (Opt.)
14. Non-smoker package
15. One-touch-open moonroof (Opt.)
16. Passive anti-theft (Std. LS)
17. Perimeter anti-theft (Opt.)
18. Quick-twist gas cap with indicator light
19. Rear air conditioning and heater ducts (a/c on five-passenger seating)
20. Rear-seat center passenger shoulder harness (Sedan)
21. Remote trunk lid release
22. Split fold-down rear seats
23. Voice-activated cellular phone (Opt.)
24. Intermittent rear wiper (Wagon)
25. Wagon liftgate operation (Open glass and liftgate from outside car without key)
26. Chrome aluminum wheels (Opt.)

### Exterior Colors

- Light Saddle Clearcoat
- Medium Berry Clearcoat Metallic
- Toreador Red Clearcoat Metallic
- Red Nightmist Clearcoat Metallic
- Midnight Red Clearcoat Metallic
- Royal Blue Clearcoat Metallic
- Pacific Green Clearcoat Metallic
- Medium Willow Clearcoat Metallic
- Silver Frost Clearcoat Metallic
- Performance White Clearcoat

### Interior Colors

- Medium Graphite
- Saddle
- Nightmist
- Willow

### Sable Key Competitors

- Toyota Camry
- Honda Accord
- Nissan Maxima
- Chrysler LH



**EDUCATION  
& TRAINING**

*All Lincoln-Mercury Sable product illustrations and specifications mentioned in this publication are based on the latest product information at the time of publication approval. Lincoln-Mercury Division of Ford Motor Company reserves the right to change specifications, equipment, designs or prices without prior notice and without incurring obligation.*

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