

1988  
COUGAR



The Shape You Want To Be In.

**MERCURY**



# MERCURY. THE SHAPE YOU WANT TO BE IN.

*Design leadership. Nobody hands it to you. You've got to go out and earn it. It was a commitment to do precisely that which led to the dynamic shape that is Mercury today. Early in this decade, the automotive industry was struggling through a recession. The general climate was one which favored pulling back rather than taking chances. But adversity turned into opportunity for us. Searching for a way to turn things around, our top management looked to the design staff. They told us to pull out all the stops. "Design the kinds of cars you want to build." It was the creative license every designer dreams about.*



*Cougar XR-7 in monochromatic Oxford White.  
Some features shown may be optional.  
See option list on page 14.*

*But it also carried a weighty risk. The future of the company was virtually riding on it. Happily, that risk turned into a great success. It's the story of a dynamic new aerodynamic shape that has literally set the standard in automotive design. It is a shape with integrity. Not just attractive, but functional and efficient to such a degree that others simply can't afford not to follow its lead. Most pleasing of all for us on the design staff is that the American public has embraced this bold new direction with all the enthusiasm that drove us to create it.*

*Jack Telnaek*

Jack Telnaek  
Chief Design Engineer  
Ford North American Automotive Operations

THIS SHAPE USES  
THE WIND TO CONTROL  
THE ROAD.

*Distinctive styling, competitive performance and abundant luxury combined into a single automotive design. Mercury Cougar XR-7 for 1988. One of America's best-known performance coupes. Cougar's distinctive styling displays the influence of the advanced science of aerodynamics. Instead of fighting the atmosphere as it moves along, Cougar has been designed to manage the flow of air over, under and around its body. This efficient management of the airflow results in enhanced fuel efficiency,\* improved handling and reduced wind noise at highway speeds. It takes the old adage, "Form follows function,"*



*Cougar XR-7 in monochromatic Medium Scarlet.  
Some features shown may be optional.  
See option list on page 14.*

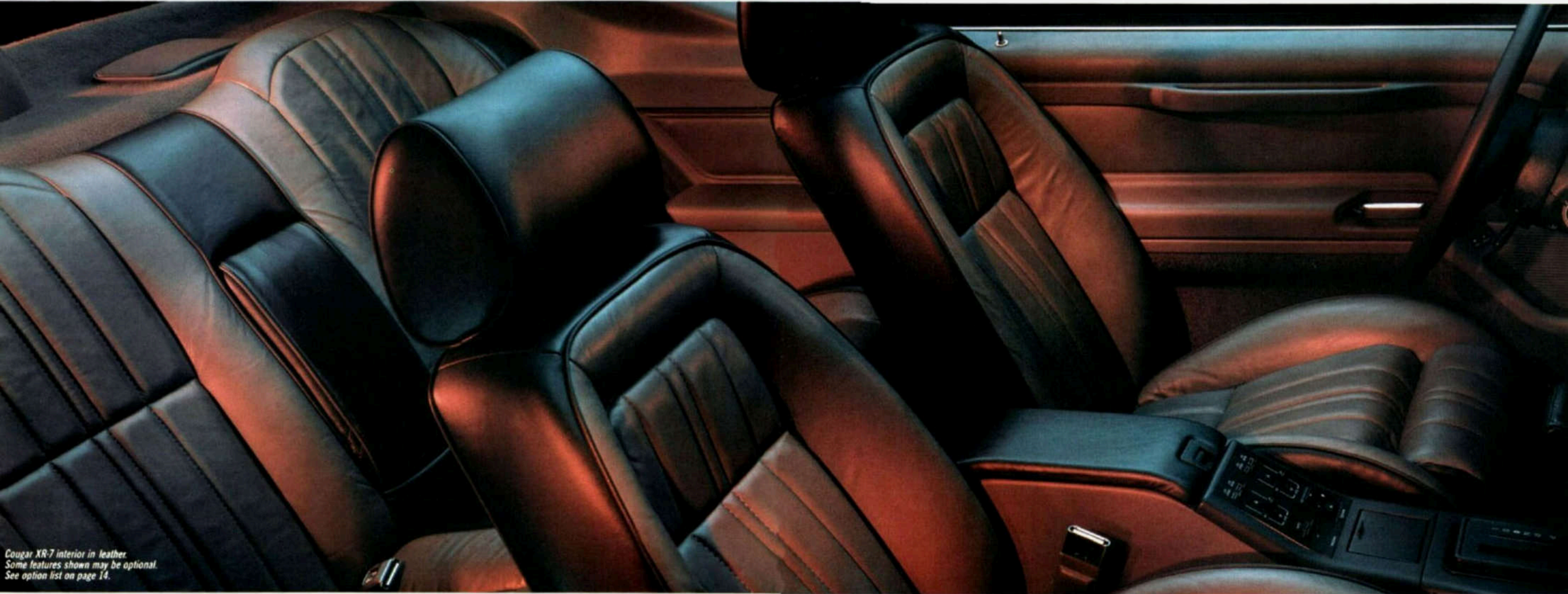
AS IT MOVES THROUGH THE AIR,  
IT CLINGS TO THE GROUND.

*and applies it in terms that are not just functional, but strikingly attractive as well. Cougar's sophisticated design encompasses much of the convenience and comfort found in automobiles whose sole purpose is luxury. And its powertrain and suspension place its performance clearly in the forefront of contemporary sportiness. This year, the performance capabilities of Cougar XR-7 are accented with a monochromatic finish that serves to further dramatize the distinctive, stylistic signature of the Cougar silhouette.*

\*See EPA statement on page 17.

# ONE GOAL MOTIVATED OUR ENGINEERS IN THE DESIGN OF THIS INTERIOR.

*The challenge facing the interior designers for Cougar was complex: to say the least. Take what is clearly a car engineered to cover distance quickly—and civilize it. Make it a most pleasurable place to be for drivers who are more accustomed to either luxury or performance. Cougar's interior reflects a brilliant blending of these two contradictory disciplines. As a performance automobile, it provides such important amenities as seats contoured for support during hard cornering. Seats that help keep you upright against lateral forces as Cougar moves through turns. XR-7 accomplishes this with functional*



*Cougar XR-7 interior in leather.  
Some features shown may be optional.  
See option list on page 14.*

# THAT IT BE A PLEASURABLE PLACE TO BE.

*sport seats up front which feature power lumbar supports, manual side bolster adjustments and manual thigh support adjustments. They come with cloth upholstery as standard equipment and are available with supple leather seating surfaces on an optional basis. A full-length console sits between the front seats. It serves as a center armrest for driver and front-seat passenger and conveniently houses controls for the dual power outside mirrors and optional power windows. The console also houses the XR-7's leather-wrapped floor-mounted gearshift lever.*

WHILE OTHERS SPEAK OF PERFORMANCE  
IN MECHANICAL TERMS,

The interface between driver and machine is referred to among engineers as a vitally important element termed "ergonomics". Ergonomics is the study of the interaction between man and machine. It has among its goals the comfort, safety and operating ease of driver and passengers. It involves the evaluation of reach, hand/eye movement, frequency of use, field of vision, control-design logic and numerous other design-based characteristics affecting the driver. That's why Cougar XR-7 is equipped with an analog instrument cluster as standard equipment. All aspects of over-the-ground and under-the-hood



*Cougar XR-7 analog instrument cluster  
Some features shown may be optional.  
See option list on page 14.*

COUGAR PLACES SPECIAL EMPHASIS  
ON THE HUMAN FACTOR.

activity are measured—including speed, engine rpm, overall mileage, trip mileage, and internal engine conditions such as oil pressure, voltage feed, water temperature and fuel level. Standard on the Cougar LS is a modern electronic LCD digital display panel which provides information on trip and car conditions. Optional on LS and XR-7 is a state-of-the-art electronic instrument cluster with complete information, including diagnostic alert lamps to signal you of potential service needs.

## WHEN STYLING AND COMFORT ARE PRIORITIES...

The differences between the Mercury Cougar LS and the performance-tuned XR-7 may be summed up as a matter of personal priorities. LS is the Cougar with an emphasis on luxury. With its distinctive style, confident road manners and lengthy list of standard convenience features, LS establishes an alluring personality. Air conditioning, reclining twin comfort front lounge seats, power steering, power brakes and an electronic AM/FM stereo radio with four speakers are just a few of the standard items. The rear seats feature integral headrests and a center fold-down armrest. You can tailor the level of



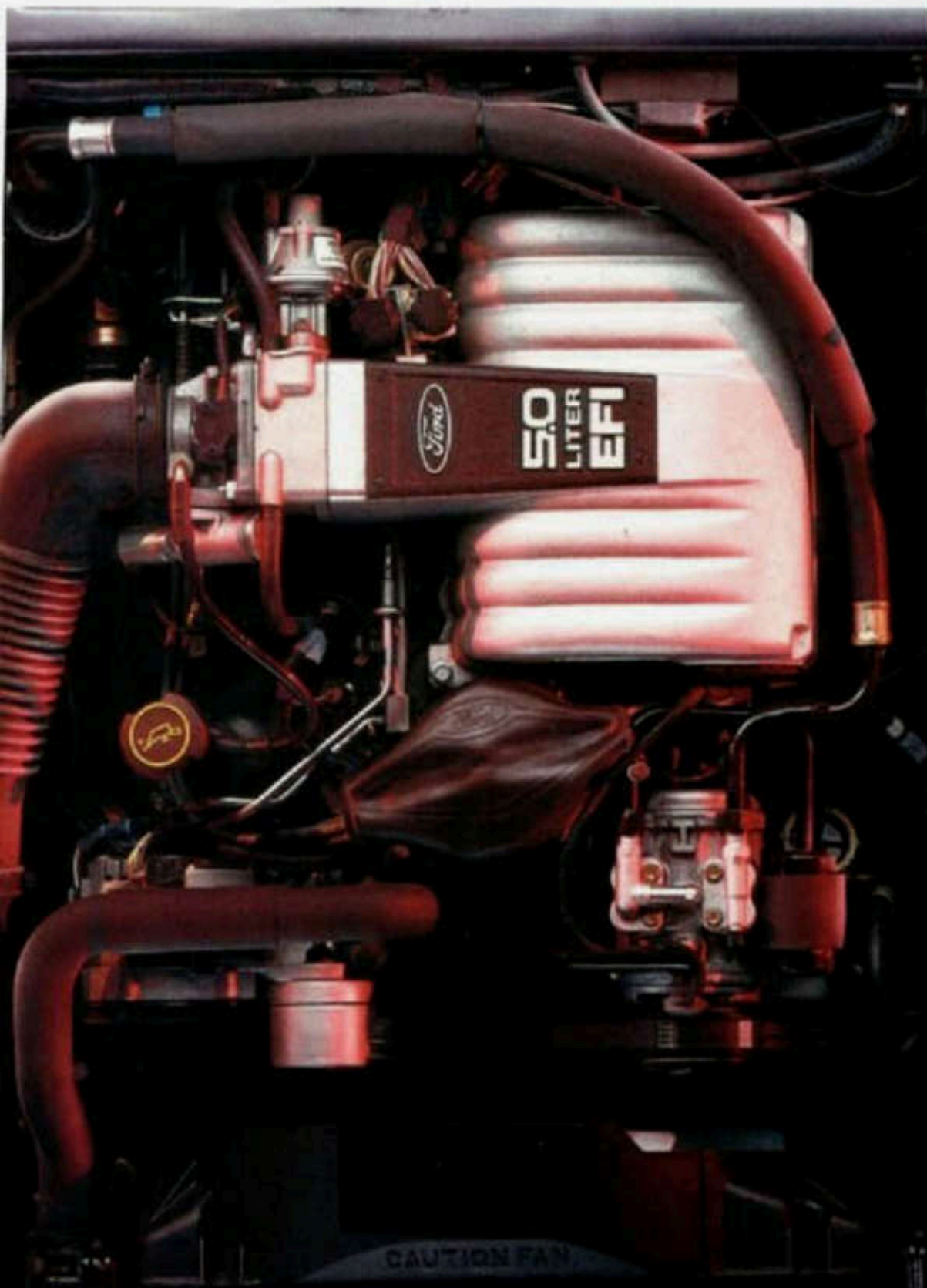
*Cougar LS in Silver Clearcoat Metallic.  
Some features shown may be optional.  
See option list on page 14.*

## COUGAR LS PRESENTS AN ENTICING LIST OF QUALIFICATIONS.

luxury to suit your personal tastes with Cougar LS. Among the options you'll find an electronic AM/FM stereo radio with cassette and graphic equalizer, automatic electronic temperature control with digital temperature setting display, steering wheel-mounted speed control, dual six-way power adjustable front seats, and supple leather seating surfaces. A 4-speed automatic overdrive transmission matched to a new balance shaft V-6 is the standard powertrain for the LS.

# A SINGLE DEDICATION TO ENGINEERING EXCELLENCE,

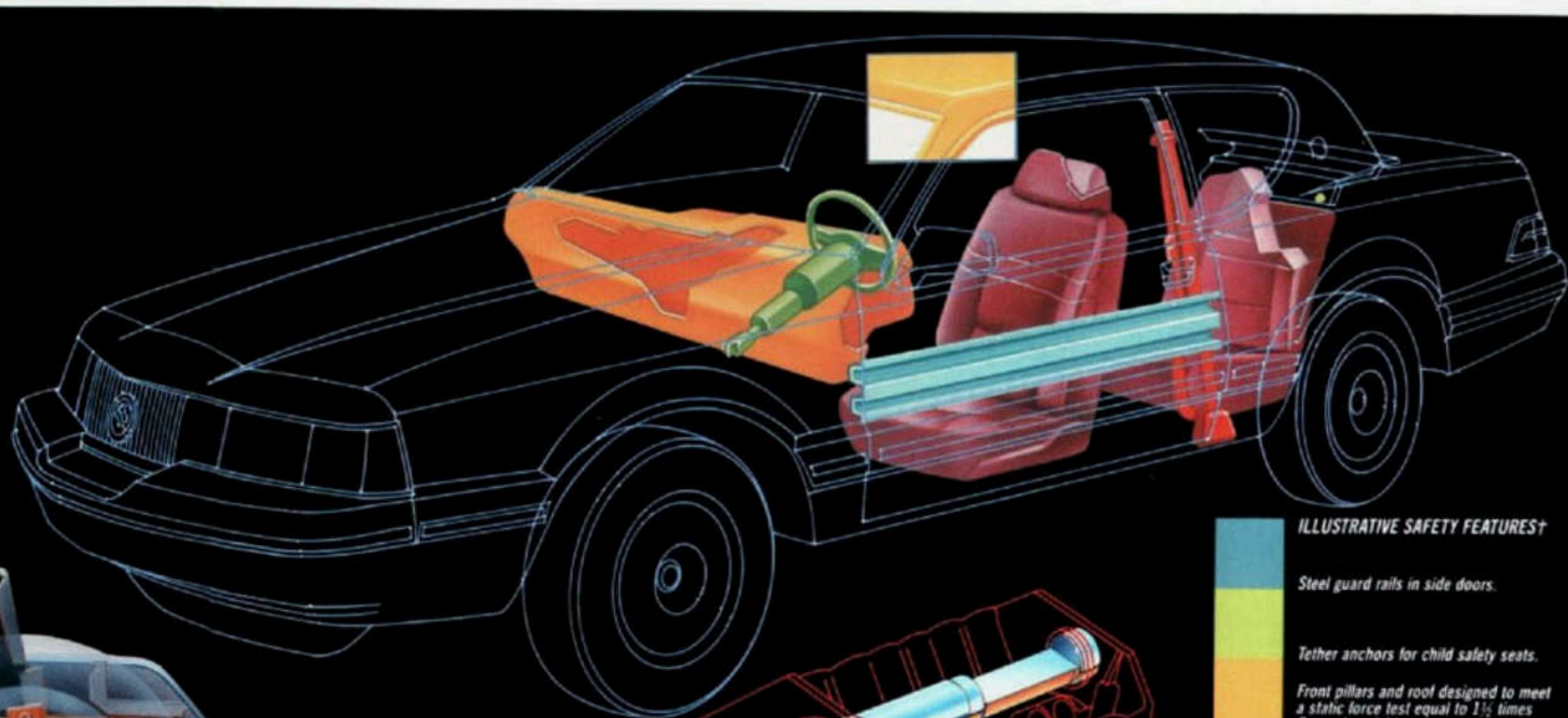
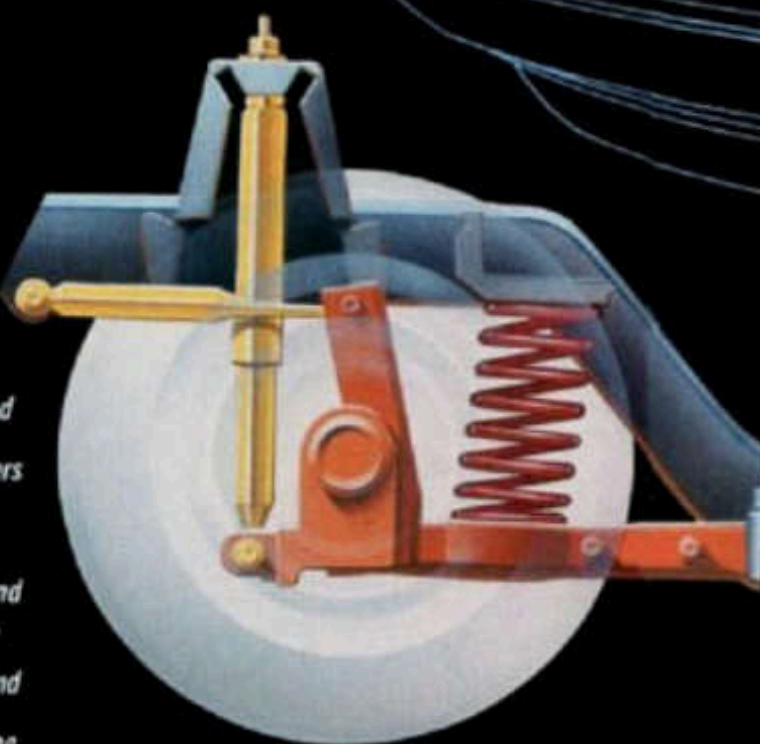
Cougar is a superb example of the ways engineers can transform a single car so that it provides two distinctly different driving experiences. Each model, XR-7 and LS, is a sophisticated and highly stylized interpretation of the grand touring coupe, with specific areas of engineering emphasis unique to each model. XR-7, performance. LS, luxury. The new Cougar LS engine, a multi-port, electronically fuel-injected, 3.8-liter V-6 incorporates a balance shaft which makes for smooth and quiet running to nicely complement the model's silky image. Standard on XR-7 and optional on LS is the 5.0-liter V-8. What



The XR-7's V-8 has a sophisticated fuel delivery system which injects a carefully metered blend of fuel and air at precisely the time it is needed, depending on circumstances like elevation, atmosphere, engine load and driver demand as determined by an on-board computer, EEC-IV, electronic engine control. It has the capability to process 250,000 conditions per second. EEC-IV enhances economy, cold-start driveaway, idle speed control and all-around smoothness of operation.

\*See EPA statement on page 17.

The XR-7 employs an advanced rear suspension configuration employing four shock absorbers instead of the customary two. The vertical pair soften and smooth motion disturbances caused by potholes, bumps and pavement cracks. The second, smaller pair is mounted horizontally between the rear axle and frame to help keep the axle in position during harsh cornering maneuvers.



- ILLUSTRATIVE SAFETY FEATURES†
- Steel guard rails in side doors.
  - Tether anchors for child safety seats.
  - Front pillars and roof designed to meet a static force test equal to 1½ times Cougar's weight.
  - Energy-absorbing interior materials.
  - Flame-resistant interior materials.
  - Energy-absorbing steering column and steering wheel. (On the actual automobile, the steering column does not end as shown in the illustration.)
  - Safety belts for all vehicle occupants.

†This is not intended to be an exhaustive list of safety features.

The 3.8-liter V-6, standard with the Cougar LS, is equipped with an integral balance shaft for smoothness of operation throughout its rpm range. The V-6 generates 140 horsepower at 3800 rpm and 215 foot-pounds of torque at 2400 rpm. It has a 9.0:1 compression ratio, aluminum cylinder heads and intake manifold and a shrouded valve design for fast burn combustion.

# EXPRESSED IN TWO DISTINCTLY DIFFERENT AUTOMOBILES.

most clearly delineates the differences between the two Cougars may be found by sampling the riding and handling qualities of each. Subtle variations in the calibration of struts, coils and shock valving contribute to distinguishing the purpose toward which each Cougar was engineered to excel.

# SELECTED OPTIONAL AND STANDARD FEATURES.



Black



Medium Scarlet



Light Sandalwood

ENGINES		
Type	V-6 OHV	V-8 OHV
Displacement	3.8 liters	5.0 liters
Horsepower (SAE net)	140 @ 3800 rpm	155 @ 3400 rpm
Torque (SAE net)	215 lb-ft @ 2400 rpm	265 lb-ft @ 2200 rpm
Fuel delivery	Multi-port electronic fuel injection	Sequential multi-port electronic fuel injection
Compression ratio	9.0:1	8.9:1
Engine control	EEC-IV, electronic engine control	EEC-IV, electronic engine control

TRANSMISSIONS	
Type	4-speed automatic overdrive, 4th gear overdrive reduces engine speed by one-third to improve highway fuel economy

SUSPENSION	
Front	Hybrid MacPherson struts with coil springs on lower arms, nitrogen gas-pressurized shock action and stabilizer bar
Rear	4-bar link with nitrogen gas- pressurized shocks and coil springs. XR-7 includes two additional rear shock absorbers mounted horizon- tally to the axle, and front and rear stabilizer bars

STEERING	
Type	Constant ratio rack-and-pinion with power assist. Overall ratio: 15.0:1

BRAKES	
Type	Dual hydraulic (diagonally linked front to rear) with power assist
Front	10.0-inch disc
Rear	9.0-inch drum
Brake swept area	275.6 sq. in.

Based on official 1988 MVMA specifications

DIMENSIONS (in inches)	
Wheelbase	104.2
Overall length	200.8
Overall height	53.8
Overall width	71.1
Track, front/rear	58.1/58.5
Headroom, front/rear	37.7/37.4
Legroom, front/rear	42.0/34.3
Shoulder room, front/rear	56.3/55.2
Hiproom, front/rear	55.8/49.5

CAPACITIES	
Cargo volume	14.6 cu. ft.
Fuel	22.1 gal.
Oil	5 qt. (V-6, V-8)
Engine coolant	12.2 qt. (V-6 w/air) 13.3 qt. (V-8 w/air)
Curb weight LS	3237 lb.
XR-7	3485 lb.

MERCURY COUGAR	LS	XR-7
<b>FUNCTIONAL FEATURES</b>		
3.8-liter V-6 OHV engine	S	—
5.0-liter V-8 OHV engine with dual exhausts	O	S
4-speed automatic overdrive transmission	S	S
Traction-Lok rear axle	O	S
Power-assist rack-and-pinion steering	S	S
Power-assist brakes with audible wear sensors on front	S	S
QuadraShock suspension	—	S
48 amp-hr maintenance- free battery	S	—
58 amp-hr maintenance- free battery	O	S
65 amp alternator	S	S
Tinted glass	S	S
Engine block heater	O	O

MERCURY COUGAR	LS	XR-7
<b>EXTERIOR FEATURES</b>		
5-mph impact bumpers front/rear	S	S
Aero halogen headlamps	S	S
Wide vinyl bodyside molding	S	S
Front air dam	S	S
Bodyside paint stripes	S	S
Hood paint stripes	O	—

INTERIOR COMFORT AND CONVENIENCE FEATURES		
Air conditioning	S	S
Automatic temperature control	O	O
Power moonroof	O	O
60/40 split front twin comfort seats with console	S	—
Articulated sport seats with console	—	S
Individual bucket seats with console	O	—
Cloth upholstery	S	S
Leather seating surfaces	O	O
6-way power driver's seat	O	O
Dual 6-way power seats	O	O
Rear seat with integral headrests and center fold-down armrest	S	S
Courtesy lights	S	S
Map pockets on doors	S	S
Power windows	O	O
Dual power mirrors	S	S
Side window demisters	S	S
Electric rear window defroster	O	O
Interval wiper feature	O	O
Tilt steering wheel	O	O

S—Standard Feature O—Optional Feature



Silver Clearcoat Metallic



Bright Red Clearcoat Metallic



Medium Regatta Blue Clearcoat Metallic



Oxford White



Smoke

	LS	XR-7
Sport steering wheel	—	S
Leather-wrapped steering wheel	0	0
Fingertip speed control	0	0
Automatic parking brake release	0	—
Luggage compartment light	S	S
Floor mats	0	0
Electronic digital clock	S	S
Illuminated entry system	0	0
<b>SOUND SYSTEMS</b>		
Electronic AM/FM stereo with four speakers (may delete for credit)	S	S
Electronic AM/FM stereo with cassette and four speakers	0	0
Premium Sound—Power amplifier, two additional door-mounted speakers and premium rear speakers	0	0
Graphic equalizer	0	0
Power antenna	0	0
<b>INSTRUMENTATION</b>		
Electronic LCD digital display with speedometer, odometer, trip odometer, speed warning and service interval reminder feature	S	—
Electronic instrument cluster with digital speedometer, odometer, trip odometer, fuel, coolant, oil and voltage displays, diagnostic alert lamps and trip computer	0	0
Analog performance instrument cluster with speedometer, tachometer, odometer, trip odometer, ammeter, fuel level, water temperature and oil pressure gauge	—	S

	LS	XR-7
<b>WHEELS AND TIRES</b>		
P215/70R14 black sidewall, all-season, steel-belted radial tires	S	—
P225/60VR15 black sidewall, performance steel-belted radial tires	—	S
P215/70R14 white sidewall, all-season, steel-belted radial tires	0	—
Body color cast-aluminum wheels	—	S
Argent cast-aluminum wheels	—	0
Locking wire-style wheel covers	0	—
Polycast road wheels	0	—
Luxury wheel covers	S	—
Conventional spare tire	0	—
<b>OPTIONAL PACKAGES</b>		
<b>LUXURY LIGHT GROUP</b>		
Engine compartment light, dual-beam dome/map light, instrument panel courtesy lights, dual illuminated vanity mirrors, illuminated entry system		
<b>POWER LOCK GROUP</b>		
Includes door locks, decklid release and remote fuel-filler door release		
<b>LUXURY LAMP GROUP</b>		
Automatic headlamp dimmer, autolamp on/off delay system, front cornering lamps (standard on XR-7)		
<b>KEYLESS ENTRY SYSTEM</b>		
Allows driver's door to be unlocked by depressing numbers above door handle in proper sequence. Passenger side door and decklid can also be opened with additional numbers		

Over the years, Mercury buyers have tended to prefer certain combinations of optional equipment. So we've grouped them together in the Preferred Equipment Packages listed below. And priced them to cost you less than if they were purchased separately.<sup>o</sup>

COUGAR LS	Preferred Equipment Package		
	261A	262A	263A
Interval windshield wipers	●	●	●
P215/70R14 WSW tires	●	●	●
Tilt steering wheel	●	●	●
Fingertip speed control	●	●	●
Electric rear window defroster	●	●	●
Electronic AM/FM stereo cassette radio	●	●	●
Power windows	●	●	●
Power lock group	●	●	●
Front carpet floor mats		●	●
Leather-wrapped steering wheel		●	●
6-way power driver's seat		●	●
Luxury light group		●	●
Luxury lamp group		●	●
Polycast wheels <sup>sm</sup>		●	●
Premium Sound System		●	●
Dual 6-way power seats			●
5.0L EFI V-8 engine			●
Electronic instrument cluster			●
Conventional spare tire			●



Smoke Dearcoat Metallic



Cinnabar Dearcoat Metallic



Light Sandalwood Dearcoat Metallic

COUGAR XR-7	Preferred Equipment Package	
	265A	266A
Interval windshield wipers	●	●
Tilt steering wheel	●	●
Fingertip speed control	●	●
Electric rear window defroster	●	●
Electronic AM/FM stereo cassette radio	●	●
Power windows	●	●
Power lock group	●	●
Front carpet floor mats		●
6-way power driver's seat		●
Premium Sound System		●
Luxury light group		●

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

*Or locking wire-style wheel covers.*

#### COUGAR COLORS

##### Exterior Solid Colors

Black  
Smoke  
Medium Scarlet  
Light Sandalwood  
Oxford White

##### Exterior Clearcoat Colors

Silver Clearcoat Metallic  
Smoke Clearcoat Metallic  
Bright Red Clearcoat Metallic  
Medium Regatta Blue Clearcoat Metallic  
Cinnabar Clearcoat Metallic  
Light Sandalwood Clearcoat Metallic  
Medium Sandalwood Clearcoat Metallic  
Twilight Blue Clearcoat Metallic  
Rose Quartz Clearcoat Metallic

##### Exterior Tu-Tone Colors

Silver Clearcoat Metallic/Smoke Clearcoat Metallic  
Rose Quartz Clearcoat Metallic/Cinnabar Clearcoat Metallic  
Black/Smoke Clearcoat Metallic

##### XR-7 Monochromatic Exterior Colors

Black  
Medium Scarlet  
Oxford White

##### Interior Colors

Smoke  
Light Sandalwood†  
Cinnabar†  
Scarlet  
Shadow Blue  
†Not available on XR-7

Left to right: Luxury wheel cover, locking wire-style wheel cover, polycast roadwheel, XR-7 argent wheel and XR-7 monochromatic wheel that is available in Black, Medium Scarlet or Oxford White to match body color.



Twilight Blue Clearcoat Metallic



Rose Quartz Clearcoat Metallic



Medium Sandalwood Clearcoat Metallic

Customer satisfaction with Mercury cars may be attributed to the personalized attention given by the sales and service staffs at Lincoln-Mercury dealerships and to the Lincoln-Mercury Quality Commitment program. Its goal is to achieve outright industry leadership in customer satisfaction. We want Lincoln-Mercury customers to be the most pleased in the entire automotive industry. An integral part of the Lincoln-Mercury Quality Commitment is the 6-year/60,000-mile powertrain and 6-year/100,000-mile corrosion warranty. The warranty is limited, and certain restrictions and deductibles apply. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

and Motorcraft original equipment replacement parts are engineered and manufactured to Ford's high **Motorcraft** Genuine Ford **QUALITY PARTS** specifications. They're your best assurance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production.



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.



Participating Lincoln-Mercury dealers are now offering the Lifetime Service Guarantee, which guarantees their work on your Mercury Cougar 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. Ask your Lincoln-Mercury dealer for a copy of this limited 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. **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 about Ford-paid repair programs and TSBs relating to your Mercury Cougar.

To get copies of materials for your Cougar or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959, or write Ford at: Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size.

**EPA statement** 1988 EPA mileage estimates were unavailable when this publication was printed. The 1988 Mercury Cougar, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. **Buckle up—together we can save lives.** Buy or lease your Cougar 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.

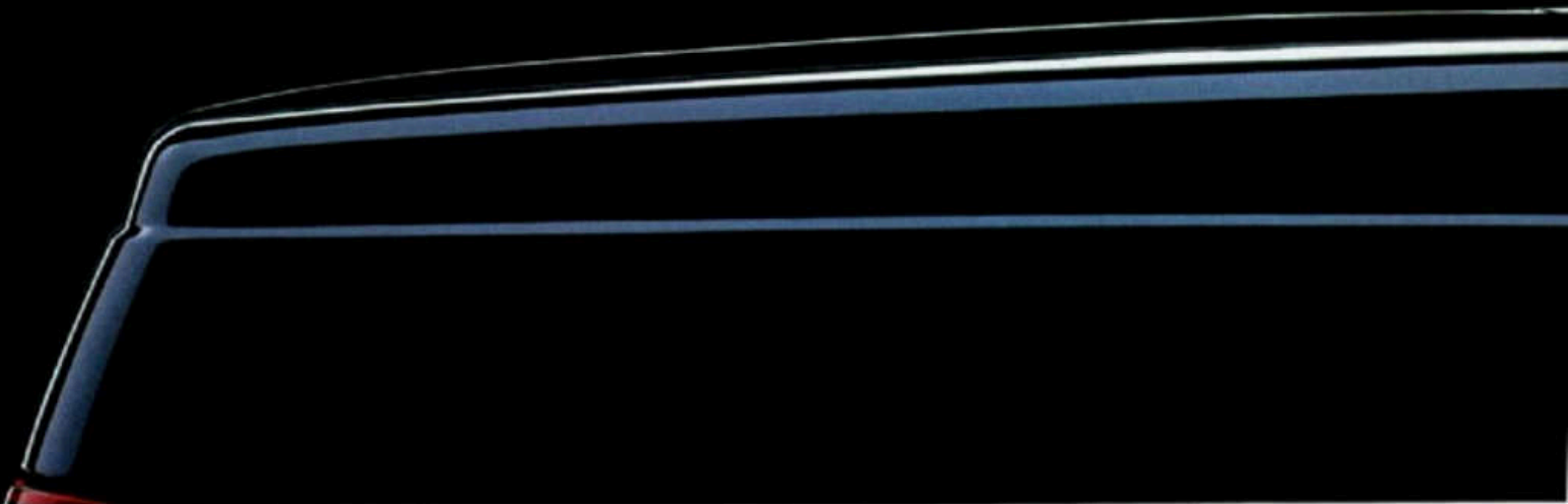
Availability of some features may be subject to a slight delay.

LINCOLN-MERCURY DIVISION 

1988

# COUGAR

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The Shape You Want To Be In.

**MERCURY**

