

Imagine yourself
in a Mercury
Cougar XR7.



'96 Mercury



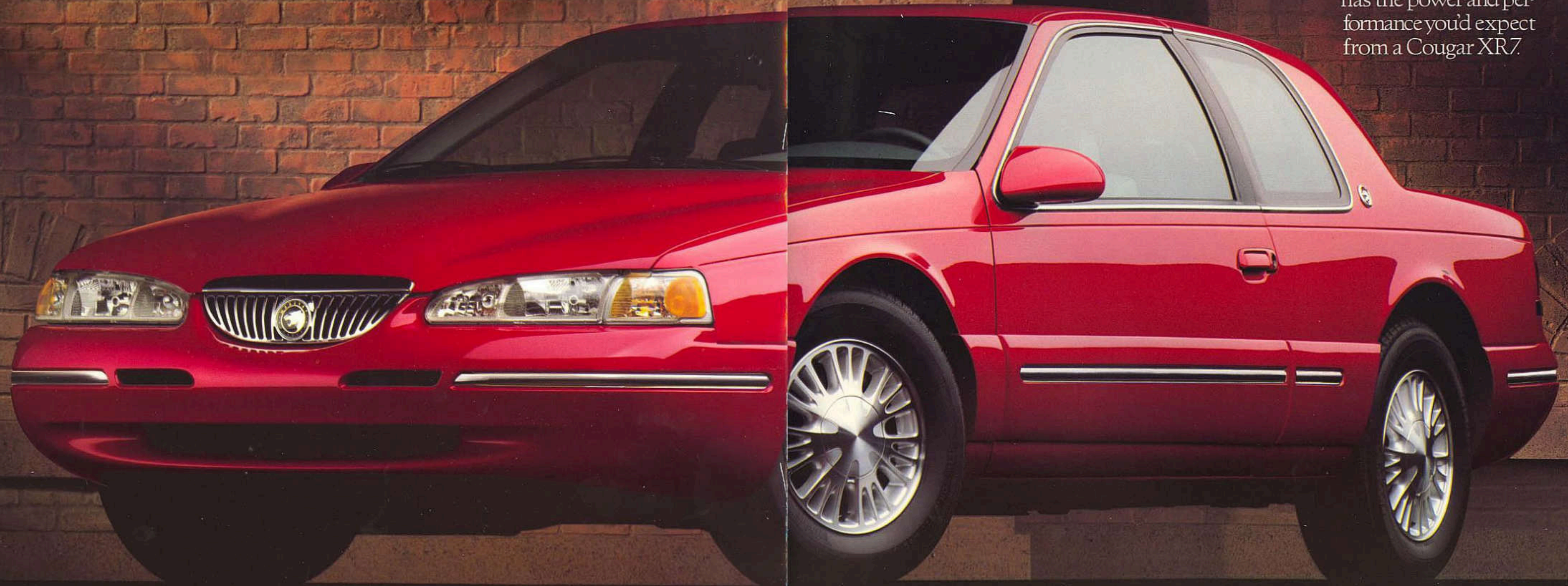
Imagine a car that has as much style...

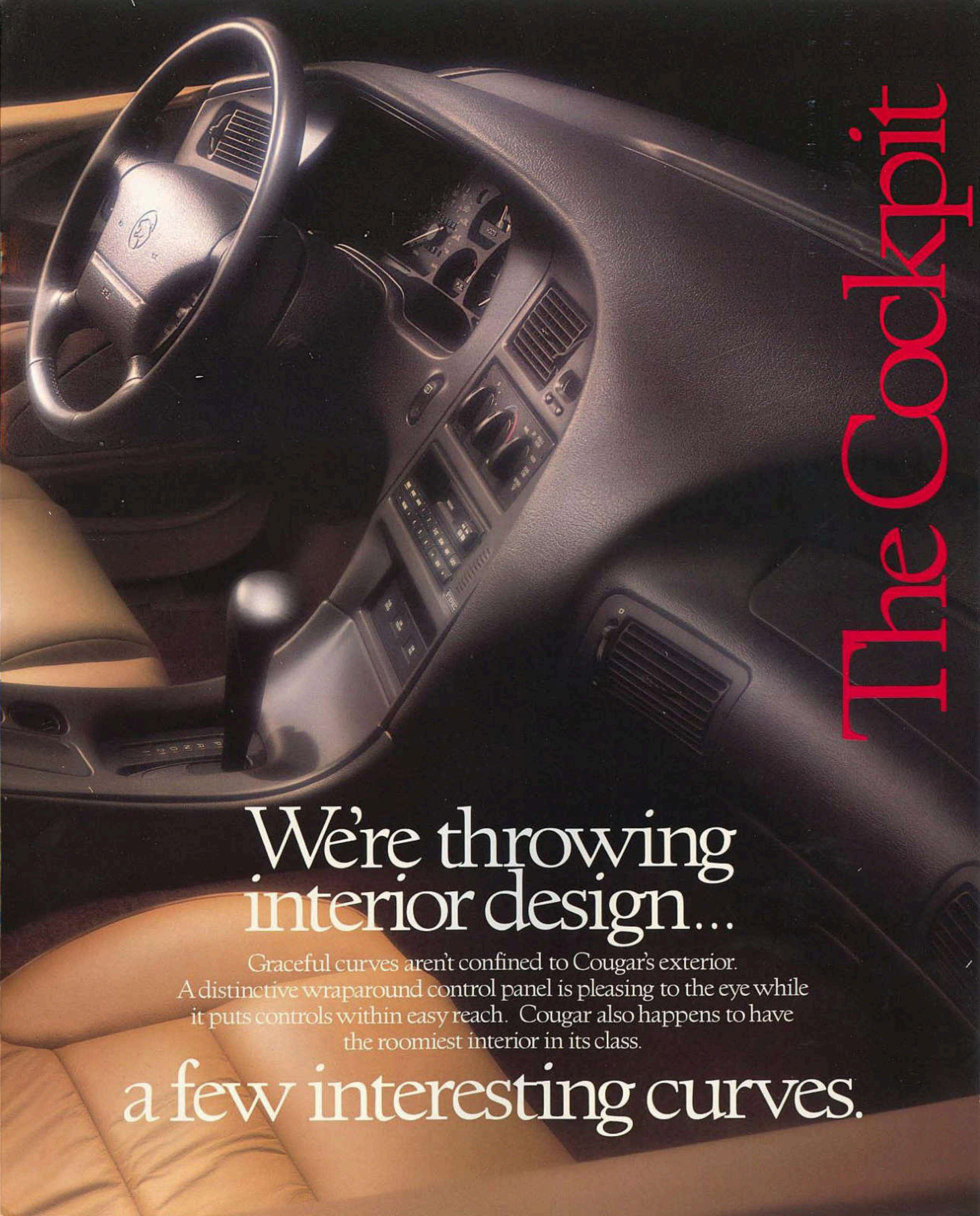
The fact that it stands out in a crowd
is one of Cougar XR7's most outstanding characteristics.
Doesn't that sound a bit like you?

as you do.

Cougar has a well-established reputation for styling leadership. This year, due to its elegantly restyled exterior, Cougar's reputation continues to grow. But you'll find much more than that. It also features a driver-focused interior, safety engineering, and superb ride and handling. With its available 4.6-liter V-8, it has the power and performance you'd expect from a Cougar XR7.

Cougar XR7





The Cockpit

We're throwing interior design...

Graceful curves aren't confined to Cougar's exterior. A distinctive wraparound control panel is pleasing to the eye while it puts controls within easy reach. Cougar also happens to have the roomiest interior in its class.

a few interesting curves.

Interior shown with available Saddle leather seating surfaces. Additional features may be optional.

DUAL BEAM MAP/DOME LIGHT.
Whenever you need to read a map or light the interior, the proper lights are there for you.

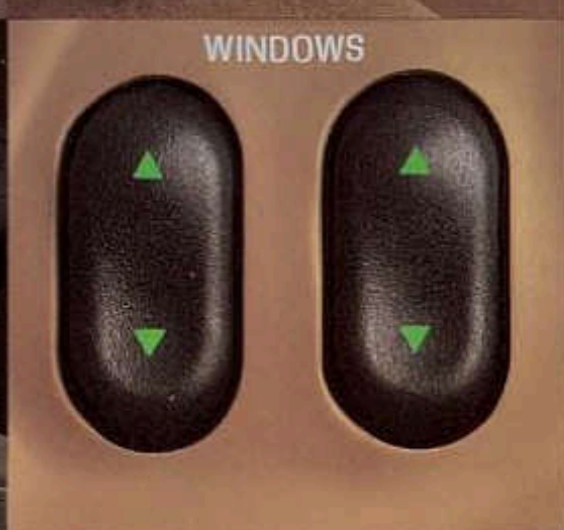
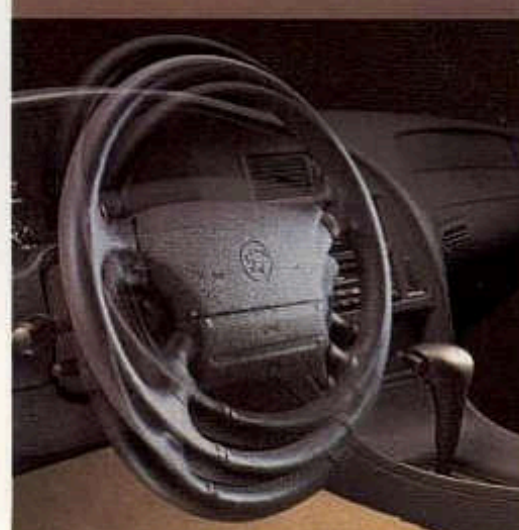


REAR SEAT HEAT DUCTS.
They help make sure backseat passengers are warm and comfortable.

CFC-FREE AIR CONDITIONER.
This system operates completely free of CFCs and thus will not harm the ozone layer.



TILT STEERING COLUMN.
It allows you to adjust the steering wheel up or down for ideal positioning.



POWER WINDOWS.
Soft illumination makes power window switches extra easy to locate and operate.

POWER REMOTE MIRRORS.
Both exterior mirrors adjust with a conveniently located switch.



REAR CENTER ARMREST.
It folds down to provide rear passengers an extra measure of comfort.

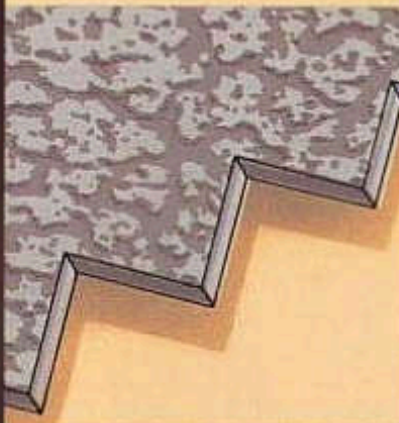
CENTER CONSOLE WITH HIDDEN CUP HOLDERS.
A convenient feature that includes leather-wrapped floorshift, armrest storage and beverage holders that are hidden when not in use.



COIN SLOTS.
Your change for parking meters and tolls is conveniently kept close at hand.



RECLINING FRONT SEATS.
Individual front bucket seats can be easily adjusted for maximum comfort.



LEATHER SEATING SURFACES.
For the ultimate in luxury and comfort, all-leather seating surfaces are available.



6-WAY POWER SEATS.
It's easy to adjust your seat to the perfect position with handy, fingertip controls. Available for both driver and passenger.



AM/FM STEREO RADIO WITH CASSETTE.
Listen to your favorite tapes or radio stations with clear stereo sound.

Comfort & Convenience



INSTRUMENTATION AND CONTROLS.
You'll notice from behind the wheel that Cougar XR7 is clearly designed with the driver in mind. Bright, easy-to-read analog instrumentation includes tachometer, fuel gauge, coolant temperature, analog electronic 120-mph speedometer and oil and voltmeter gauges. And controls are carefully positioned at the precise location and angle where they're most easily reached and used.

Looking for features?

Cougar sports a remarkably long list of features. Features to add to your comfort. Features for your convenience. And above all, features to make driving an absolute delight.

Prepare to be overwhelmed.

Performance



V-8 ENGINE.
A 4.6-liter single overhead cam V-8 is available on Cougar XR7. This powerful yet smooth performer employs advanced engineering to generate 205 horsepower with exceptional fuel economy.*

4-SPEED ELECTRONIC TRANSMISSION.
Designed to precisely and smoothly render gear changes to complement either one of Cougar XR7's engines' performance.

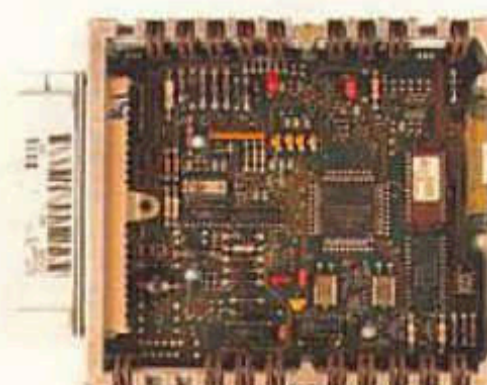


V-6 ENGINE.
Cougar XR7's standard offering is a 3.8-liter V-6 engine that displays plenty of character with its combination of mid-range passing acceleration and fuel efficiency.*

VARIABLE-ASSIST POWER STEERING.
It's included with the optional V-8, and increases steering assist at low speeds for maneuvers like parking. Reduces assist at higher speeds for improved road feel.

**See the EPA statement in the back of this brochure.*

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



EEC-V ELECTRONIC ENGINE CONTROL AND SEQUENTIAL ELECTRONIC FUEL INJECTION (SEFI).
With both engines, EEC-V monitors and controls up to 300,000 engine and transmission functions per second, while SEFI sequentially adds the precise amount of fuel into each cylinder. Together, they provide an optimal blend of efficiency and performance.* And both engines can perform for 100,000 miles without a scheduled tune-up**

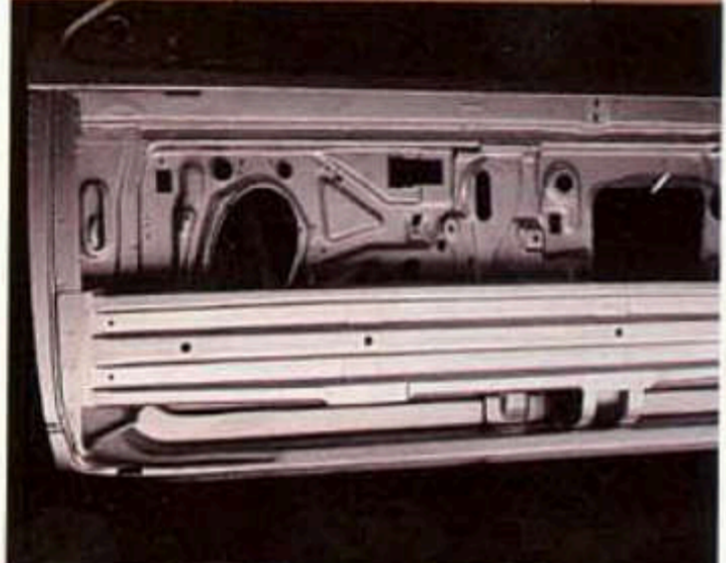
DUAL AIR BAGS.
An air bag for both driver and front passenger is standard equipment. Safety belts must be properly worn for air bags to be most effective.



3-POINT BELTS.
Lap/shoulder safety belts are the primary restraint for front and rear outboard occupants.



SIDE DOOR BEAMS.
Heavy gauge steel beams are mounted inside each door for additional protection.



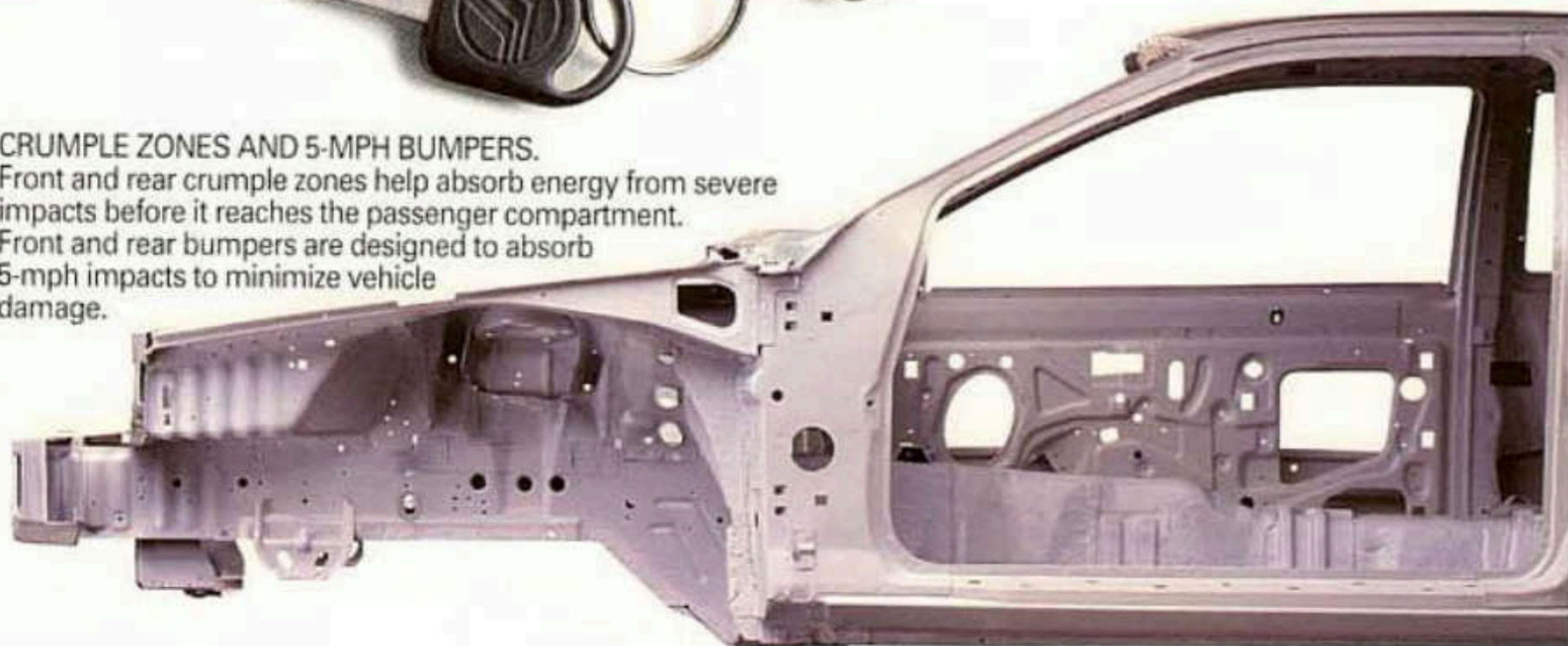
INTERVAL WIPERS.
Cougar XR7's wipers include high, low and variable intermittent speeds allowing the driver to adjust for a mist or a downpour.



REMOTE KEYLESS ENTRY.
This optional feature includes two remote transmitters that allow you to unlock or lock all doors and open the trunk from up to 33 feet away. A panic button will sound the horn and flash exterior lights when engaged.



CRUMPLE ZONES AND 5-MPH BUMPERS.
Front and rear crumple zones help absorb energy from severe impacts before it reaches the passenger compartment. Front and rear bumpers are designed to absorb 5-mph impacts to minimize vehicle damage.



Safety



POWER MOONROOF.
Open up fully and let the sunshine in with the touch of a switch, or tilt glass up for fresh air ventilation.

SPEED CONTROL.
You set the speed and it does the rest. A great feature to have for long trips. Tap up/tap down feature.

Options



HIGH-LEVEL AUDIO AND CD RADIO.
In addition to the standard AM/FM stereo with cassette, you can choose (1) an 80-watt High-Level audio system with AM stereo/FM stereo cassette and premium speakers or (2) a compact disc radio.



SEMI-AUTOMATIC CLIMATE CONTROL.
This CFC-free system automatically maintains the temperature you select.

DIMENSIONS (IN INCHES)		
Wheelbase		113.0
Overall length		199.9
Overall height		52.5
Overall width		72.7
Track front/rear		61.6/60.2
Headroom, front/rear		38.1/37.6
Legroom, front/rear		42.5/36.5
Shoulder room, front/rear		59.1/58.9
Hiproom, front/rear		55.6/56.6
ENGINES	STANDARD	OPTIONAL
Type	V-6	V-8
Displacement	3.8 liters	4.6 liters
Horsepower (SAE net)	145 @ 4000 rpm	205 @ 4250 rpm
Torque (SAE net)	215 lb-ft @ 2750 rpm	280 @ 3000 rpm
Fuel delivery	Sequential multi-port electronic fuel injection	
Compression ratio	9.0:1	9.0:1
Engine control	EEC-V	EEC-V
CAPACITIES		
Cargo volume		15.1 cu. ft.
Fuel		18.0 gal.
Oil		5.0 qt. (V-6 w/filter)/4.5 qt. (V-8 w/filter)
Engine coolant		12.3 qt. (V-6)/14.0 qt. (V-8)
Curb weight		3,558 lbs./3,725 lbs. (w/V-8)
TRANSMISSION	Four-speed electronic automatic overdrive, fourth-gear overdrive reduces engine speed by nearly one-third to improve highway fuel economy	
SUSPENSION	Front—Short/long arm design with double isolation, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, front sub-frame	
	Rear—Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, rubber isolated rear sub-frame	
BRAKES	Front10.8-inch disc	
	Rear9.8-inch drum	
	Brake swept area330.1 sq. inches	
	Type . . .Dual hydraulic (diagonally linked front to rear) with power assist	
STEERING	Power-assist rack-and-pinion*	

FUNCTIONAL FEATURES	XR7
Driver-side air bag Supplemental Restraint System	STD
Front passenger-side air bag Supplemental Restraint System	STD
3.8-liter V-6 sequential multi-port fuel injection —100,000-mile scheduled tune-up**	STD
4-speed electronic automatic overdrive transmission	STD
Tinted glass	STD
Power-assist brakes with audible wear sensors on front	STD
58-amp/hr. maintenance-free battery	STD
130-amp alternator	STD
4.6-liter SOHC V-8 sequential multi-port fuel injection —100,000-mile scheduled tune-up**	OPT
Power 4-wheel disc brakes with Anti-lock Brake System (ABS)	OPT
Traction-Lok rear axle	OPT*
Electronic Traction Assist (requires ABS)	OPT
Electronic speed-sensitive power rack-and-pinion steering	OPT*
Engine block heater	OPT
72-amp/hr heavy-duty battery	OPT
Electric rear window defroster	OPT
EXTERIOR FEATURES	
5-mph impact bumpers front/rear	STD
Dual color keyed power mirrors	STD
Low profile complex reflector clear lens halogen headlamps	STD
Flush glass	STD
Remote keyless entry system	OPT
Illuminated entry	OPT
Multi-sport roof rack (ski, bicycle, water sports)	DLR
Front end cover	DLR
SOUND SYSTEMS	
Electronic AM/FM stereo radio with cassette and four speakers	STD
High-Level Audio system with premium AM stereo/FM stereo radio and cassette, four premium speakers in four locations, 80 total watts RMS	OPT
High-Level Audio system with AM stereo/FM stereo Compact Disc radio, 80 total watts RMS (does not include cassette)	OPT
Power antenna	OPT
INSTRUMENTATION	
Backlit analog performance cluster with tachometer, fuel gauge, coolant temperature gauge, 120-mph speedometer, oil pressure gauge and voltmeter	STD

INTERIOR COMFORT AND CONVENIENCE FEATURES	XR7
Rear seat 3-point manual shoulder safety belts (outboard) and lap safety belt for center position	STD
CFC-free air conditioner	STD
Reclining front bucket seats	STD
Center console with floor shift	STD
Rear center fold-down armrest	STD
Courtesy lights - front only	STD
Map pockets on doors	STD
Power windows with illuminated switches	STD
Side window demisters	STD
Variable intermittent wipers	STD
Push-on/push-off parking brake system	STD
Luggage compartment light	STD
Rear seat heat ducts	STD
Dual console-mounted cup holders	STD
Tilt steering wheel	STD
Luxury cloth and leather seat trim	STD
Leather-wrapped shift knob	STD
Leather seating surfaces	OPT
6-way power driver's seat	OPT
6-way power passenger seat (req. power driver's seat)	OPT
Leather-wrapped steering wheel	OPT
CFC-free semi-automatic temperature control (req. Auto lamp)	OPT
Power slide/tilt moonroof with sunshade (req. Luxury light group)	OPT
Fingertip speed control with tap up/tap down feature	OPT
Carpeted front floor mats	OPT
Power lock group	OPT
Anti-theft alarm system (req. remote keyless entry system)	OPT
Luxury light group	OPT
Auto lamp (req. semi-automatic temperature control)	OPT



Standard
15-inch luxury wheel covers

Optional
15-inch cast aluminum wheel

Optional
15-inch cast aluminum geometric spoke wheel available only with Sport Appearance Group



WHEELS AND TIRES

Mini spare T-125/90R15 BSW	STD
15-inch bolt-on luxury wheel covers with P205/70R15 BSW all-season steel-belted radial tires	STD
15-inch luxury cast aluminum wheels with P215/70R15 BSW all-season tires	OPT

OPTIONAL PACKAGES

POWER LOCK GROUP

Includes power door locks, remote decklid release

REMOTE KEYLESS ENTRY SYSTEM

Allows doors and decklid to be unlocked/locked with a remote hand-held transmitter (includes illuminated entry)

POWER MOONROOF

Features pop-up air deflector, sliding sunshade and rear tilt-up. Includes dual reading lamps (requires luxury light group)

LUXURY LIGHT GROUP

Includes engine compartment light, instrument panel courtesy lights, dual illuminated visor mirrors and indicator lamp module with door ajar, low fuel, low coolant and low washer fluid warning lights. Also includes Traction Assist light on models so equipped

SPORT APPEARANCE GROUP

Geometric spoke wheels and non-functional luggage rack

STD = Standard; OPT = Optional Feature; DLR = Dealer-Installed Accessory

* Electronic speed-sensitive, variable-assist power rack-and-pinion steering included and only available with optional V-8.

** 100,000-mile scheduled tune-up under normal driving conditions with routine fluid/filter changes.

† Not available with Traction Assist.

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

• Contained in PEP.

Based on official AAMA specifications.

For more information on available accessories please visit your local Mercury dealer.

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.*

	260A	262A
Fingertip speed control	•	•
Electric rear window defroster	•	•
Power lock group	•	•
Luxury cast aluminum wheels w/P215/70R15 BSW tires	•	•
Front carpeted floor mats	•	•
Illuminated entry		•
Leather-wrapped steering wheel		•
6-way power driver's seat		•
4.6-liter V-8 engine		•

EXTERIOR COLORS

Vibrant White Clearcoat
 Silver Frost Clearcoat Metallic
 Light Saddle Clearcoat Metallic
 Pacific Green Clearcoat Metallic
 White Opalescent Clearcoat (Extra-Cost Tricoat)
 Alpine Green Clearcoat Metallic
 Moonlight Blue Clearcoat Metallic
 Bright Red Clearcoat
 Laser Red Tinted Clearcoat
 Silver Blue Mist Clearcoat Metallic
 Black Clearcoat

INTERIOR COLORS

Medium Graphite
 Willow Green
 Saddle
 Portofino Blue

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.

EPA Statement: 1996 EPA mileage estimates were unavailable when this publication was printed. Ask your Mercury dealer for the latest information.

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.



Vibrant White Clearcoat



Silver Frost Clearcoat Metallic



Light Saddle Clearcoat Metallic



Pacific Green Clearcoat Metallic



White Opalescent Clearcoat (Extra-Cost Tricoat)



Alpine Green Clearcoat Metallic



Moonlight Blue Clearcoat Metallic



Bright Red Clearcoat



Laser Red Tinted Clearcoat



Silver Blue Mist Clearcoat Metallic



Black Clearcoat

The Facts

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.



Tracer



Mystique



Cougar XR7



Sable



Grand Marquis



Villager



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.

MercurySM Commitment



IMAGINE YOURSELF
IN A MERCURY



LITHO IN USA (550,000) 7-95 P-8360

Buckle up—together we can save lives.

