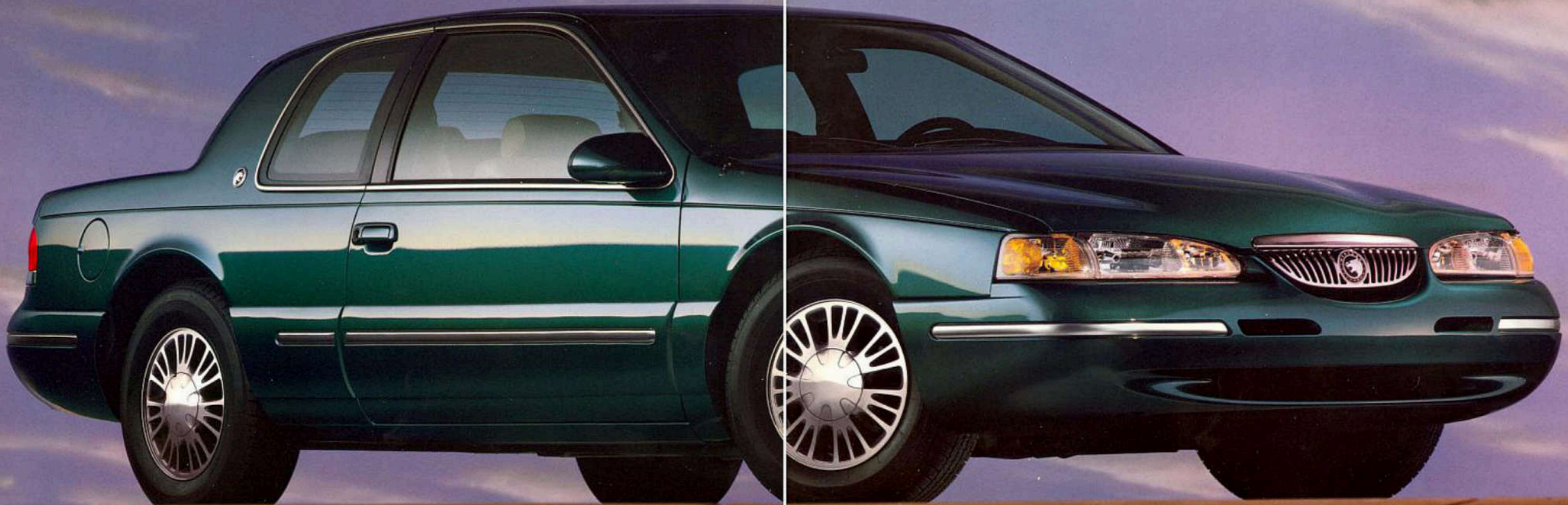
 Imagine yourself in a Mercury

1997 COUGAR XR7





Imagine A RELATIONSHIP SO PERFECT

YOU SEEM TO COMMUNICATE WITHOUT SPEAKING.

A TIME WHEN EVERYTHING SEEMS TO GO IN YOUR FAVOR.

AND WISHING IT WOULD LAST FOREVER. IMAGINE HAVING

THE FREEDOM TO BE yourself ALL THE TIME.

IMAGINE FEELING SO SECURE YOU THINK FOR A MOMENT

YOU'RE in a DIFFERENT WORLD.

OR MAKING A DISCOVERY YOU CAN'T WAIT TO SHARE

WITH YOUR BEST FRIEND. IMAGINE TAKING THE LONG WAY HOME

JUST BECAUSE YOU'RE HAVING SUCH A GREAT TIME.

IMAGINE A CAR THAT'S BOTH COMFORTABLE AND POWERFUL.

Mercury COUGAR XR7.

Cougar XR7 shown in Pacific Green Clearcoat Metallic with luxury cast aluminum wheels. Some features shown may be optional. See specification page for feature availability.



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 impressive fuel economy.\*

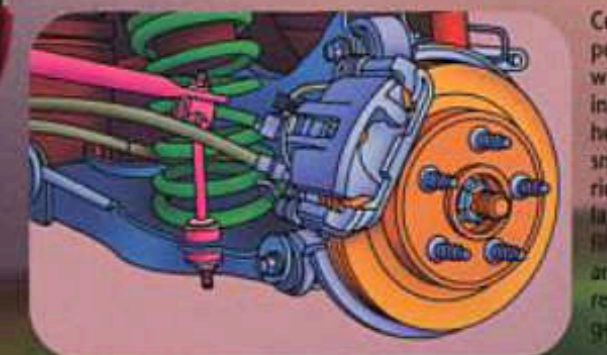
EQUIP YOUR COUGAR XR7 WITH THE AVAILABLE V-8 ENGINE AND GET READY FOR A GREAT PERFORMANCE. ITS STANDARD V-6 IS IMPRESSIVE AS WELL. COUPLED WITH A 4-SPEED ELECTRONIC AUTOMATIC OVERDRIVE TRANSMISSION, THESE ENGINES DELIVER SMOOTH POWER. AND THEY'RE BOTH BUILT TO PERFORM

## A great performance series.

FOR 100,000 MILES WITHOUT A SCHEDULED TUNE-UP!\*\* HOWEVER, COUGAR XR7 ISN'T MERELY QUICK. IT ALSO DISPLAYS REFINED, AGILE ROAD MANNERS. THIS IS DUE, IN LARGE PART, TO ITS SHORT- AND LONG-ARM FRONT SUSPENSION, INDEPENDENT REAR SUSPENSION, AND POWER RACK-AND-PINION STEERING. ENJOY!



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.\*



Cougar's rear suspension allows each wheel to react independently to help ensure a smooth, controlled ride. Its rubber-isolated subframe helps filter out road noise and vibration before reaching the passenger compartment.



Cougar's redesigned center console includes an armrest, storage bin, dual cup holders, and convenient coin holders.



Rear seat center armrest folds down to provide rear passengers with an extra measure of comfort.



Rear seat heat ducts help make sure backseat passengers are warm and comfortable.



CFC-free air conditioner operates completely free of CFCs and thus will not harm the ozone layer.

SETTLE SNUGLY IN THE SEAT OF YOUR COUGAR XR7, AND ONE THING BECOMES APPARENT—THIS IS A CAR DESIGNED FOR DRIVERS. ITS STRIKING WRAPAROUND INSTRUMENT PANEL FEATURES BRIGHT NEW, EASY-TO-READ GAUGES, AND ESSENTIAL CONTROLS ARE POSITIONED FOR CONVENIENT ACCESS. WHAT'S MORE, SINCE THIS IS A MERCURY, YOU'LL DISCOVER AN

## It features some convenient features.

ABUNDANCE OF STANDARD FEATURES HAVE BEEN INCLUDED. RECLINING FRONT BUCKET SEATS ARE STYLED TO MAXIMIZE COMFORT. TILT STEERING WHEEL FEATURES CONVENIENT SPEED CONTROL SWITCHES. A REAR SEAT FOLD-DOWN CENTER ARMREST, COIN HOLDERS AND AN AM/FM STEREO RADIO WITH CASSETTE ARE AMONG THE MANY AMENITIES YOU'LL APPRECIATE IN YOUR COUGAR XR7.



Dual beam map/dome light comes standard. Whenever you need to read a map or to light the interior, the proper lights are there for you.



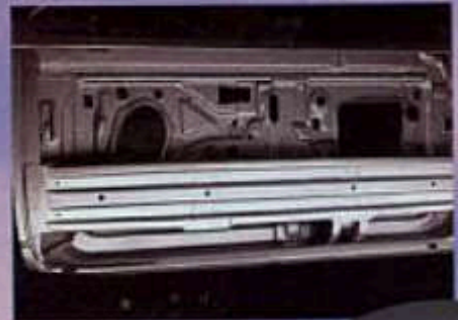
Soft illumination makes power window switches extra easy to locate and operate.

Cougar XR7 interior shown with optional Light Prairie Tan leather seating surfaces. Additional features shown may be optional. See specification page for feature availability.

# Safety and Security

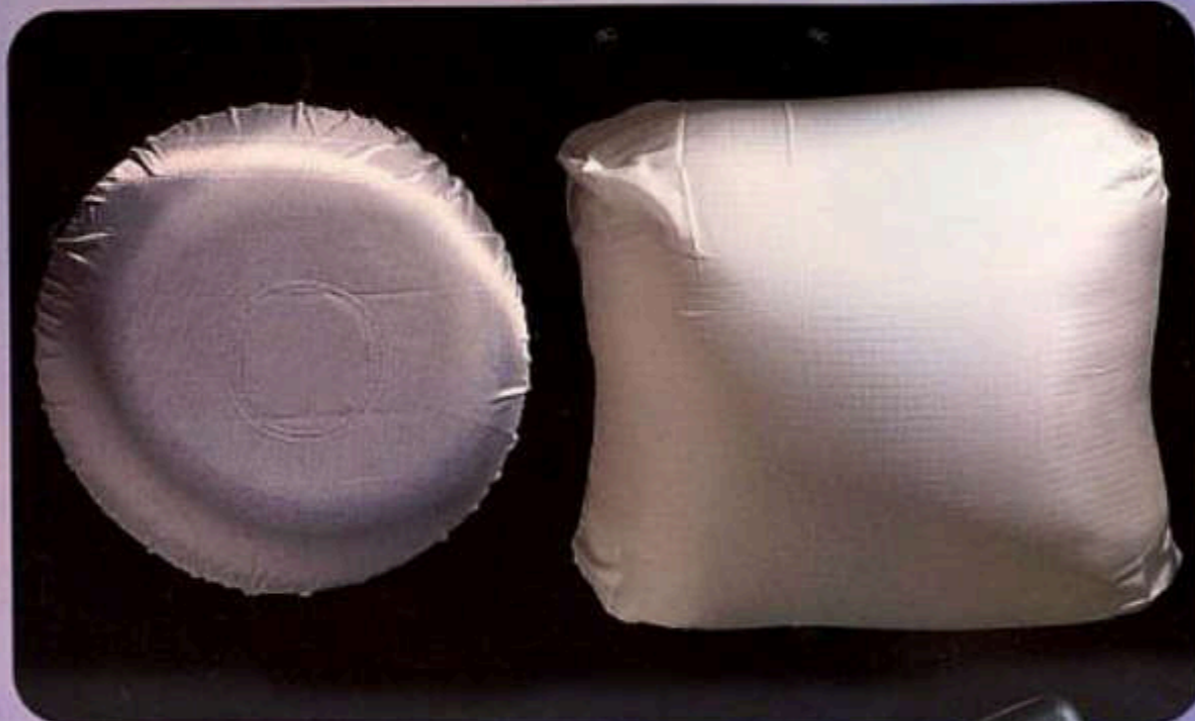


Lap/shoulder 3-point safety belts are the primary restraint for front and rear outboard occupants.

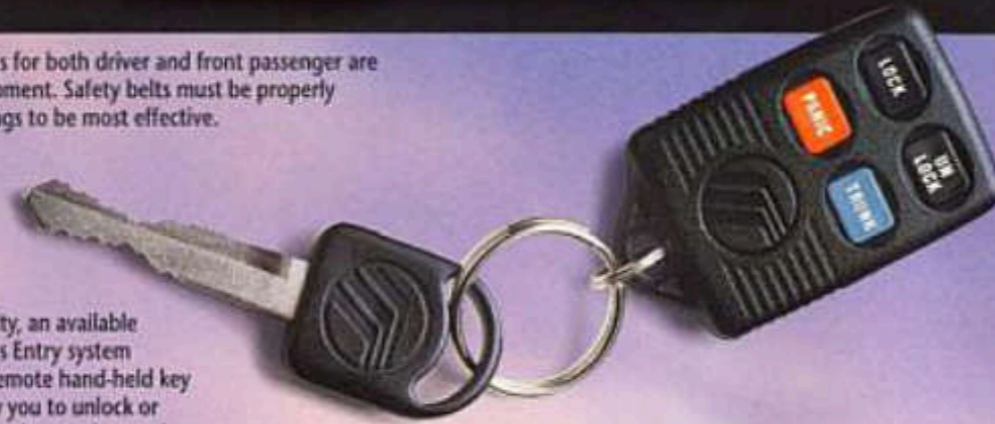


Heavy gauge steel side-door beams are mounted inside each door for additional protection.

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



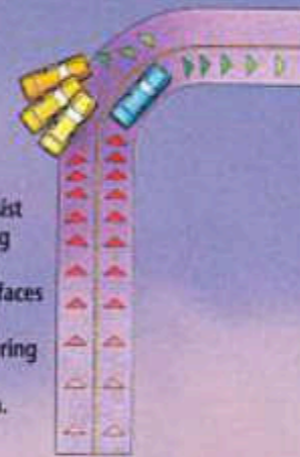
Frontal air bags for both driver and front passenger are standard equipment. Safety belts must be properly worn for air bags to be most effective.



For your security, an available Remote Keyless Entry system includes two remote hand-held key fobs 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.

# Options

Electronic Traction Assist helps driving wheels grip slippery surfaces rather than spinning during low-speed acceleration.



With speed control, you set the speed and it does the rest. It includes tap-up/tap-down feature and is conveniently located on the steering wheel.



An AM/FM stereo radio with cassette player is standard. This system can be upgraded to a High-level audio system with 80 watts of power, AM stereo/FM stereo cassette radio and premium speakers. A CD player is also available.



This CFC-free semi-automatic temperature control features a precise digital display that automatically maintains your selected temperature.



A dealer-installed roof rack may be purchased for your Cougar XR7. It can accommodate up to four bike racks, each of which can carry one bike. Bikes can be secured or removed in minutes.



Standard 15-inch bolt-on luxury wheel covers.



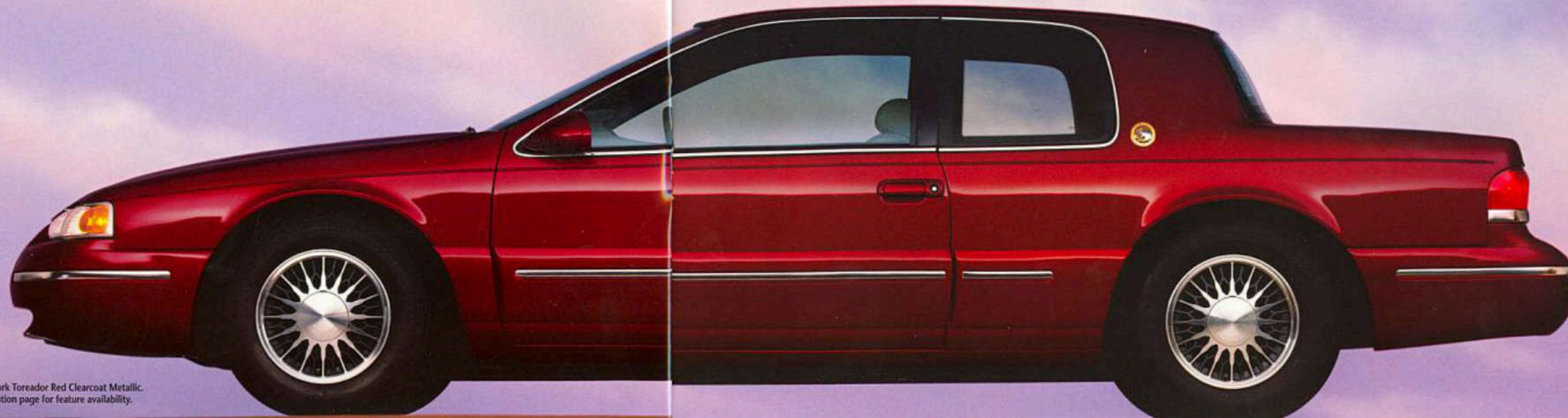
Optional 15-inch 21-spoke luxury cast aluminum wheels.



Optional 15-inch geometric spoke cast aluminum wheels.

# 30th Anniversary Cougar XR7

A SPECIAL 30TH ANNIVERSARY EDITION COUGAR XR7 IS AVAILABLE. IT INCLUDES 30TH ANNIVERSARY ORNAMENTATION, UNIQUE FRONT BUCKET SEATS WITH POWER SIDE BOLSTERS AND POWER LUMBAR SUPPORT, ELECTROCHROMIC (AUTO-DIMMING) INSIDE REARVIEW MIRROR AND UNIQUE LACY SPOKE ALUMINUM WHEELS. IT'S AVAILABLE IN DARK TOREADOR RED CLEARCOAT METALLIC.



# Mercury Cougar XR7 Specifications

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	OHV V-6 / SOHC V-8
Displacement	3.8-liters / 4.6-liters
Horsepower (SAE net)	145 @ 4000 rpm / 205 @ 4250 rpm
Torque (SAE net)	215 lbs-ft @ 2750 rpm / 280 @ 3000 rpm
Fuel delivery	Sequential multi-port electronic fuel injection
Compression ratio	9.0:1 / 9.0:1
Engine control	Electronic engine control (EEC-V/OBD-II)
CAPACITIES	
Fuel tank	18.0 gal.
Curb weight	3,528 lbs. (w/V-6) / 3,666 lbs. (w/V-8)
TRANSMISSION	
Four-speed electronic automatic overdrive with overdrive lockout	
SUSPENSION	
Front—Short/long arm (SLA) design with double isolation, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, front subframe	
Rear—Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers, rubber isolated rear subframe	
BRAKES	
Front/Rear 10.8-inch disc/10.1-inch disc	
STEERING	
Power assist rack-and-pinion*	
FUNCTIONAL FEATURES XR7	
Dual air bags (Supplemental Restraint System)	STD
3-point lap/shoulder safety belt for front outboard passenger	STD
3-point lap/shoulder safety belts for rear outboard passengers	STD
Rear seat center lap safety belt	STD
100,000-mile scheduled tune-up intervals**	STD
Brake/shift interlock	STD
Solar tint glass	STD
130-amp alternator	STD
Traction-Lok rear axle (N/A with Traction Assist)	OPT
Electronic Traction Assist (requires ABS)	OPT
Speed-sensitive, variable-assist power rack-and-pinion steering	OPT*
Engine block heater	OPT
72-amp/hr heavy-duty battery (with opt. V-8 only)	OPT
Rear window defroster	OPT
EXTERIOR FEATURES	
5-mph impact bumpers front/rear	STD
Dual color-keyed power outside mirrors	STD
Low profile complex reflector clear lens halogen headlamps	STD
Extensive corrosion protection	STD
Remote Keyless Entry system with two remote hand-held key fobs	OPT
Illuminated entry	OPT
Multi-sport roof rack (ski, bicycle, water sports)	DLR
Front end cover	DLR
Rear decklid spoiler	OPT or DLR

INSTRUMENTATION XR7	
Backlit analog performance cluster with speedometer, tachometer, fuel gauge, coolant temperature gauge, also indicators for low fuel, low windshield washer fluid, door ajar, low coolant, speed control on, Traction Assist off (if equipped)	STD
Reminder chimes for headlamps-on, key-in-ignition, and safety belt	STD
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 radio, with CD player, 80 total watts RMS (does not include cassette)	OPT
Power antenna	OPT
INTERIOR COMFORT AND CONVENIENCE FEATURES	
CFD-free air conditioner	STD
Center full-length floor console with dual cup holders, armrest, storage bin, and coin holders	STD
Rear seat center fold-down armrest	STD
Front footwell courtesy lights	STD
Power windows with illuminated switches	STD
Intermittent wipers with fluidic washer system	STD
Carpeted luggage compartment with light	STD
Rear seat heat ducts	STD
Tilt steering wheel	STD
Reclining front bucket seats with 2-way adjustable head restraints	STD
Luxury cloth and leather seat trim	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 and shift handle	OPT
CFD-free semi-automatic temperature control	OPT
Fingertip speed control with tap-up/tap-down feature	OPT
Carpeted front floor mats	OPT
Anti-theft alarm system (req. Remote Keyless Entry system)	OPT
Dual illuminated visor vanity mirrors	OPT
Autolamp on/off delay lighting system	OPT
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 21-spoke luxury cast aluminum wheels with P215/70R15 BSW all-season tires	OPT
15-inch geometric spoke cast aluminum wheels with P215/70R15 BSW all-season tires (included only with Luxury Appearance Group)	OPT
16-inch 7-spoke cast aluminum wheels with P225/60R16 Goodyear Eagle GT+4 touring tires (included only with Sport Edition)	OPT
16-inch lacy spoke cast aluminum wheels with P225/60R16 Goodyear Eagle GT+4 touring tires (included only with 30th Anniversary Edition)	OPT
STD = Standard; OPT = Optional Feature; DLR = Dealer-installed Accessory	
* Speed-sensitive, variable-assist, power rack-and-pinion steering included and only available with optional V-8.	
** Under normal driving conditions with routine fluid/liter changes.	
† 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.	

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 one of two remote hand-held key fobs (includes illuminated entry)		
POWER MOONROOF		
Features pop-up air deflector, sliding sunshade, rear tilt-up one-touch open and includes dual reading lamps (req. ill. visor vanity mirrors)		
LUXURY APPEARANCE GROUP		
15-inch geometric spoke wheels and non-functional luggage rack		
SPORT EDITION		
Body color decklid spoiler with integrated stop lamp		
16-inch 7-spoke aluminum wheels		
P225/60R16 Goodyear Eagle GT+4 touring tires		
Larger front disc brake rotors		
Sport-tuned suspension		
30TH ANNIVERSARY SPECIAL EDITION		
Unique exterior color—Dark Treador Red Clearcoat Metallic		
Seat trim embroidered with 30th Anniversary logo		
Unique front bucket seats with power lumbar support and power side bolsters		
Front floor mats embroidered with 30th Anniversary logo		
30th Anniversary badging		
Electrochromic (auto-dimming) inside rearview mirror		
Unique 16-inch lacy spoke aluminum wheels		
P225/60R16 Goodyear Eagle GT+4 touring tires		
Larger front disc brake rotors		
Sport-tuned suspension		
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	•	•
Rear window defroster	•	•
Power lock group	•	•
21-spoke luxury cast aluminum wheels w/P215/70R15 BSW tires	•	•
Carpeted front floor mats	•	•
Illuminated entry	•	•
Leather-wrapped steering wheel and shift handle	•	•
6-way power driver's seat	•	•
4.6-liter SOHC V-8 engine	•	•

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: 1997 EPA mileage estimates were unavailable when this brochure 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.

# 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.

## ROADSIDE 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.

## Exterior colors



## Interior colors

Medium Graphite • Willow Green • Light Prairie Tan • Portofino Blue



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.

For more information via the Internet enter: <http://www.Mercuryvehicles.com>



50% TOTAL RECYCLED CONTENT (INCLUDING FIBER) LITHO IN USA (500,000) 7-96 P-7384 Buckle up—Together we can save lives.



IMAGINE YOURSELF IN A MERCURY



Tracer



Mystique



Sable



Cougar XR7



Grand Marquis



Villager



Mountaineer



