

RCURY

COUGAR

1999





A close-up photograph of a car's side mirror and door handle, set against a background of motion-blurred light streaks. The car's body is a dark, metallic color. The side mirror is prominent in the foreground, and the door handle is visible below it. The overall aesthetic is sleek and modern.

Notice something different.

Attention. You kind of enjoy it. In the clothes you wear. The music you listen to. Even the car you choose to drive. You just like to do things your own way. Maybe that's why you find the all-new Mercury Cougar so irresistible. Its New Edge design is a result of marrying sharp, crisp lines and smooth, sculpted shapes. In short, Cougar has been fashioned to attract attention. And, naturally since it's a Mercury, it comes well accessorized. With the kind of features that'll accommodate your busy and you-like-it-that-way lifestyle. So get used to all the stares. They come standard with Cougar, too.









Get a grip.

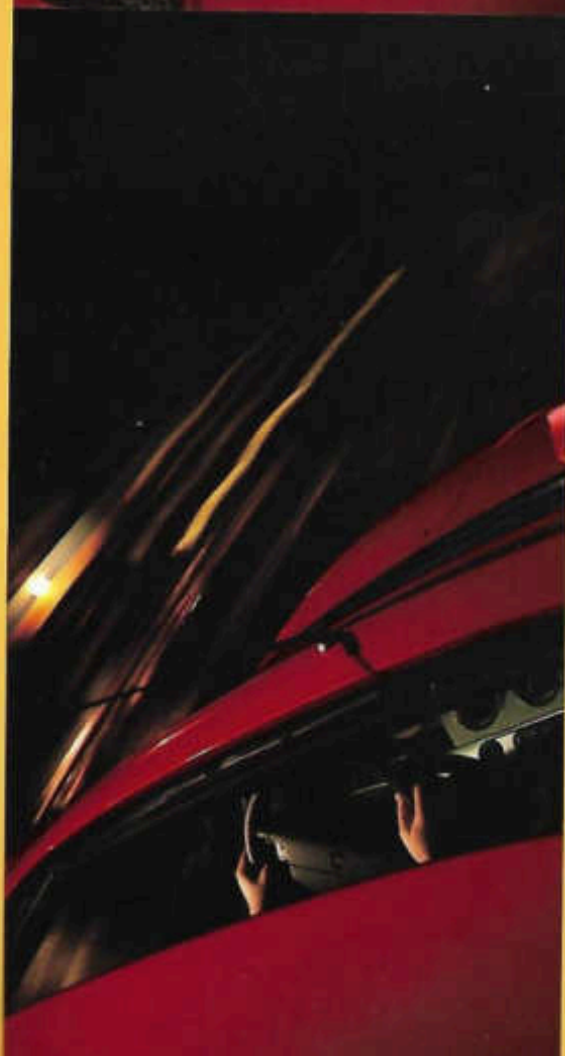
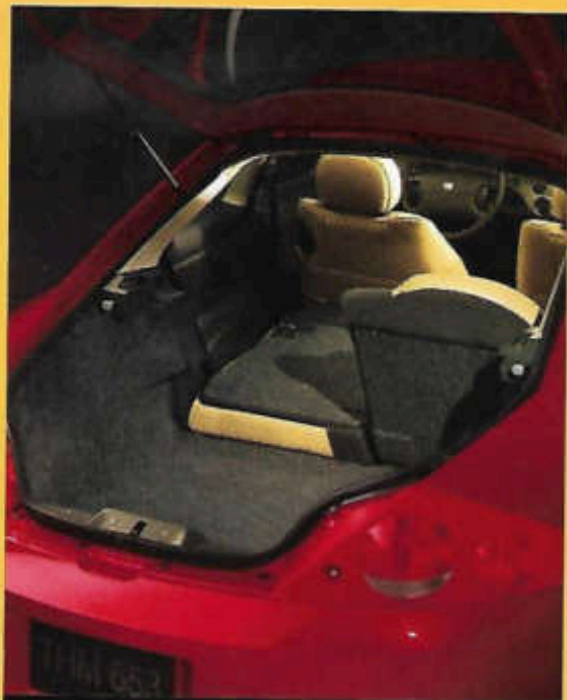
Just wait till you get hold of a new front-wheel-drive Cougar. This cat is built for some serious fun. Take the 24-valve 2.5L DOHC Duratec V-6 engine. Here's a quick, sophisticated powerplant that will truly excite you. The standard 5-speed manual is designed to let you fly through the gears. And its advanced suspension system with passive rear-wheel steering delivers a taut, sports-coupe feel. We could go on and on about the heated outside mirrors and trip computer, but you'll discover all that for yourself behind the wheel of your new Cougar.

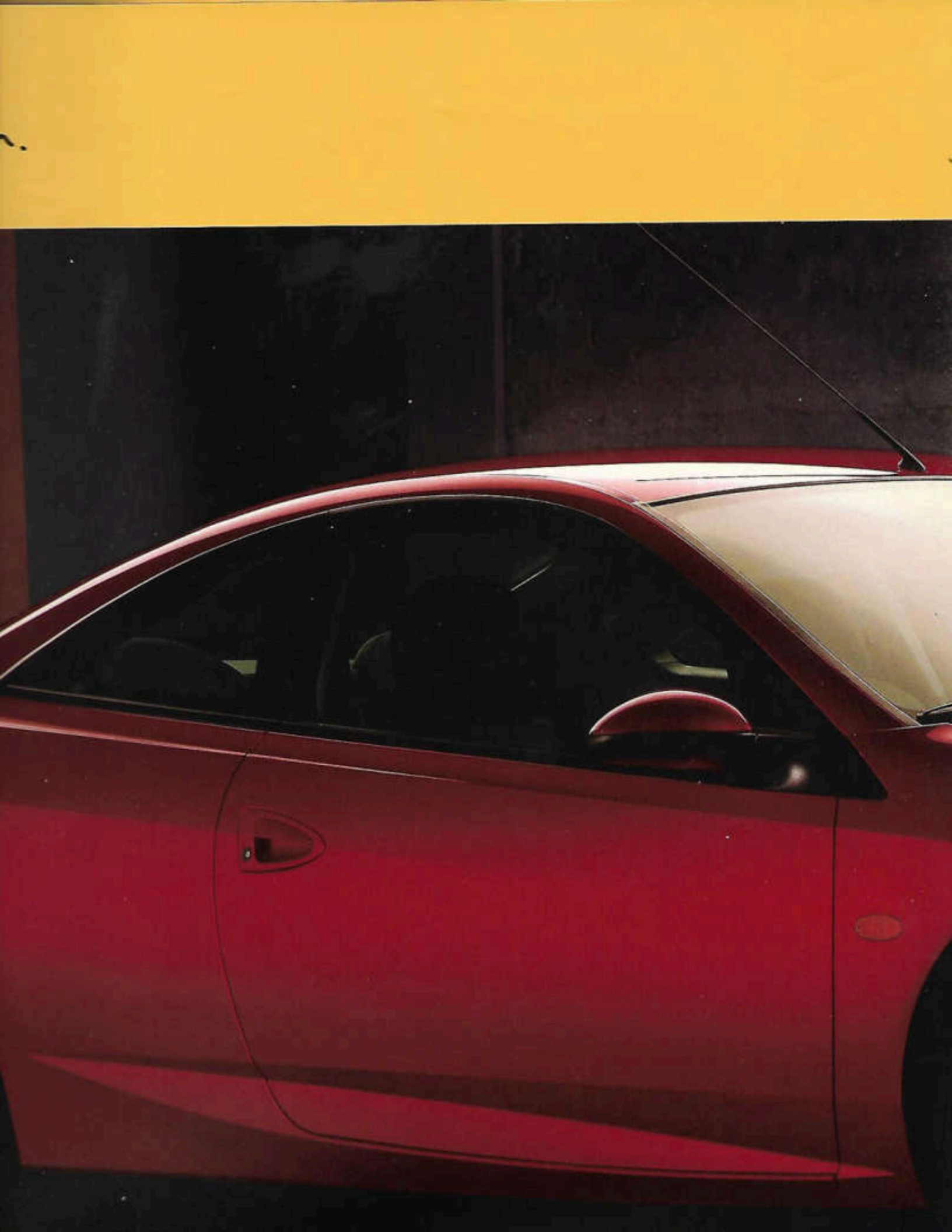
Sit back and let the attitude

and's finally here. Now you're on
time. That means it's time to fill up
back and go. The split-fold rear seat
is easier to pack in stuff like
camping gear, or whatever.
able rear package tray

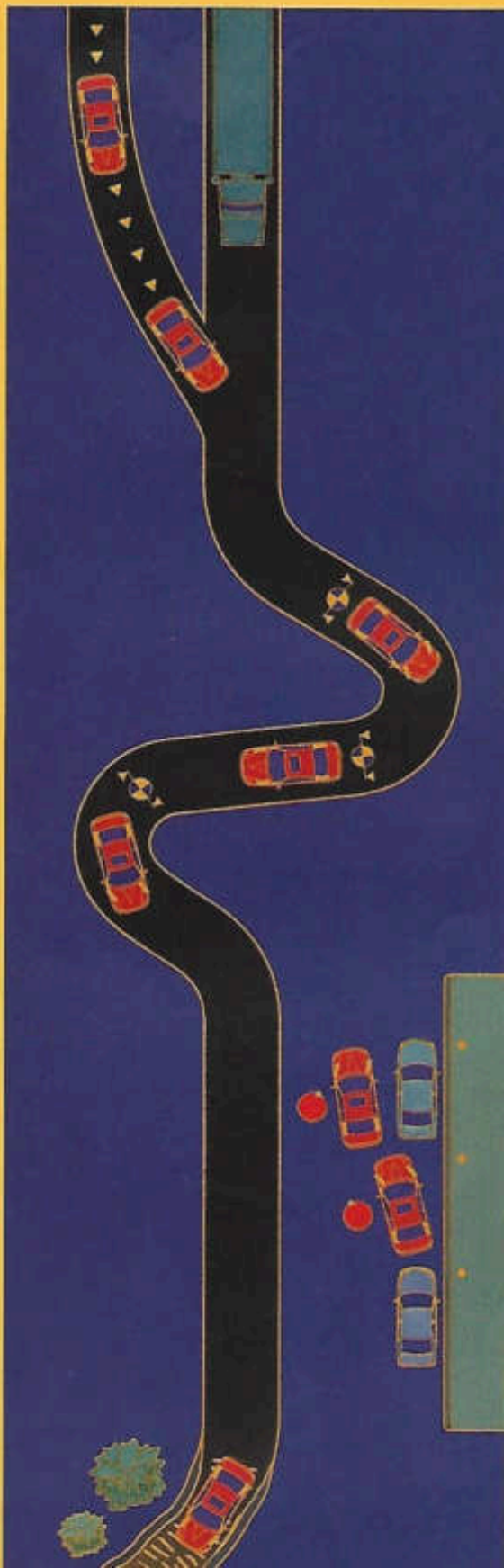
ard.
re cruising down a great stretch
a warm, sunny day. Only one
make this scene better. You open
ble power moonroof. Perfect.

another breath of fresh air—a par-
filtration system, air-conditioning
heat ducts all come standard.









You'll enjoy opening up Cougar on the highway. Its zippy 16-valve, 2.0L DOHC I-4 Zetec engine puts out 125 hp. Plenty of passing power here. For even more of a rush, the 24-valve, 2.5L DOHC V-6 Duratec engine delivers a thrilling 170 hp.

Without getting too technical on you, Cougar comes with a fully independent suspension system which features low friction front struts and Quadralink rear suspension. This gives Cougar a firm ride and responsive handling. In other words: fun to drive!

Precise steering lets you place the car exactly where you want it. New tires were even developed to help optimize steering and handling responsiveness.

speakers. And, if that's
to your ears, a single CD radio and
changer are also available.

side you'll find everything you
holder, a handy slot for your
and a power outlet. Hey, front
compartments are even



se may be eyeing your Cougar.
it's nice to have the SecuriLock™



theft system. The correct encod-
to be used on your Cougar simply
Period.

er great feature—the available
less Entry system. You can lock
doors, unlock the trunk and turn
lights from up to 33 feet away. For
a panic button sounds the horn
the exterior lights when pressed.



16" polished cast aluminum wheel



16" cast aluminum wheel



Tracer



Mystique



Cougar



Sable



Grand Marquis



Villager





	I-4	V-6
Power windows	STD	STD
Power door locks	STD	STD
Power heated outside mirrors	STD	STD
Turn signal indicators	STD	STD
Projector headlamps	STD	STD
Roof antenna	STD	STD
Wipers	STD	STD
Wind defroster	STD	STD
Rear spoiler	OPT	GRP
Side moldings	OPT	OPT
Side moonroof	OPT	OPT
Seat belt		STD
		GRP
	I-4	V-6
Power windows	STD	STD
Air filtration system	STD	STD
Heat ducts	STD	STD
Manual recline and power height adjustment	STD	STD
Seat up/side with memory	STD	STD
Trunk release	STD	STD
Power locks and power windows with illuminated switches, down driver's window	STD	STD
Interior includes:		
1600 empty, average fuel economy, speed, trip odometer, and outside temperature display	STD	STD
Steering column	STD	STD
Center console with storage, cup holder and power point	STD	STD
Center console with storage bin, cup holder, power point, and rear seatbelt		GRP

INSIDE (CONTINUED)	I-4	V-6
Front door storage compartments	STD	STD
Carpeted removable rear package tray	STD	STD
Fully trimmed luggage compartment with lamp	STD	STD
Driver's footrest	STD	STD
Driver and passenger vanity mirrors w/cover on driver's side	STD	STD
Courtesy light delay	STD	STD
Front floor mats	STD	STD
Speed control with tap-up/tap-down feature	GRP	GRP
Leather-wrapped steering wheel and shift knob		GRP
Cloth-covered bucket seats	STD	STD
Premium cloth covered bucket seats with manual lumbar adjustment and seatback map pockets		GRP
60/40 split fold rear seat	STD	STD
Variable intermittent wipers	STD	STD
Leather seating surfaces (requires power seat)		OPT
6-way power driver's seat with power lumbar		OPT
MUSIC	I-4	V-6
Four premium speakers	STD	STD
AM/FM stereo/cassette	STD	STD
AM/FM stereo/cassette with Premium Sound	OPT	OPT/GRP
AM/FM stereo/single CD radio (replaces cassette player)	OPT	OPT
6-disc CD changer (requires Premium Sound)	OPT	OPT
INTERIOR COLORS	I-4	V-6
Cloth	Greystone, Tan, Midnight Black	Greystone, Tan, Midnight Black
Leather		Tan, Medium Graphite

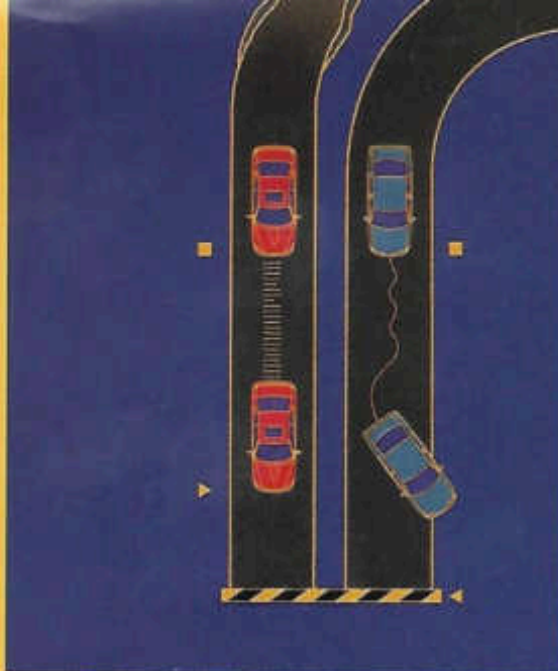




	I-4	V-6
with speedometer, engine coolant gauge, low fuel warning and trip computer	STD	STD
	I-4	V-6
air bags	STD	STD
	OPT	OPT
side-impact door beams with height adjustable components	STD	STD
side-impact door beams	STD	STD
steering column support with front and rear air bags	STD	STD
5-point impact bumpers	STD	STD
ABS (requires ABS)		OPT
Anti-lock Brake System (ABS)	OPT	OPT
	I-4	V-6
all-weather tires	STD	STD
all-weather "Performance" tires		GRP
16" wheels	STD	STD
18" wheels		GRP
19" wheels		OPT

STD—Standard Feature; GRP—Included in Group; OPT—Optional; ABS—Anti-lock Brake System

	I-4	V-6
ENGINES		
Type	Zetec 16-valve DOHC I-4 with variable valve timing technology	Duratec 24-valve DOHC V-6
Displacement	2.0 liters	2.5 liters
Horsepower (SAE net)	125 @ 5500 rpm	170 @ 6250 rpm
Torque (ft.-lbs. SAE net)	130 @ 4000 rpm	165 @ 4250 rpm
Fuel delivery	Sequential multi-port electronic fuel injection (SMPI)	Sequential multi-port electronic fuel injection (SMPI)
Compression ratio	9.6:1	9.7:1
Engine control	EEC-V Electronic Engine Control	EEC-V Electronic Engine Control
Scheduled tune-up interval	100,000 miles***	100,000 miles***
CAPACITIES		
Fuel tank	15.5 gal.	15.5 gal.
Oil	4.5 qts.	5.5 qts.
TRANSAXLES		
Standard	5-speed manual overdrive	5-speed manual overdrive
Optional		4-speed electronic automatic overdrive
BRAKES		
Front	Ventilated disc	Ventilated disc
Rear	Drum	Drum
STEERING		
Variable-rate power rack-and-pinion with low-friction ball joints and tie-rod ends		
SUSPENSION		
Front—Fully independent, MacPherson compact strut located by lower A-arm and anti-roll bar		
Rear—Fully independent Quadralink system with strut-type coil spring/damper units, two transverse and one trailing arm per side incorporating passive rear-wheel steering and anti-roll bar		
DIMENSIONS (IN INCHES)		
Wheelbase	106.4	Cargo Capacity with Rear Seat Up . . . 14.5 cu. ft.
Track, front/rear	59.3/58.7	Rear Seat Down . . . 24 cu. ft.



with the anti-lock brakes to help keep you from slipping on wet and icy patches of road, at all speeds. In addition, available ABS helps provide more controlled emergency stopping on most road surfaces.

Naturally, Second Generation dual front air bags come standard on Cougar. It's also the only car in its class to offer side air bags as well. (Always remember to wear your safety belt and please secure children in the rear seat.)

CONVENIENCE GROUP
 with lid-up/lid-down feature
 power windows
 remote entry system
 12V power outlet

CONVENIENCE GROUP
 includes 14 Convenience Group equipment plus the
 12V power outlet, cassette with Premium Sound

SPORT GROUP
 4-spoke steering wheel and shift knob
 17" cast aluminum wheels
 roof rack
 leather-covered bucket seats with manual lumbar support
 12V power outlet
 fog/low beam lamps, map lamps, illuminated visor
 low oil warning system, which includes displays for
 low oil, low brake pad wear, low outside temperature, bulb
 out, service reminder
 12V power outlet with storage bin, cup holder, power
 windows and rear window
 12V power outlet

CHANGES
 Due to changes in the price of this brochure, certain changes in
 equipment, options, prices and the line, or product,
 are assumed which would not be included in these
 prices. Your dealer is your best source for up-to-date
 information. Mercury reserves the right to change product
 at any time without incurring obligations.



It's important to get your Cougar just right, so you'll find dealer-installed accessories like a front-end cover, a cargo organizer and a bike rack. That's not all. You also can get a multi-sport ski rack, multi-sport canoe carrier and an envelope-style cargo net. See your Mercury dealer about customizing your Cougar to fit your lifestyle.

*Options shown or described in this brochure are extra cost and may be offered only in combination

Mercury CommitmentSM

comprehensive program

to your complete satisfaction.

ASSISTANCE

VEHICLE LIMITED WARRANTY

CUSTOMER ASSISTANCE CENTER

DELIVERY PROCESS

DELIVERY PROCESS

THE MERCURY COMMITMENTSM?

extra comforts of ownership,

and in a comprehensive benefits

It is the assurance that meeting your

needs will always be our

objective.

dealer for complete details and a copy

of our limited warranties.